

HVAC Industry Proclamation: RON SMITH

WHEREAS, one of the first contractors in the heating, ventilating, and air conditioning (HVAC) industry to focus on residential service and replacement as a profit center was Ron Smith; and

WHEREAS, one of the greatest marketing and customer retention tools, the residential service agreement, was created by Ron Smith; and

WHEREAS, Ron Smith introduced and hired the first retail salespeople into the HVAC industry; and

WHEREAS, Ron Smith built Modern Air Conditioning in Ft Myers, Florida from a startup into the model residential service and replacement business; and

WHEREAS, the first private contractor group and national HVAC franchise system, Service America was created by Ron Smith; and

WHEREAS, as a trainer, consultant, and through his Dominate Market Share program, Ron Smith helped thousands of contractors; and

WHEREAS, Ron Smith served as the COO of a major consolidator, Service Experts, ushering its sale to Lennox International, making Ron unique in HVAC by working as a contractor, franchisor, consultant, and consolidator; and

WHEREAS, Ron Smith wrote the seminal book for running a service contracting business, *HVAC Spells Wealth*; and

WHEREAS, through his innovations, cutting edge practices, and unselfish willingness to share ways contractors can improve their businesses, Ron Smith made a substantive and lasting improvement in contractor business practices;

THEREFORE, be it resolved that the following signatories do hereby proclaim that Ron Smith shall hereafter and forever more be known as *The Father of Modern Contracting Business Practices*.

March 29, 2022