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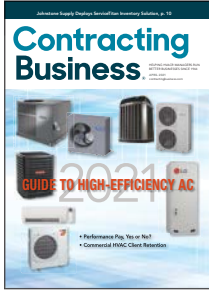


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VOLUME 78, NUMBER 4

April, 2021

Give the gift of efficient home comfort to your residential customers, with products featured in our 2021 Air Conditioning Guide.

Contracting Business®

Features

14 **Simplying & Humanizing Client Retention Strategies**

Kahn Mechanical takes pride in its agility and adaptability, which allow it to respond to unexpected disruptions in the market and with clients.

18 **2021-22 Guide to High Efficiency Air Conditioning**

Customers should be outdoors more this summer, but a cooling indoor environment will be there when they return, courtesy of you and the products featured in our AC Guide

32 **Banking on Performance Pay**

These HVAC contractors moved away from hourly pay for their technicians and focused more on skills, efficiencies and productivity.

34 **6 Reasons to Differentiate in 2021**

Standing out in a saturated marketplace requires an approach that goes beyond technology and devices.

Columns

- 6 **First Word**
- 36 **A Superior Level of Service**
- 40 **Last Word**

Editor's Notebook

- 10 **Manufacturer News**
- 12 **New Products**

Departments

- 4 **What's New Online**
- 8 **From the Field**
- 35 **Ad Index**

FEATURED COLUMNISTS



Terry McIver:
The Power of Words
and Actions - 6



Charlie Greer:
Does Performance Pay
Work? - 36



Dominick Guarino:
High-Performance
Selling - 40



8



14



18

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Reader Services

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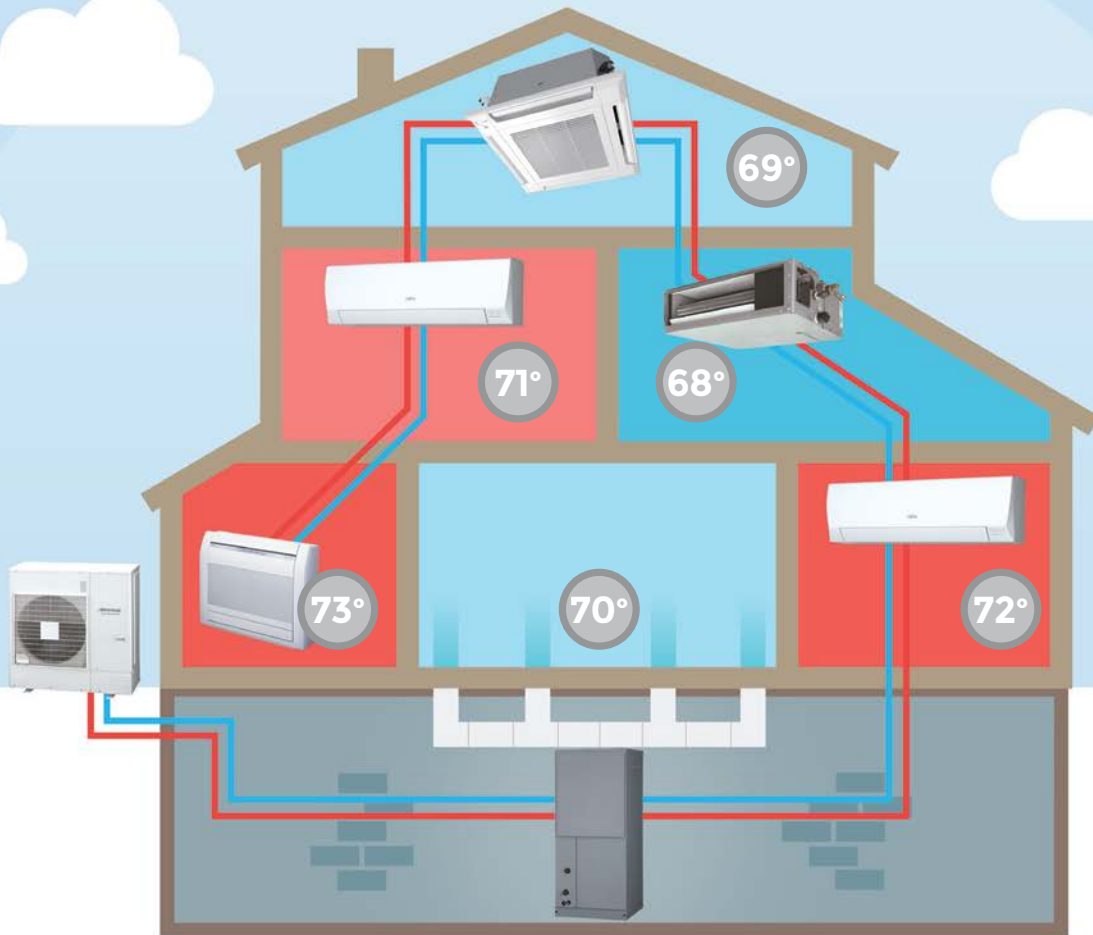
LEFT: Newest Products from Allied, Carrier, Fieldpiece, Emerson Copeland.

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RIGHT: Retrofit by Baikal Mechanical

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INFINITE COMFORT

BY TERRY MCIVER, EDITOR-IN-CHIEF

The Power of Words and Actions

Motivational speaker, author and business coach Larry Winget pulls no punches. That’s why he’s known as The Pitbull of Personal Development®.

That became clear during his presentation for the Electric and Gas Industries Association (EGIA) LEAD2021 virtual conference, presented in early March.

His presentation, “The Practical Application of Success,” was a convicting look at how success works in the real world, with a strong emphasis on the power of words and actions. Because communication is an essential part of a business operation, especially how service personnel communicate to customers. That’s where trust — the most important ingredient — begins.

“Are we communicating in a way that will build trust? Not by saying we’re a nickel cheaper or have the same features and benefits [as a competitor’s products]. Those are the conversations you need to be having with your employees and with yourself,” Winget exclaimed.

Communications training can be neglected when the HVAC business is booming. And even if you have some time, Winget says, you may not know how to kickstart trust-based training. But don’t ever say you don’t have time to train. “That’s the dumbest thing in the world to say,” Winget insisted.

The first step in reducing your need for communications training is to hire the right employees, people who are natural communicators and trust builders. Unfortunately, HVAC businesses are still having a tough time attracting quality people. And so there you are: you don’t have time to train because business is good, they’re still untrained, and you’re stuck with them, because it’s hard to get rid of a failing employee, and impossible to make a bad employee much better than they are, Winget stressed.

An employer will often take on a mission to “fix” a bad employee. “You tell them, ‘Do these things. If you do these things you get to keep your job. If you don’t do these things, I’ll have to let you go.’ And the bad employee’s behavior will change, but not for long. We can’t change behavior if that’s not who they are.”

Winget said the non-conformist can be found in

every business, and sadly, they live for non-conformity.

“Problem employees, are the way they are because they want to be that way. How ugly is that? They don’t want it to be any better,” he insisted. “There’s not a person who works for you that doesn’t know what to do. If any employee doesn’t know what to do, teach them. And then once they know what to do, they ought to be good with that.”

Winget said owners and managers sanction bad behavior all too frequently.

“What do you ‘put up with’? Is it, ‘not that big a deal’? This includes habitual tardiness. And by overlooking it, you are harming your credibility with your best employees, who will lose respect for you because you don’t respect the people who are doing the work the right way.

“It’s hard to be a great leader of people when the rules don’t apply to everyone and you’re turning your back and tolerating it,” Winget emphasized. “What you tolerate, you endorse. What you put up with, you condone.”

“There are rules you have to establish, such as showing up on time, treating each other with respect, and treating the customer properly, by arriving on time, and treating and speaking to them with respect.”

Here is Larry Winget’s list for high standards of employee behavior:

1. Teach honesty in all you do.
2. Teach respect in all you do.
3. Have respect each other.
4. Respect the competition. You don’t build yourself up by tearing someone down.
5. Respect the customer. This is shown in the way you treat, talk and listen to them.
6. The reason we do what we do is to build trust in the mind of the customer.
7. Insist on integrity always. That means doing the right thing when nobody’s looking.
8. Appreciation.

These will never fail you. These are the values you must establish and reward.

You can read more about Larry Winget at larrywinget.com. **CB**



It’s hard to be a great leader of people when the rules don’t apply to everyone.

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MCAA President Kilijian: Focus on Resources

During the February Mechanical Contractors Association of America's virtual education conference, the organization named Armand Kilijian as its president for 2021-2022. Mr. Kilijian is the president of San Francisco-based O'Brien Mechanical, a family-owned, full-service plumbing, piping, HVAC contractor.

We spoke to Kilijian before the convention to discuss his passion for the industry, his hopes for MCAA, and his goal to make MCAA resources on fabrication and other construction technologies that result in increased productivity more accessible to the mechanical industry. *This is an abbreviated interview. Find the entire interview at bit.ly/MCAAKilijianCB.*

CB: What's the biggest problem facing mechanical contractors today?

AK: Keeping up with technology, the industry and the perceived expectations of building owners and general contractors, all while dealing with a pandemic. Quicker, more efficient and safer are the buzzwords that are permeating all aspects of our businesses.

To meet those expectations, contractors need qualified labor, both in the office and in the field. Hiring and bringing those individuals up to speed during these difficult times seems to be the biggest challenge.

CB: As we continue to deal with the COVID-19 pandemic, what programs/services/advice are members looking to MCAA for?

AK: Members look to MCAA for information to get their businesses through the pandemic, from assistance understanding the evolving legislative and safety landscape to help with recovery of loss of labor productivity. At the same time, MCAA continues to deliver the top-quality education our members have come to expect through events like our Safety Directors' and Technology conferences, our MSCA classes and our many webinars.

We also introduced some new things — including the first MCAA Virtual Education Conference, a Preparatory Institute for Project Management for those with little or no PM experience, and virtual versions of our National Education Initiative seminars.

CB: Are commercial contractors affected by the need to offer "no contact" sales calls during the pandemic? Are they using more digital invoicing, perhaps more video to showcase problem areas or finished work?

AK: Commercial contractors have certainly had to adapt their businesses for the pandemic. In many cases, that

means quickly replacing legacy systems with alternatives that are more conducive to a virtual work environment and one of those areas has certainly been sales calls. Most are now done via videoconference.

In construction, we're seeing more use of 360-degree video with tools such as OpenSpace and StructionSite that simplify the process of gathering and sharing this data. On the service side, tools like XOi let service technicians capture and share information using their cell phones' cameras.

CB: What types of commercial training have become popular since the start of the pandemic?

AK: A variety of training is available, but most if not all is done virtually. As much as COVID-19 has caused our businesses to evolve, a building is still a building. We need training on how to properly install equipment in addition to the bigger picture and strategic issues.

MCAA has partnered with our Manufacturer Supplier Council members and is now offering a new resource: a section of our website dedicated to the training resources provided by our manufacturer members.

CB: MCAA puts a significant emphasis on technology. How are members navigating the technology landscape?

AK: MCAA has been at the forefront of researching what technology has to offer and then passing that information on to its members. Through its many offerings, MCAA members are introduced not only to the earth-shattering ideas and concepts that are being developed, but also to white papers on BIM programs, construction management software and even 3D imaging that a mechanical contractor can start utilizing within a few days.

The takeaway that a mechanical contractor can get from MCAA's programs and utilize almost immediately is what MCAA does best.

CB: Are you optimistic about the future of mechanical contracting? Why?

AK: Yes, of course. Physical buildings are still a necessity in our lives. It takes qualified, skilled labor and contractors to build those buildings. You might be able to buy your groceries online but first, you need contractors to construct the building that stores those groceries.

The same is true of the buildings we all work in and the places where we live. What we do and how we do it may be different, but mechanical contractors will still have to do something to help support the definition of what we call a building. - by Kelly L. Faloon **CB**



Armand Kilijian



JOSH LUNDEVALL
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TONY OAKMAN
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Johnstone Supply Deploys ServiceTitan HVACR Inventory Procurement Solution

ServiceTitan and Johnstone Supply have forged a partnership that sources say will empower HVACR contractors to increase revenue and grow their businesses with a frictionless digital process for inventory procurement. Going forward, the solution will be available to other distributors as well.

The integration is based on ServiceTitan's new offering, called "Procure2Pay." It provides contractors who use ServiceTitan with access to the extensive Johnstone Supply product catalog, facilitating a more effective sales and efficient administrative process. Users will also be enabled by integrated purchasing and accounts payable workflows directly through ServiceTitan's industry-leading platform.

"Integrating our two best-in-class technologies addresses a key ongoing pain point for contractors," said Ara Mahdessian, co-founder and CEO of ServiceTitan. "The traditional interaction between contractors and distributors requires multiple software programs and even pen and paper, making it a tedious process that has a high risk of errors. This partnership delivers a groundbreaking solution that modernizes the workflow between contractors and suppliers."

By streamlining product information, pricing, purchase orders, and payments, ServiceTitan and Johnstone now offer contractors an optimized workflow that can save them time and money.

"This is an innovation that fits well with our 'making it easier to do business' mission," said Mike Chill, CIO of Johnstone Supply. "This collaboration provides Service Titan customers an opportunity to move into the future with increased efficiency, streamlined information, and easy payments that can help companies grow."

Procure2Pay is provided at no charge to existing ServiceTitan users, and incorporated into the ServiceTitan platform. Leslie Gildea, vice president, development growth at ServiceTitan, spoke with Contracting Business about its many advantages.

Eliminating Busy Work

"Procure-2-Pay is an end-to-end workflow, offering access to real time product information and contractor-specific pricing, through integrated vendor catalogs. It also has the ability to electronically send purchase orders to distributors, manage invoices, and through a new accounts payable reconciliation workflow, make simple electronic payments to distributors without every having to leave the ServiceTitan system," Gildea explained.

Much thought and actual research of existing distributors across the US helped ServiceTitan to focus on particular pain points related to inventory management.

"We really thought about how we could help streamline the procurement process for contractors, and how we can reduce friction they currently experience when working with distributors. That's where Procure-2-Pay was born, from a desire to reduce friction and make it more efficient for contractors and

distributors," Gildea said.

ServiceTitan conducted an industry survey of distributor territory managers and inside sales people at distributors broadly, and found that distributorship territory managers spend almost half of their day dealing with purchase orders, status updates and returns; and inside sales people receive 70 percent of their purchase orders by phone or email, which requires them to manually extract that information and upload it into their own ERP.

"Because we're now automating so many of those there will be value for Johnstone Supply, because we're giving them back that time," Gildea said.

"For contractors, we're automating the entire process, making it easier for a multitude of contracting business personas, including pricebook administrators, technicians and comfort advisors, purchasing managers, inventory managers and accounts payable teams. This gives them time back so they can focus on more important work, and less time on busy work, double entry, and provide business owners with the opportunity to scale their operations for growth. We believe this workflow will allow contractors to do more with less effort. In addition, the contractors' greatest cost is labor, so this will help reduce the amount of time spent 'buying stuff,' and direct their time to things that will drive revenue."

Procure2Pay's key components are integrated supplier catalogs, integrated purchasing and accounts payable/automated reconciliation. The integrated supplier catalog feature will eliminate confusion and inaccuracy related to the pricing of systems and components.

"When a contractor has to build up their price book, that is usually done manually, if they're bringing in product information and specific pricing," Gildea said. "Their vendor is not necessarily updating that regularly. And, when we've spoken with contractors, they've told us they don't update their contractor-specific pricing with distributors very often; usually it's once a year or every two years or more. We've integrated that for them, so that they can stay up-to-date with the distributor's full catalog, including product images and detailed product information so technicians and comfort advisors can find it when they're pulling up product information for homeowners. It also includes product marketing descriptions, which convey product value to the homeowner. We also provide real-time alerts when catalog content changes.

"Because it's integrated there is instant access to cost updates, without having to manage or manually update cumbersome spread sheets. It ensures that mark-ups and margins are maintained," Gildea continued.

Using the integrated purchasing feature, contractors can generate a purchase order with more confidence that the date is accurate, facilitate a real-time inventory check prior to submitting the purchase order, and submit the purchase order directly to Johnstone Supply's system. **CB**

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Refrigeration: Variable Speed Reciprocating Hermetic Compressors Use R-290

Emerson announcement of its Copeland® speed reciprocating hermetic compressors for commercial refrigeration applications. The new models are specifically engineered to save energy and provide performance improvements in a variety of demanding commercial refrigeration applications.



Original equipment manufacturers (OEMs) in the commercial refrigeration space have faced increasingly stringent energy requirements. Medium- and low-temperature stand-alone coolers and freezers, commonly used in restaurants, convenience stores (C-stores) and small-format food retailers, have been key targets of the Department of Energy's (DOE) energy-efficiency standards. Additionally, targeted are units used in the life science market and for small industrial applications such as process chillers. The DOE will also soon be proposing its next phase-down in energy reductions for these applications, likely to take effect in 2024. This means that OEMs are seeking a competitive

edge by offering equipment that helps them achieve ENERGY STAR® certification and delivers the energy-efficiency levels that will allow refrigeration units to meet upcoming DOE requirements.

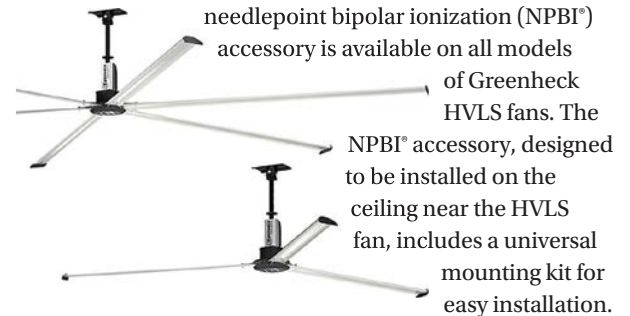
Copeland variable speed reciprocating hermetic compressors for refrigeration are comprised of two components:

- Copeland variable speed reciprocating hermetic compressor, available in ranges from 1/8 to 7/8 horsepower, which features a brushless permanent magnet motor, versus a standard induction motor.
- Copeland variable speed drive which has a smart controller integrated within it.

Read more at bit.ly/CBAprilProducts.

HVLS Fans with Air Cleaning Technology

Greenheck high volume low speed (HVLS) fans can now be specified with electronic air cleaning technology. A



The accessory is also self-cleaning for low maintenance. The needlepoint bipolar ionization system meets UL-867 and UL-2998 standards for ozone-free operation.

Read more at bit.ly/CBAprilProducts.

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SuperEvac™ Vacuum Pump, the high torque BLDC motor in the SuperEvac™ PLUS II is more efficient and has a longer life. Add the ability to start and operate in severe low voltage conditions and extreme temperatures, the service tech now has a premium vacuum pump that is ready every time.

Read more at bit.ly/CBAprilProducts. **CB**

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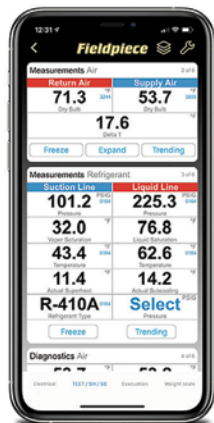
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High-Quality Universal Parts Offer Reliability, Quality and Time-Savings

By David Vie

For HVAC contractors, one of the biggest challenges is that there is never enough time in the day. Time is a valuable commodity. Homeowners and businesses need equipment repairs and replacements to happen as soon as reasonably possible. This means having the right part on-hand so the fix can happen quickly.

The longer the repair takes, the likelihood grows for negative impact on contractor reputation and customer satisfaction. And if the contractor needs to wait for the part and make a second site visit, this means taking valuable time away from another potential job.

This is why the idea of universal replacement parts can be so attractive. Stocking thousands of OEM replacement parts can be difficult and costly. Special orders and overnight shipping charges can add costs, reduce profit and delay job completion. Universal parts can help contractors more efficiently meet customer needs and increase reputation and profitability.

Unfortunately, there are two often widely held misconceptions: that universal parts might be inferior to original spare parts, and that their complexity could make them difficult to install. Understandably, contractors' reputations in their local markets are critical to maintain and grow their businesses, so they need to be confident in the quality and ease of installation of the parts that they use to avoid problems and call-backs. It is important for contractors to research the technology and quality of the parts that they use so that they can be confident that they will work for the applications they intend.

Advances in design and technology have helped usher in high-quality universal parts that can seamlessly replace several models and brands of cooling and heating parts, matching the fit, form and function of the original parts. They can be easily adaptable and installed and some even feature drop-in replacement capabilities with minimal setup required. Most importantly, they are designed to maintain overall system performance, efficiency and durability.

This level of replacement coverage, quality and simplicity helps contractors condense inventory requirements, cover applications with fewer SKUs, reduce time and travel searching for exact parts and ensure they have the right part in-stock and on the truck.

The Internet of Things (IoT) and the greater connectivity it brings have helped to improve the viability and efficiency of using universal replacement parts. Certain universal parts available on the market are supported by mobile apps that can help to simplify installation, setup and troubleshooting.

Near-Field Communication (NFC) protocols, which enable communication between electronic devices, let contractors easily set up the part via a mobile app in only a few minutes. This means it can be done in the comfort of

their truck, with maintenance oversight from any location, to save time and limit how long they might have to be in tight or unpleasant quarters. Some universal parts are even set up in the factory with default settings that only require slight configuration on the app, shaving a couple additional minutes off setup time.

Many of the newer universal parts being introduced are also designed for easier, more accurate troubleshooting. They feature built-in diagnostics that can help contractors to troubleshoot issues, with causes and solutions appearing on the mobile app, which also provides easy, on-the-go access to product specifications and information.

So for those contractors who may have dismissed universal parts in the past, it may be time for a second look. A growing number of universal parts offer high quality and durability, ensuring contractors have the right part when they need it, maintain customer satisfaction, and can move from one job to the next as quickly as possible. **CB**

David Vie is Director, Electronic Controls, White-Rodgers for Emerson.

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Simplifying & Humanizing Client Retention Strategies

The team at Kahn Mechanical takes great pride in its agility and adaptability, two qualities which allow it to respond to unexpected disruptions in the market and with clients.

As sales director for a commercial mechanical contractor, I get dozens of solicitations each month for software, products, and strategic tools that are advertised as innovative and groundbreaking solutions to customer retention issues. Whether it's a pitch for the latest and greatest CRM or an offer for guidance from a self-proclaimed "guru" in the industry who backs their effectiveness with contextless statistics, the flow of offers that are too good to be true seems to be endless.

While I have not yet been driven to seriously consider any of these so-called solutions, I will occasionally respond to the offers and arrange a meeting to hear what these products bring to the table in order to gauge what the latest trends are in our industry. Invariably, my biggest takeaway from these meetings is that a product that is advertised as simple, efficient, and effective turns out to be frustratingly convoluted and unnecessarily complex – and often wildly expensive.

That, to me, is the single biggest problem with customer retention in the current business climate. We overcomplicate this process and turn something simple into an unreasonably elaborate challenge. Because of that misstep, we often find ourselves spending more time solving problems with our relationship tools than we do building, retaining, or mending relationships. Nifty tools and intricate systems do not retain clients; your people retain them by how effectively they communicate with them, plain and simple.

Note how I phrased the above statement – customer retention is simple. That does not mean it is easy. Client retention in its most effective form is uncomplicated in nature, but it is not something that can be accomplished without persistent, dedicated effort.

Many of these efforts are inherently reactive, dealing with both internal and external forces as they arise. Internal forces, such as failing to deliver on a promise to a client or neglecting them by failing to act on their requests in a timely manner, are the quickest way to ensure that a captive client doesn't return for future business opportunities. Addressing internal forces is, of course, an internal effort. Regardless of our team's level of expertise and profession-

alism, we will at some point lose clients due to internal issues that were entirely preventable. When that happens, the only way to handle the situation effectively is to refine every process aggressively and relentlessly (even the ones we consider to be effective) to identify issues. Then, we address ongoing matters that haven't been rectified, acknowledge our team's internal failures both with clients and with employees, commit to improving, and most importantly, actually take steps to improve.

External forces can be much more complicated to address, and the past year has brought plenty of them to bear – the most obvious being a global pandemic which changed the way every industry operates (including Commercial HVAC). Whether as significant as the rapid spread of Coronavirus, or as minor as a direct competitor constantly undercutting your bids for critical projects and snatching work away from your team, the first step in addressing external forces is accepting that we can't – not directly, at least. Our competitors are always going to try to lowball us, the economy is always going to hit peaks and valleys, and client preferences are always going to fluctuate. Those are not things that we can control. We can, however, control how our team is equipped to respond to those external forces.

While dealing with both internal and external forces is often a reactive effort, client retention and customer relationship efforts should generally be proactive.

Drawing from my previous experience in Air Force Special Warfare, we conducted in-depth planning for every mission we went on. We also understood that there would be unexpected external factors – what we called "known unknowns" – that would hinder our ability to operate according to the plans we had laid. We had a saying for this: "The Enemy Gets



A Vote.” We had no ability to predict or influence the external forces we would undoubtedly encounter, but we knew that we possessed the agility to effectively respond to them as they arose. At Kahn Mechanical, we apply the same principle to customer retention. We take great pride in our team’s agility and adaptability, two qualities which allow us to respond to unexpected disruptions in our market and with our clients. If our customer relations team isn’t creative, experienced, or alert enough to respond in stride to external forces that might negatively impact our ability to retain clients, then that’s an internal issue we’ll need to address immediately. The positive thing about external issues is exactly that – they reveal internal issues, which we can influence and address much more effectively.

While dealing with both internal and external forces is often a reactive effort, client retention and customer relationship efforts should generally be proactive. There are basic principles in sales and client relations that are industry-agnostic. Regardless of the product or service we are selling and what our target market’s demographics are, every client has some basic expectations that their vendor needs to meet. They want to be heard, understood, appreciated, communicated with, and treated fairly as a human rather than as a customer. Here’s the most important thing for us to remember: our CRM doesn’t do any of that, our representatives do. If you as a leader feel that your representatives aren’t accomplishing those outcomes effectively, understand that it probably isn’t their fault. The tough truth is that it’s likely leadership’s fault for not communicating expectations, setting standards, and providing them with the resources and training they need to effectively retain clients.

In an industry as technical as Commercial HVAC, sometimes the problem isn’t what we are communicating to clients, but how we are communicating it and who is responsible for communicating in the first place. In complete honesty, I have almost no technical background. I cannot go in front of a client and communicate technical specifications of HVAC

equipment. Contrary to what you might believe, that is in no way a hindrance in closing sales or retaining clients; in fact, it’s an advantage. Our clients may not want to know the ins and outs of the latest technology, and they probably don’t possess the technical expertise that our team does (if they did, they’d be doing this work themselves, so the fact that they are our client means that they likely can’t speak to us

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CUSTOMER RETENTION: COMMERCIAL HVAC

on an equal technical level). That is why we cannot solely rely on our technically-skilled employees to deal in client retention even though they are face-to-face with the client daily. Even in an industry filled with engineers and skilled technical experts, employees with soft skills bring a critical capacity to the table. A company that lacks soft skills will be fighting an uphill battle to retain clients until they diversify their team's skill set.

Kahn Mechanical has an outstanding track record in client retention because we keep it simple. Be genuine, be forthright, be vulnerable, be honest, and make a conscious effort to build trust-based relationships.

Truthfully, the conversation about client retention circles back to a singular concept – just don't overcomplicate it. Kahn Mechanical has an outstanding track record in client retention because we keep it simple. Be genuine, be forth-

right, be vulnerable, be honest, and make a conscious effort to build trust-based relationships. Customers know that relationships rule the day, especially in an industry where companies set themselves apart not necessarily by what they provide but by how they provide it. At Kahn Mechanical, we set ourselves apart by adding value in non-technical and non-traditional ways; engaging clients constantly, overcommunicating to ensure that we truly understand our customers' needs, providing them with outcomes instead of products, continuously adding new services and capabilities to align with changing market trends, by being honest with our partners, and most of all, by empowering our employees to handle matters according to their best judgment and our company's Core Values. Nothing in that expansive list is complex, but at the same time, none of it is easy to accomplish. The fact that many of our partners have trusted us for decades is proof positive that we dedicate a significant amount of effort to retaining clients. The additional fact that we've retained them through a tumultuous 2020 is a solid indicator that those efforts are paying off.

As a trusted contracting firm, our clients are committed to us. To retain them, we must prove that we are committed to them as well. When it comes to reciprocating that commitment, there is no better time to take the first steps than right now. **CB**



Dan Bradley is director of sales at Kahn Mechanical Contractors, specialists in commercial HVAC construction, installation, retrofit, maintenance, and repair throughout the Dallas-Fort Worth Metroplex. Kahn Mechanical was the Contracting Business 2008 Commercial HVAC Contractor of the Year.

AHRI Releases Results of A2L Research

The process of modifying building codes to accommodate the use of "mildly flammable" refrigerants took a significant step forward in March. The Air-Conditioning, Heating, and Refrigeration Institute (AHRI) shared results from a study of those refrigerants, undertaken in cooperation with UL and the Firefighter Safety Research Institute (FSRI). In the study, refrigerants classified by the American Society of Heating, Refrigerating, and Air Conditioning Engineers (ASHRAE) as A2L (lower flammability) were tested and compared with A1 (no flame-spread) refrigerants in real-world situations. The effort was undertaken to develop training programs for firefighting personnel when responding to fires in occupancies with both new (A2L) and existing (A1) refrigerants.

Among the study's most important findings is that A2L refrigerants were found to be difficult to ignite, and had low flame spread.

Read the story and obtain the survey at bit.ly/AHRIrefrigerantresearch.

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SPLIT SYSTEMS

Allied Air Enterprises

Allied Air Enterprises, a Lennox International Inc. Company, announces new PRP14 and PRP16 Residential Packaged Units designed for unmatched application flexibility and simple installation. A new base rail design offers secure handling and placement in downflow applications, while upward flanges on downflow connections help water stay out of ducting. Each unit is shipped convertible-ready for downflow and horizontal applications, so a kit is no longer required for installation.

A bottom utility entry provides application flexibility, whether you are working on a residential or light commercial job. And pre-bent duct connections on both horizontal and downflow applications will save you time.

For Armstrong Air and AirEase, the PRP14 and PRP16 line-up continues to deliver:

- Precision Service Technology™ offers an isolated compressor compartment, forward facing fasteners, slide out blower, and easy access for heat exchanger inspection.
- Tri-diamond™ Technology increases the surface area of the heat exchanger tube with a design that sends condensate back to the collector box during the cooling months, helping ensure years of reliable performance
- Proprietary EHX™ technology uses our latest approach to cooling and maximizing heat exchange for more efficient operation
- Anti-microbial drain pans
- Factory installed float switches
- Sleeved distributor tubes
- Quiet Shift™ defrost
- ENERGY STAR® ratings up to 5-tons on 16 SEER models
- Less than 1.4% cabinet air leakage on all models

alliedair.com

Concord, Ducane, Allied

A new base rail design offers secure handling and placement in downflow applications, while upward flanges on downflow connections help water stay out of ducting. Each unit is shipped convertible-ready for downflow and horizontal applications, so a kit is no longer required for installation. A bottom utility entry provides application flexibility, whether you're working on a residential or light commercial job. And pre-bent duct connections on both horizontal and downflow applications will save you time. The other advantage is a louvered panel over the condensing coil for enhanced oil protection.



- Concord, Ducane and Allied units will continue to feature:
- Zero-clearance to duct connections in horizontal applications
 - Right-side utility connections
 - Mid-unit condensate drain connection avoids digging a

trench for the drain trap

- Factory installed float switches
- Fits in the back of a standard pick-up truck
- Separate controls and heating compartments simplify making utility connections
- Adaptable ECM motors on all models help overcome less than optimal duct work
- Less than 1.4% cabinet air leakage on all models

alliedair.com

American Standard

American Standard provides consistent comfort and optimal efficiency with the AccuComfort™ Variable Speed Platinum 19 Low Profile Heat Pump. With up to 19.5 SEER efficiency rating, this unit contains a variable speed compressor that provides 300 to 700 stages, or speeds (varies by tonnage), that change based on a home's heating and air conditioning. Ideal for zero lot line applications and other space constrained areas, the unit was designed to meet the strict noise ordinances of some

cities, maintaining sound levels of 43 to 57dBA, and is perfect for installations near bedrooms, outdoor living spaces, hotels, condos and resorts. Plus, enjoy the new no-registration warranty, available for all units shipped from the manufacturer after Jan. 1, 2020, that includes 10-year limited warranties on compressor, outdoor coil and internal functional parts.

Homeowners also will no longer need to register the new equipment to receive the warranty, and the warranty will remain with the equipment, not the purchaser.

americanstandardair.com



Bosch



Bosch Thermotechnology has announced the expansion of its Inverter Ducted Split (IDS) Family to include the market's first 15 SEER rated unitary inverter solution, IDS Light, as well as IDS Plus (18 SEER) and IDS Premium (20 SEER).

Made possible by the new BVA15 air handler and BOVB18 condenser, the new IDS Light system is designed for optimum comfort at an approachable price point. The only 15 SEER (seasonal energy efficiency ratio) unitary inverter system on the market, IDS Light delivers quality engineering, quiet performance and exceptional value to homeowners whose needs may not be demanding enough to require a higher SEER rated system.

Engineered for high-efficiency, Bosch IDS systems are designed to use the optimum amount of energy to achieve maxi-

2021 Guide to High-Efficiency Residential **Air Conditioning**

mum comfort while keeping sound levels to a minimum. One of the quietest systems on the market, the system uses silent blade technology, sound isolating mounts and outdoor condensing section placement to provide sound levels as low as 56 dBA.

The Bosch IDS Family now features three solutions to provide homeowners with the right-sized system to fit specific needs:

- **IDS Light:** Providing the benefits of a 15 SEER inverter system at an approachable price point, this newly designed system combines the efficient and reliable BOVB18 outdoor unit with the BVA15 PSC air handler.
- **IDS Plus:** Previously IDS 1.0, the 18 SEER IDS Plus system provides a balance of efficiency and comfort through a combination of the BOVB18 outdoor unit with the elevated BVA20 2 stage constant torque ECM style air handler.
- **IDS Premium:** Delivering the IDS Family's highest efficiency for maximum energy rebates from providers, IDS Premium, previously IDS 2.0, is Bosch's highest efficiency system. Boasting a 20 SEER rating, the system utilizes the top tier BOVA20 outdoor unit with the BVA20 2 stage constant torque ECM style air handler.

bosch-thermotechnology.us

Bryant

The Evolution Extreme 24 heat pump comes in sizes from 2- to 5-tons and operates at HSPF ratings up to 13.0, SEER ratings up to 24.0 SEER and EER ratings of up to 15.0. An updated service tech app includes the fault history of the unit, system parameters and interactive fault trees, as well as over 130 diagnostic points. Virtual reality 3D simulation training, as well as online troubleshooting and training modules, are available.

Bluetooth® technology on this outdoor unit makes it possible to access diagnostic information without venturing inside the home and it helps increase technician efficiency during service.

The Evolution Extreme 24 also features over-the-air software update capabilities.

In addition, the Evolution Extreme 24 features enhanced dehumidification capabilities and increased efficiency in 5-ton units due to the addition of vapor-injection technology. The equipment has a variable-speed operating range down to 25% in 1% increments and a line set length up to 250 equivalent feet. Plus, the operating sound can be as low as 51 dB.

The Evolution Extreme 24 features heating operation down to -15° F ambient and the inverter will deliver full power up to 125° F ambient. The equipment features two sound blankets, laminated compressor plate, swept fan blade and variable-speed compressor and fan motor operation. Plus, when the heat pump is heating, quiet mode keeps the system from running louder than 69 dB by lowering capacity to meet this noise requirement. Quiet mode can be turned on or off at the wall control.

10-year unit-replacement limited warranty for compressor failures only and 10-year parts limited warranty, each to original purchaser with timely registration. Limited warranty periods are 5 years if not registered within 90 days of installation, except where restricted by jurisdiction. See limited warranty certificate for details and restrictions.

bryant.com



Carrier

The Carrier Infinity 26 air conditioner with Greenspeed Intelligence is available in sizes from 2- to 5-tons, with cooling capacities that range from 24,000 to 60,000 btu. The Infinity 26 operates at ratings up to 26.0 SEER and EER ratings of up to 16.5.

Bluetooth® technology on this outdoor unit makes it possible to access diagnostic information without venturing inside the home and increases technician efficiency during service. Plus, an updated service tech app includes fault history of the unit, system parameters and interactive fault trees. The equipment also features over-the-air software update capabilities and more than 130 diagnostic points. Virtual reality 3D simulation training is available, as are online troubleshooting and training modules.

The equipment features two sound blankets, laminated compressor plate, swept fan blade and variable-speed compressor and fan motor operation. The Infinity 26 also supports most IAQ equipment.

The Infinity 26 features a variable-speed operating range down to 25% in 1% increments and a line set length up to 250 equivalent feet. Furthermore, operating sound is as low as 51 dB and the inverter will deliver full power up to 125° F ambient. The equipment features enhanced dehumidification capabilities and there is an increased efficiency in 5-ton units due to the addition of vapor-injection technology.

10-year unit-replacement limited warranty for compressor failures only and 10-year parts limited warranty, each to original purchaser with timely registration. Limited warranty periods are 5 years if not registered within 90 days of installation, except where restricted by jurisdiction. See limited warranty certificate for details and restrictions.

carrier.com

Arcoaire

The Arcoaire® HCA7 DuraComfort™ Deluxe 17 split-system air conditioner provides two-stage comfort with efficiency ratings up to 17 SEER. It is compatible with



the Ion® System Control, featuring self-configuring capabilities and easy-to-read diagnostics. The Ion® System Control can even be programmed to display contractor name and contact information when homeowners need service, routine maintenance or cleaning.

Serviceability features include text-based diagnostics, high- and low-pressure switches, and easily

accessible three-piece grille panels and service valves.

The Arcoaire® HCA7 DuraComfort™ Deluxe 17 has a ten-year No Hassle Replacement™ limited warranty (compressor or condenser coil failure only) to the original purchaser, and a ten-year parts limited warranty, including compressor and coil, with timely registration (except where restricted by jurisdiction; see warranty certificate for details and restrictions of both warranties).

GoArcoaire.com



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Comfortmaker

Providing two-stage comfort with efficiency ratings up to 17 SEER, the Comfortmaker® CCA7 SoftSound® Deluxe 17 split-system air conditioner is compatible with the Ion® System Control. The Ion® System Control features self-configuring capabilities and easy-to-read diagnostics. It can even be programmed to display contractor name and contact information when home-owners need service, routine maintenance or cleaning.

Serviceability features include easily accessible three-piece grille panels and service valves, text-based diagnostics, and high- and low-pressure switches.

The Comfortmaker® CCA7 SoftSound® Deluxe 17 has a ten-year No Hassle Replacement™ limited warranty (compressor or condenser coil failure only) to the original purchaser, and a ten-year parts limited warranty, including compressor and coil, with timely registration (except where restricted by jurisdiction; see warranty certificate for details and restrictions of both warranties).

Achieving an efficiency rating up to 19 SEER, the Day & Night® CVA9 Constant Comfort® Deluxe 19 variable speed air conditioner with SmartSense™ Technology offers high-efficiency five-stage variable-speed technology in a compact design. It also provides precise system control with remote access (requires Wi-Fi® connection and mobile app), and text-based diagnostics.

GoComfortmaker.com

Day & Night

The Day & Night® CVA9 Constant Comfort® Deluxe 19 is designed to operate at lower speeds most of the time, with its variable-speed compressor and compact ECM fan motor. SmartSense™ Technology provides a soft start and a smooth ramp-up to operating speeds. Cabinet includes isolation compressor grommets and a high-performance compressor sound shield for quieter operation (as low as 56 decibels).

To the original purchaser, the Day & Night® CVA9 Constant Comfort® Deluxe 19 has a ten-year No Hassle Replacement™ limited warranty (compressor and condenser coil failure only). It also has a ten-year parts limited warranty, including compressor and coil, with timely registration (except where restricted by jurisdiction; see warranty certificate for details and restrictions of both warranties).

GoDayandNight.com

HEIL

The Heil® HVA9 QuietComfort® Deluxe 19 variable speed air conditioner with SmartSense™ Technology achieves an efficiency rating up to 19 SEER. It also offers high-efficiency five-stage variable-speed technology, precise system control with remote access (requires Wi-Fi® connection and mobile app), and text-based diagnostics in a compact design.

With its variable-speed compressor and compact ECM fan motor, the Heil® HVA9 QuietComfort® Deluxe 19 is designed to operate at lower speeds most of the time. SmartSense™ Technology provides a soft start and a smooth ramp-up to operating speeds. Cabinet includes isolation compressor grommets and

a high-performance compressor sound shield for quieter operation (as low as 56 decibels).

To the original purchaser, the Heil® HVA9 QuietComfort® Deluxe 19 has a ten-year No Hassle Replacement™ limited warranty (compressor and condenser coil failure only). It also has a ten-year parts limited warranty, including compressor and coil, with timely registration (except where restricted by jurisdiction; see warranty certificate for details and restrictions of both warranties).

GoHeil.com

KeepRite

With efficiency ratings up to 17 SEER, the KeepRite® CCA7 ProComfort™ Deluxe 17 split-system air conditioner provides two-stage comfort. It is compatible with the Ion® System Control, featuring self-configuring capabilities and easy-to-read diagnostics. The Ion® System Control can even be programmed to display contractor name and contact information when homeowners need service, routine maintenance or cleaning.

Text-based diagnostics, high- and low-pressure switches, and easily accessible three-piece grille panels and service valves are a few of the serviceability features of the KeepRite® CCA7 ProComfort™ Deluxe 17 air conditioner.

The KeepRite® CCA7 ProComfort™ Deluxe 17 has a ten-year No Hassle Replacement™ limited warranty (compressor or condenser coil failure only) to the original purchaser, and a ten-year parts limited warranty, including compressor and coil, with timely registration (except where restricted by jurisdiction; see warranty certificate for details and restrictions of both warranties).

GoKeepRite.com

Tempstar

The Tempstar® TVA9 QuietComfort® Deluxe 19 variable speed air conditioner with SmartSense™ Technology offers high-efficiency five-stage variable-speed technology, precise system control with remote access (requires Wi-Fi® connection and mobile app), and text-based diagnostics in a compact design. It also achieves an efficiency rating up to 19 SEER.

With its variable-speed compressor and compact ECM fan motor, the Tempstar® TVA9 QuietComfort® Deluxe 19 is designed to operate at lower speeds most of the time. A soft start and a smooth ramp-up to operating speeds are provided by SmartSense™ Technology. Cabinet includes isolation compressor grommets and a high-performance compressor sound shield for quieter operation (as low as 56 decibels).

To the original purchaser, the Tempstar® TVA9 QuietComfort® Deluxe 19 has a ten-year No Hassle Replacement™ limited warranty (compressor and condenser coil failure only). It also has a ten-year parts limited warranty, including compressor and coil,





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with timely registration (except where restricted by jurisdiction; see warranty certificate for details and restrictions of both warranties).

GoTempstar.com

Coleman

The Coleman[®] HMH7 Inverter Drive Horizontal Discharge Heat Pump is designed to provide all the comfort and technology of a mid-tier efficiency unit at the cost of a base-tier vertical unit, offering homeowners a great value. The 18 SEER/10.5 HSPF systems feature an inverter system and modulating technology to help reduce energy use.



HMH7 heat pumps have a 40% smaller footprint compared to traditional vertical discharge units, making them an ideal solution for homes in temperate regions that require a compact design, such as properties with zero lot-lines. An innovative fan design creates less vibration and provides quieter operation, with sound output as low as 54 dbA, the same level as a typical dishwasher, and is 36% quieter than standard vertical discharge heat pumps.

A simple kit (relay, wiring and bi-flow filter/dryer) is available for standard installation with conventional equipment and devices. No unique installation procedures are required.

HMH7 heat pumps come standard with a 10-year Compressor Limited Warranty and a 10-year Parts Limited Warranty with product registration, and extended warranties are available.

www.colemanac.com/residential/split-system-heat-pumps

Champion

The Champion[®] HMH7 Inverter Drive Horizontal Discharge Heat Pump is designed to provide all the comfort and technology of a mid-tier efficiency unit at the cost of a base-tier vertical unit, offering homeowners a great value. The 18 SEER/10.5 HSPF systems feature an inverter system and modulating technology to help reduce energy use.



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HMH7 heat pumps come standard with a 10-year Compressor Limited Warranty and a 10-year Parts Limited Warranty with product registration, and extended warranties are available.

championhomecomfort.com

Daikin

The Daikin brand has made the benefits of heat pump systems even more appealing by introducing the “Daikin Inside” inverter technology to its DZ20VC unitary heat pump system. The DZ20VC is offered in 2 to 5 ton capacities. Not only does inverter technology help the heat pump deliver a more consistent, high efficiency cooling during the hottest months of the year, homeowners will also continue enjoying consistent, high efficient heating operation through the heating season as well, without the need for a furnace.

Precisely matching the needed cooling or heating demands, the variable speed inverter heat pump systems deliver only the capacity required to maintain desired room conditions, which reduces energy consumption in comparison to traditional, fixed speed systems. Plus, the inverter scroll compressor design utilizes fewer moving parts for dependability and quiet operation.



The Daikin Inside variable-speed compressor provides up to 21 SEER cooling performance for lower energy bills compared to lower SEER, single-stage compressors. Refrigeration-grade premium copper tubing and aluminum fin condenser coil configuration deliver outstanding heat transfer properties with R-410A refrigerant. A heavy-gauge galvanized steel enclosure with sound-control top and a baked enamel finish protects your system from the elements. A high-efficiency ECM fan motor with advanced fan design moves air quickly and quietly. A high-density compressor sound blanket provides acoustically engineered sound isolation to reduce noise level (compared to units without a sound blanket) for years of quiet comfort. As a ComfortNet[™] compatible system, the DZ20VC system will improve your home comfort with the convenience of more control options using communicating thermostats with touchscreen interface. Daikin Inside intelligence provides sophisticated diagnostics and constantly monitors the system, pinpointing trouble spots for a fast fix.

Standard features include: Daikin variable-speed swing and scroll compressors; High-density foam compressor sound blanket; ComfortNet[™] Communications System compatible; Daikin control algorithmic logic; In communicating mode, only two low voltage wires to outdoor unit required; diagnostic indicator lights, seven-segment; LED display, and fault code storage; Daikin Inside intelligence for diagnostics; field-selectable boost mode increases compressor speed during unusually high loads; quiet ECM outdoor fan motor; fully charged for 15-ft. of tubing length; field-installed bi-flow filter drier; coil and ambient temperature sensors; suction pressure transducer; sweat connection service valves with easy access to gauge ports; AHRI Certified; ETL Listed.

DaikinComfortCB

Goodman

Goodman Manufacturing Company, L.P. has introduced a new residential heat pump, the Goodman[®] brand GVZC20, that leverages inverter technology to drive up to 21 SEER and 10 HSPF cooling and heating performance.

Goodman inverter technology helps avert temperature swings typically seen with non-inverter, single- and two-stage units that continually cycle on



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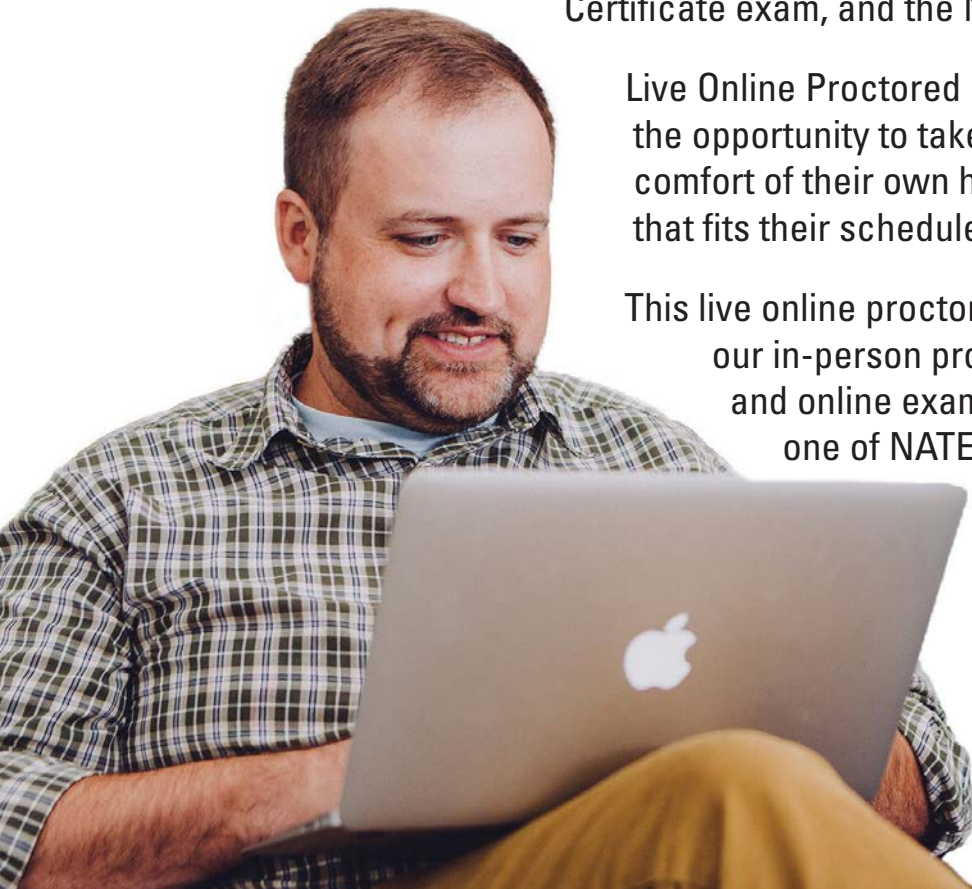


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2021 Guide to High-Efficiency Residential **Air Conditioning**

and off. The Goodman GVZC20 heat pump systems run at more energy-conserving speeds, able to more quickly provide indoor comfort settings, while balancing heat load through continuous dehumidification.

With available cooling capacity of 22,800-52,500 BTU/h and heating capacity of 23,400-52,000 BTU/h, the Goodman GVZC20 heat pump line is offered in 2- to 5-ton models.

integrated communicating ComfortBridge™ communicating technology provides easy commissioning and diagnostics via indoor board Bluetooth using the CoolCloud™ mobile application. ComfortBridge brings freedom of choice to HVAC contractors by working seamlessly with any single-stage thermostat or by upgrading to smart home control.

Helpful servicing features include Goodman control algorithmic logic; diagnostic indicator lights, seven-segment LED display with fault code storage; coil and ambient temperature sensors; suction pressure transducer (in cooling mode); field-selectable boost mode; and fully charged 15 feet of tubing length. Sweat connection service valves with easy access to gauge ports are provided, along with top and side maintenance access, plus single-panel access to controls with space provided for field-installed accessories.

The new Goodman GVZC20 heat pumps are backed by Goodman's Lifetime Compressor Limited Warranty, 10-Year Unit Replacement Limited Warranty and a 10-Year Parts limited warranty.

goodmanmfg.com

Additionally, Goodman Manufacturing Company, L.P. has launched its highest efficiency-rated residential air conditioner, the inverter-driven Goodman® brand GVXC20, with rated efficiencies up to 24.5 SEER and 15 EER.

Available in 2- to 5-ton units, the Goodman variable-speed GVXC20 integrates ComfortBridge™ technology, allowing for easy commissioning and diagnostics via the CoolCloud™ mobile application. ComfortBridge works seamlessly with any single-stage thermostat, or by upgrading to smart home automation.

Operating at a more energy-conserving speed, Goodman inverter systems help prevent common temperature swings experienced with non-inverter, single- and two-stage units, while operating at lower sound levels. Inverter-driven systems can reach indoor comfort settings quicker, continually dehumidifying to balance heat load. The increased efficiency also reduces compressor wear and tear.

Contractor-friendly features include factory-installed high- and low-pressure switches; factory-installed coil / ambient temperature sensors; Copeland® ComfortAlert™ built-in diagnostics; contactor with lug connection; top and side maintenance access; sweat connection service valves with easy access to gauge ports; and single-panel access to controls with space provided for field-installed accessories.

The GVXC20 utilizes variable-speed swing / scroll compressors and a high-efficiency variable-speed ECM condenser fan motor.

Like all Goodman indoor comfort products, the GVXC20 is designed, engineered and assembled in the United States.

Goodman GVXC20 air conditioners are backed by Goodman's Lifetime Compressor Limited Warranty, 10-Year Unit Replacement Limited Warranty and a 10-Year Parts Limited Warranty.

goodmanmfg.com

Lennox

The new SL28XCV Air Conditioner is the most precise and efficient air conditioner available. This premier unit is part of both the Dave Lennox Signature® Collection and the Ultimate Comfort System™, combining the best of everything Lennox has to offer to create an unprecedented whole-home comfort system that seamlessly and intelligently works together to stay finely

tuned to your home and offer consistently clean, perfect air. No other air conditioner comes close to its level of efficiency with its efficiency rating of up to 28 SEER. This industry-leading efficiency – along with our Quantum Coil designed to weather the harshest elements and a variable-capacity compressor designed to drastically minimize sounds – ensures the ultimate level of comfort, durability, quiet and perfect air for homeowners.

Lennox.com



Luxaire

The Luxaire® HMH7 Inverter Drive Horizontal Discharge Heat Pump is designed to provide all the comfort and technology of a mid-tier efficiency unit at the cost of a base-tier vertical unit, offering homeowners a great value.

The 18 SEER/10.5 HSPF systems feature

an inverter system and modulating technology to help reduce energy use.

HMH7 heat pumps have a 40% smaller footprint compared to traditional vertical discharge units, making them an ideal solution for homes in temperate regions that require a compact design, such as properties with

zero lot-lines. An innovative fan design creates less vibration and provides quieter operation, with sound output as low as 54 dbA, the same level as a typical dishwasher, and is 36% quieter than standard vertical discharge heat pumps.

A simple kit (relay, wiring and bi-flow filter/dryer) is available for standard installation with conventional equipment and devices. No unique installation procedures are required.

HMH7 heat pumps come standard with a 10-year Compressor Limited Warranty and a 10-year Parts Limited Warranty with product registration, and extended warranties are available.

luxaire.com



Oxbox

Endorsed by Trane®, Oxbox offers a complete portfolio of affordable quality air conditioners that are strong as an ox, having

been tested to perform reliably in tough

climates. Oxbox units are extremely quiet, easy to install and have a surprisingly small footprint. The

innovative no-registration warranty is tied to the home, not the homeowner, and shows confidence in the durability of Oxbox products. Each air

conditioner comes with a 10-year compressor warranty, 5-year parts warranty and 1-year full unit

replacement, in the unlikely event a

major component fails. Available in cooling capacities of 18,000 BTU/h to 60,000 BTU/h with efficiencies of 13 to 16 SEER, Oxbox products are designed to give contractors a way to meet the needs of the most cost-conscious and quality-minded consumers.

oxboxhvac.com



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As low as
25dBA
indoor sound
level



Up to a
50% smaller
outdoor
footprint



A new
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- Revolutionary side discharge outdoor condensing units are highly efficient and save space allowing for multiple installation options
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- Units range in size from 24,000 to 48,000 BTU/H
- Adaptive fan motor speed control assures optimum comfort
- Longer line length - 160' (24k & 30k BTU/H) and 230' (36k & 48k BTU/H)
- Excellent energy ratings (19 SEER and >10 HSPF) equal big utility rebates

For more information, please visit www.FujitsuGeneral.com



INFINITE COMFORT

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Trane

One of the industry's most efficient systems, Trane's XV20i Variable Speed heat pump automatically adjusts to avoid temperature swings. Available in 2-5 tons, this heat pump's noise enclosure minimizes sound levels and provides quiet comfort with a system that emits 57-75dB of sound. Rated up to 22 SEER with 750 stages of comfort for ultimate climate control and max efficiency TruComfort™ technology automatically adjusts temperature while maintaining speeds to avoid temperature swings. Plus, enjoy the new no-registration warranty, available for all units shipped from the manufacturer after Jan. 1, 2020, that includes 12-year limited warranty on the compressor, and 10-year warranty on the outdoor coil and other internal functional parts. Homeowners also will no longer need to register the new equipment to receive the warranty, and the warranty will remain with the equipment, not the purchaser.

Trane.com/residential



YORK

The YORK® HMH7 Inverter Drive Horizontal Discharge Heat Pump is designed to provide all the comfort and technology of a

mid-tier efficiency unit at the cost of a base-tier vertical unit, offering homeowners a great value.

The 18 SEER/10.5 HSPF systems feature an inverter system and modulating technology to help reduce energy use.

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A simple kit (relay, wiring and bi-flow filter/dryer) is available for standard installation with conventional equipment and devices. No unique installation procedures are required.

HMH7 heat pumps come standard with a 10-year Compressor Limited Warranty and a 10-year Parts Limited Warranty with product registration, and extended warranties are available.

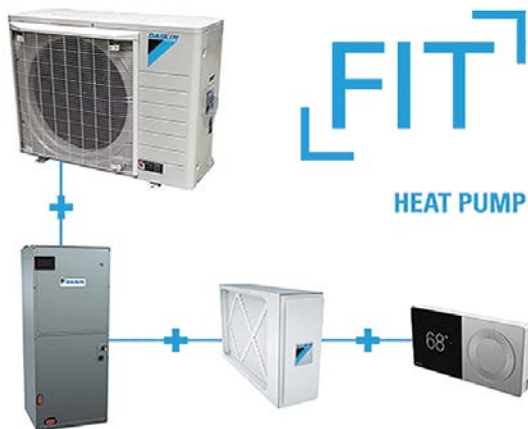
york.com



MINI-SPLIT SYSTEMS

Daikin

The Daikin Fit system represents a radical departure in revolutionizing the future of condensing units in North America, dominated by ducted systems.



Daikin Fit melds the best features and performance of ductless-style condensing units with ability to connect to traditional ducted systems and include high-performing inverter compressors with cabinet designs that are smaller, lighter and quieter than traditional unitary outdoor condensing units. Daikin Fit systems are ideal for space limited installations, requiring only 4-in. of clearance.

Daikin Fit is controlled by the Daikin One+ smart thermostat, an easy-to-use, state-of-the-art HVAC system controller. Way beyond a typical smart thermostat, it is the first to offer full two-way communications with Daikin HVAC systems, with a growing portfolio of Daikin One ecosystem indoor air quality modules, to give consumers more control over the air they breathe and a

premium HVAC experience. Designed in collaboration with one of the industry's most celebrated consumer product designers, we call the architecturally-inspired Daikin One+ smart thermostat home air management system "Air Intelligence."

With efficiencies up to 18 SEER, Daikin Fit provides a cost-competitive system, in the mid-efficiency category, with clear design and performance advantages over traditional unitary, non-inverter systems.

Daikin Fit is powered by a Daikin variable-speed swing inverter compressor that gently ramps up and down, using only the energy needed, thereby saving money during non-peak load periods, compared to traditional, non-inverter systems.

Available in 1.5- to 5-ton capacities, the Daikin Fit system is compatible with Daikin's line of evaporator coils and communicating gas furnaces.

daikincomfort.com/go/fit/

Daikin's new VRV LIFE system is an industry first, ducted style furnace and evaporator coil system combination – Furnaces with evaporator coil combinations have been a common HVAC application throughout North America for many years and now also available with Daikin's world class VRV inverter technology. VRV LIFE systems are designed specifically for residential applications, whether its single- family homes, townhomes, or condominiums. The precision engineering of the new VRV LIFE systems provide flexibility, zoning, low sound and space savings, with the ability to mix and match several styles of both ducted and duct-free indoor models to accommodate the typical and the not so typical HVAC applications. Up to 9 indoor units can be connected to a single outdoor VRV heat pump to heat or cool, with high heating capacities well below 0°F (-18°C).

Daikin VRV LIFE systems use inverter driven VRV technology to solve some of the age-old residential HVAC challenges. Compressors are the heart of your heating and cooling systems and, as the single most energy consuming part of a system, it is important to understand that not all compressors are created

FreshAire® IAQ

HEALTHY AIR DELIVERED.

Introducing Friedrich FreshAire® IAQ. Proven solutions that improve the health and quality of indoor air, and ease customer concerns about the air they breathe.

INDOOR AIR QUALITY SOLUTIONS FOR FRIEDRICH DUCTLESS SPLIT SYSTEMS

Easy-to-install FreshAire IAQ accessories improve the health and quality of indoor air. **UVL1** light kit removes bacteria, viruses, mold and fungus from circulated air. **APWM1** air purification kills mold, bacteria and viruses, and effectively removes odors and VOCs.

Friedrich **FastPro**® design makes ductless installation easier and gives you the fastest access to the parts and components that typically require cleaning and service. Available on Floating Air® Premier and Pro Series.

- Up to 28.0 SEER
- 115 V wall-mounted heat pumps
- Floating Air® Select 18 SEER value line
- Low ambient cooling and heating operation
- Single and multi zone systems



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FRIEDRICH

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equal. Traditional HVAC systems use single speed or dual speed compressors, while VRV LIFE systems are equipped with revolutionary Daikin variable speed inverter technology.

VRV LIFE systems can be configured as a heat pump or a dual fuel system using a gas furnace. As an all-electric heat pump, this system provides an efficient cooling and heating solution all year round with an extreme temperature wide operating range from -4°F to 122°F. For colder months or for optimizing operational cost, VRV LIFE systems can also be paired with a gas furnace to provide a reliable source of heat in the most extreme climates. The small footprint and side discharge design of the VRV LIFE system outdoor heat pump provides additional placement flexibility, requires less space and is quieter than traditional air conditioning systems.

daikincomfort.com/go/vrvlife/

Friedrich



Under a suite of new accessory offerings called Friedrich FreshAir™ IAQ, Friedrich Air Conditioning Co., a leading U.S.-based manufacturer of air conditioners and other home environment products, has embraced the latest scientific recommendations for how to best achieve exceptional indoor air quality by removing harmful pathogens and viruses, along with other micro-contaminants such as airborne bacteria and mold spores. Friedrich FreshAir IAQ utilizes an arsenal of sophisticated technology options that work in separate and multiple combinations—depending on product configurations and specific IAQ needs—to address the essential aspects of how to deliver safer and cleaner indoor air quality for both residential and commercial customers.

For residential customers, Friedrich now offers its ductless systems with advanced air purification options, including FreshAir UV germicidal light and bi-polar ionization. Both methods are proven to help kill mold, bacteria and viruses to deliver healthier indoor air quality, while also safely reducing

allergens, smoke, static electricity and controlling odors without creating ozone or harmful byproducts.

The company also introduces FreshAir MERV 13 filtration for its award-winning Kühl window A/C units, making it the only company to offer room-by-room window air conditioning solutions that include a MERV 13 filtration option. MERV 13 filtration is effective at capturing and removing microorganisms from the air, which according to ASHRAE, the leading authority on the science behind advanced indoor air quality, include harmful airborne viruses.

friedrich.com

Fujitsu General America

Fujitsu General America, Inc. has released its new, single-phase J-IV and J-IVs Airstage VRF heat pump systems to replace the J-II and J-IIs lines. These new systems serve heating and cooling applications between 3- and 5-ton capacities, making them ideal for the residential and light commercial markets.

The new air-to-air heat pumps feature expanded heating operation ranges, offering powerful heating capacity at an outdoor ambient temperature of -15°F.

The J-IVs offers efficiency levels up to 19.7 SEER and is available in 3- and 4-ton capacities, while the J-IV offers up to 19.8 SEER and is available in 3-, 4- and 5-ton capacities. J-IV models also allow up to 150 percent connection capacity of indoor units.

Installers can connect up to 9 indoor units to each 3-ton condensing unit, 12 indoor units per 4-ton condensing unit, and 15 indoor units to each 5-ton condensing unit. Choose from 11 indoor unit styles to create individually-zoned comfort for any size space or decor. With more than 11 types of indoor units, ranging from 4,000 to 96,000 BTUH, the J-IV and J-IVs meets a broad range of design requirement and aesthetics.

Other enhancements include the ability to reduce electrical circuit breaker sizes, several improvements to base pan including base pan heaters, and the addition of durable metal fan guards, updated wiring, and fan motor to meet low ambient specifications.

Fujitsu's Airstage VRF controls offer additional energy savings and comfort features, including scheduling, sleep timer, economy operation, and automatic season changeover. Several J-Series units can be connected to central control, building management systems (BMS) over BACnet, LonWorks or Modbus.

FujitsuGeneral.com

Gree Commercial USA

KINGHOME is a premier residential air conditioner brand that is fully owned and manufactured by GREE Commercial USA.

Kinghome Ultratrix, a universal condensing unit, offers a quiet, compact side discharge design equipped with Gree's two-stage enhanced inverter compressor technology. The Ultra Heat unit features an applied 1500 hours of anti-corrosion protection and additional heat capacity: 100% stable at -5F, 80% capacity at -22F. This product is offered in a range of 2 to 5 tons, heating and cooling mode, and cooling only mode.





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You could win a prize! Watch 3 videos on the site by Friday, April 16 and you could win a Yeti cooler, a JBL Charge 4 speaker, or a Holy Stone drone. (No purchase necessary!)

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The latest inverter innovation allows the Kinghome Ultranixx condensing unit to transform the traditional condensing unit from a low SEER to a 20 SEER. This creates a high percentage of energy-saving and is as quiet as 56 dB(A). The most stunning advantage is its adaptability with the most popular brands of Air Handlers and Furnaces. This means less installation costs and inconveniences in a retrofit or upgrading process. An existing central duct system remains mostly unchanged. The only difference is that the outdoor unit is replaced with a Kinghome Ultranixx Universal Condensing Unit.

[Locate distributors at gree-america.com.](#)

Lennox

The MFMA mini-split provides comfort that blends right in. With its compact design and quiet operation, this floor-mounted, ductless mini-split console is an ideal upgrade for retrofits and rooms with limited wall-space. Its unique ability to blend into any aesthetic makes it a more visually seamless option than conventional mini-splits.

[Lennox.com](#)



LG

LG Air Conditioning Technologies USA has expanded its portfolio of single- and multi-zone products with LGRED°

(Reliable to Extreme Degrees) technology, bringing powerful heating capability to more single zone products – pushing the industry forward in the electrification of residential and light commercial building sectors.

Boasting superior heating capacity performance down to 5°F and continuous heating operations down to -13˚F, products featuring LGRED° heat technology efficiently deliver heat during colder weather. LG single zone systems with LGRED° provide homeowners with an electric option that reliably delivers year-round heating and cooling in an all-in-one inverter heat pump system. For cold climate zones especially, the systems offer a greener alternative replacing expensive, supplemental heat.

By offering flexible solutions for maximum occupant comfort in extreme temperatures, homeowners now have one system to heat and cool, as well as the convenience of only one system to maintain. The launch of LG's new single zone systems gives homeowners and contractors the opportunity to take advantage of the growing number of federal, local, and utility rebates and incentives to offset the upfront installation costs, making the switch more accessible and affordable while capturing the long term benefit of this technology.

Customers desiring traditional, ducted infrastructure can still benefit from inverter technology with the LG Vertical Air Handler (pictured). As a 4-way configurable unit, contractors have the flexibility to install the unit in a way that's best suited for the application. LG's new vertical air handlers offer convertible vertical upflow or horizontal left air distribution.

- High static ducted indoor units for ceiling-concealed installation, includes wired wall controller for easy control.
- Four-way air-flow ceiling-cassette indoor units are available in 2 x 2 and 3 x 3 sizes. The four-way controlled louvers and fan speed features on these ceiling cassette indoor units allow for even air distribution in large, open spaces.

[lghvac.com](#)

Mitsubishi Electric Trane HVAC

Mitsubishi Electric Trane HVAC has introduced the Deluxe Wall-mounted Single-zone System with H2i technology. The system includes the new Deluxe Wall-mounted Indoor Unit with Dual Barrier Coating and new outdoor heat pump model with Hyper-Heating INVERTER® plus (H2i plus™) technology.

Mitsubishi says the Deluxe Wall-mounted Indoor Units are the first to feature the patented, next-generation Dual Barrier. Hydrophilic particles, including dust and dirt, and hydrophobic particles, like oil and grease mist, can accumulate on the heat exchanger, air ducts and fan over time, reducing an HVAC system's heating or cooling efficiency. Applied on the inside of the heat exchanger, vanes, air duct and blower wheel, the Dual Barrier Coating limits particle build-up, improving durability, efficiency and indoor air quality.



The high-performing coating reduces maintenance requirements and maintains high efficiency levels throughout years of operation, resulting in energy savings. Deluxe Wall-mounted Indoor Units are available in an extensive range of sizes and include an improved, remote controller featuring backlit display with easy-to-read operation modes. The Deluxe Wall-mounted H2i plus™ System also includes MUZ-FS heat pump outdoor units equipped with new-to-market H2i plus™ technology. H2i plus provides up to 100 percent heating capacity at outdoor ambient temperatures as low as -5° F. H2i plus is designed for continued performance down to -13° F without the need for supplemental heat. MUZ-FS model outdoor heat pump units are available in 6, 9, 12, 15, and 18 KBTU/H capacities.



[mitsubishicomfort.com](#)

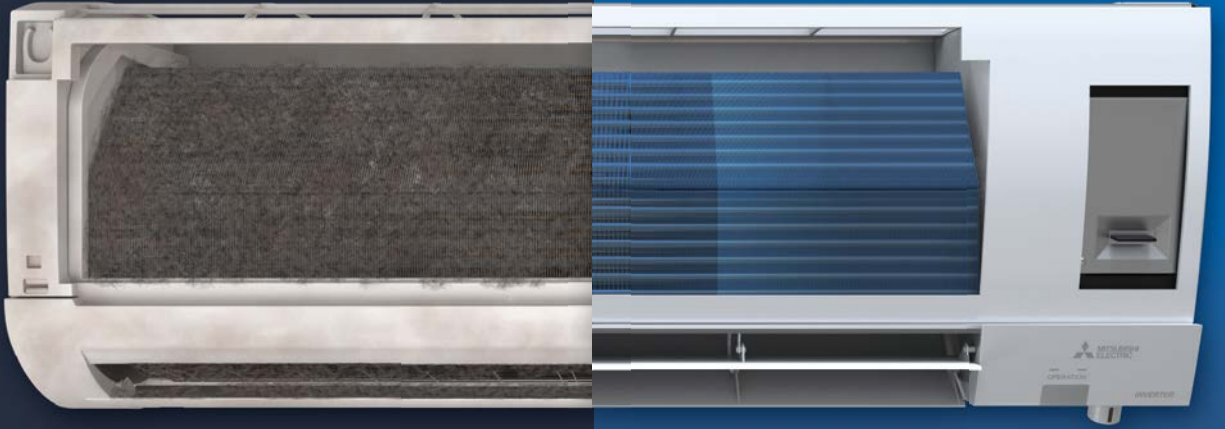
SAMSUNG

Samsung's exclusive WindFree™ cooling technology provides end-users with a cool indoor climate and optimal energy efficiency without the discomfort of direct cold airflow. Samsung's WindFree™ 2.0 system can be configured for 2-step operation, cooling the space with the louver open until the room nears set temperature. WindFree™ operation will start automatically closing the louver and disperse cold air through micro holes on the unit's front panel to gently cool the space with still air without blowing air directly onto occupants.

The WindFree™ feature is optional and can be enabled using Samsung's SmartThings application or system control options. WindFree 2.0 is equipped with built-in Wi-Fi. Users can remotely regulate temperature, adjust settings, receive real time updates about performance and daily energy usage, as well as troubleshoot solutions when a repair is needed. The unit also features AI technology through its AI Auto Mode which allows the system to learn how the end user controls the system and adapts itself to optimize comfort and efficiency.

[samsunghvac.com CB](#)





Dual Barrier, Dual Benefit

Easier maintenance and higher efficiency
with Dual Barrier Coating

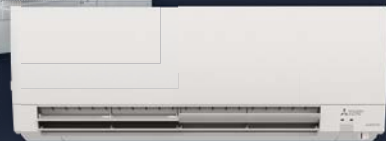
Mitsubishi Electric's Dual Barrier Coating protects fans, heat exchangers, and vanes from harmful build-up. Cleaner internal components means easier maintenance for you, and higher energy efficiency and performance for your customers.

To learn more, visit
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Banking on Performance-Based Pay

— by Kelly L. Faloon

These HVAC contractors moved away from hourly pay for their technicians and focused more on skills, efficiencies and productivity.

Many home services businesses such as HVAC contracting firms, have switched to performance-based pay models for their service and install technicians. In this model, pay is based solely on the tech's performance — how many customers' problems he can solve in a day.

Cedar Lake, Ind.-based Illiana Heating and Air Conditioning employs four installers, three service technicians and three maintenance techs. The subject of performance-based pay came up in 2011 at a Service Nation boot camp.



Kevin Frump

"I was still very new in the industry at the time, still learning the business," recalls Kevin Frump, Illiana's general manager. He had worked in manufacturing engineering before joining his father-in-law's company in 2010. "And what they were saying about performance-based pay was intriguing to me. I knew one of the challenges we were going to have as we wanted to grow and be more profitable was this whole labor-management piece."

On hourly pay, he adds, the only way technicians can make more money is if they work more hours. "When you're trying to grow as a company, you're trying to do as much work as you can with the folks you have in place," Frump explains. "And you'd rather pay those people more to do more work."

The issue is that HVAC repair and install work has peaks and valleys, and hourly-wage techs are always concerned about getting enough hours in, Frump notes. And that can mean the same type of job can take different amounts of time on other days. An install crew may take longer on a Tuesday water heater job because techs want their hours. The same job will be shorter on a Saturday because techs want to get home to their families.

"In an hourly pay system, the motivation for guys to get done faster is usually their manager breathing down their neck," he says. "Their incentive to get things done faster didn't exist because if they got it done faster, they went home and stopped getting paid. What we wanted was for them to finish faster so we could give them more work to do and continue to grow as a company."

This "conflicting motivation" was a challenge that Illiana's management team realized could be solved with performance-based pay. So the HVAC firm made the switch to performance pay in 2016 for its installers only. "For us, performance pay is not really about paying less," Frump explains. "It enables us to pay techs more when they do more work."

Hyde's Air Conditioning, located in Indio, Calif., has five two-person install crews and 11 service and maintenance techs. The company, also a Service Nation member, made the jump to performance-based pay on the service side nearly 20 years ago.

"If you're hourly, you're paid based on how slow you are," notes Michael Hyde, general manager of his family's HVAC company with nearly 50 years in the industry. "If you're a more experienced staff person and can do a job faster, you're paid less. So, it doesn't make sense that you're paying the inexperienced slow guy more than the experienced staff guy."

Setting the rate

Let's face it — people don't like it when you mess around with their pay. They get anxious as there is a certain amount of security in a regular 40-hour/week paycheck. Hyde took advice from a fellow contractor he met at an industry event on broaching the subject to his service techs.

"We invited those we felt were ready for performance pay and we gave them a choice: they could stay at hourly or move to performance pay," he says. "We let them track the week and see how they would have done. They realized they could make more money with performance pay rather than hourly; they never went back to the hourly model."

Frump spent time looking at existing performance-pay systems — including ones that pay techs a percentage of a job — before deciding task-based was the way to go.

"We settled on a system based around the idea of payroll units, that a job has a standard of how long it should take on average; that becomes what the job is worth," he explains. "It makes it very predictable from a management perspective."

Article abbreviated for space. Find the entire article online, at bit.ly/PerformpayCB.

Kelly Faloon is a contributing writer to *Contracting Business* magazine and principal of Faloon Editorial Services. Photo courtesy artur/iStock/GettyImages

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6 Reasons to Differentiate in 2021

Standing out in a saturated marketplace requires an approach that goes beyond technology and devices. — by Jessica Bazzi



One member of the contractor cohort charged with evaluating this model was able to add more than \$100,000 in revenue based solely on the Owens Corning insulation upgrade service.

Does your contracting business dare to be different in 2021? From filtration and ventilation strategies that facilitate air circulation, to UV lights that sanitize and fight contaminants, indoor air quality (IAQ) is in the spotlight this year and there is no shortage of technologies to support IAQ.

Standing out in a saturated marketplace requires an approach that goes beyond technology and devices. What if your team's HVAC technicians were viewed not as "installers" or "servicers" of equipment, but as experts with the know-how to resolve the problem at its root cause?

Many contractors are all too familiar with unnecessary call-backs and the frustration that comes from running diagnostics only to find that the system is operating properly. In many cases, the root problem is literally not visible, but tucked away in a home's ductwork. Data from Energy Star reports that an average home loses up to 30% of air that moves through the duct system due to leaks, holes and poorly connected ducts. Getting the ducts in order by replacing and resealing old ductwork can help optimize air quality, comfort and energy costs. And when a problem is resolved at its root, unnecessary callbacks are avoided.

Supports Contractors Business Six Ways

With an eye on elevating the technician's role as expert, and supporting the economics of contractors' businesses, Owens Corning's Air Distribution developed the AirCare™ Contractor Program. Proven by a cohort of leading contractors, the program supports homeowners' comfort and contractors' bottom lines. Following are six contractor benefits gleaned from a year-long pilot study:

1. Revenue and Profitability. Management guru Peter Drucker famously stated, "The purpose of a business is to create a customer." But a customer should be profitable; and that can be a challenge in a highly competitive marketplace. The AirCare™ Contractor Program provides a new model to generate revenue throughout the year while differentiating in the marketplace. One member of the contractor cohort charged with evaluating this model was able to add more than \$100,000 in revenue based solely on the Owens Corning insulation upgrade service.

2. Housing Market Growth. As the existing housing market is experiencing levels of activity not seen in nearly two decades, it is worth noting that many of the homes built during the housing bubble of the late 1990s and early 2000s were built to a much lower energy code. Homebuyers want to get the infrastructure right when it comes to their investment in a new home. Assuring the integrity of the ductwork can complement other improvements to maximize the value of a homebuyer's investment.

3. Invisibility of Contaminants. As the surge in IAQ technologies demonstrates, homeowners are concerned about protecting the quality of the air inside their homes. It's not just the things you can see, but the contaminants and irritants that go undetected that can threaten comfort and energy efficiency. The technology included in the AirCare™ Contractor Program toolkit, helps visualize the cost of lost energy visible to the homeowner by showing how holes, poor connections and leaks can introduce dust and contaminants into the air.

4. Flattening the Labor Curve.

To reduce peaks and valleys in business activity, the AirCare™ Contractor Program provides an opportunity to level out a contractor's business throughout the year, by addressing issues between regularly scheduled maintenance.

5. Asset Management. A customer's investment in a high-efficiency system will not deliver its full value if conditioned air is lost due to problems with the ductwork. By getting the ductwork right, homeowners can protect their HVAC investment and support air quality. Not only will this result in less wear on the equipment, but properly sized ducts can also result in fewer defect-free callbacks.

6. Reputation Management. Offering the duct retrofit service allows contractors to differentiate in the marketplace and positions the contractor as an expert on comfort and energy efficiency.

Learn more about the duct retrofit service at: www.owenscorning.com/retrofit-contractorCB

Jessica Bazzi is the AirCare Contractor Program Leader for Owens Corning.

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BY CHARLIE GREER

Does Performance-Based Pay Work?

My observation has been that the HVAC companies using a performance-based pay system tend to be the most profitable, and the contractors who own those companies tend to be rather well off financially.

Switching to performance-based pay

Initially, you'll lose service technicians who don't like the new system, and some of them will even consider it unethical. The lack of service technicians can make switching to performance-based pay a major hurdle.

When I was running a company, I let techs who wanted to remain on hourly to do so. Each month I'd analyze the sales figures of these techs, and when the time came to where they would have earned more money on performance-based pay than they did on an hourly wage, they often opted to make the switch on their own.

The technicians with the least interest in making more money tended to be those that were the most interested in the technical aspects of the job. Every company needs at least one or two techs like that, and they usually are worth paying the highest hourly wage you can afford.

My observation has been that HVAC companies using a performance-based pay system tend to be most profitable.

Occasionally, an excellent technician on the hourly pay plan complained that the techs who were less technically proficient were making more money than they were, and that if they got the type of calls those techs were running they could sell more.

When that occurred, I promptly marched them into dispatch and said, "I want the very next opportunity to sell a replacement to go to this technician." I'd then say to the technician, "There's no pressure here. Just do your job to the best of your ability. Whether you sell anything or not, come back to the office so we can go over how the call went." I'd then shake their hand and say, "Congratulations. You just got a raise. Nice going."

Sometimes I'd find out I had a salesman in the rough, and sometimes the tech would find out that sales just isn't the right move for them.

Recruiting

I built a company with a friend of mine, and we were nearly 100% performance-based pay. I did most of the sales train-



ing and the recruiting. Nearly all of the recruiting was done by posting very simple "help wanted" ads on Craigslist. The ads don't have to be fancy or poetic. Any service technician who saw my ad was obviously looking for a new job.

As we were a start-up company, we were in no position to build techs "from the ground up." I admit that the ad did list the job title as "Experienced HVAC Sales Technician," which is an unpopular term in segments of our industry, but it attracted the kind of people I was looking for.

The ad invited them to either send me a message or a resume outlining their experience. I was inundated with applicants, but interviewed only a small percentage of them. Many of the responses made mention of having sold the most IAQ or service agreements, etc., in their old job. Those were the people I contacted first.

I'd call them on the phone and explain our system of running calls, which was, in a nutshell, to do a complete inspection on every single call, make a list (that included prices) of every single deficiency they saw, in order of priority, and go over it with the customer. Keep it short and simple, then shut your mouth and allow them to make a decision.

Some of the techs I talked to didn't care for this approach, and some of them loved it. When I explained this to a man who eventually became our best technician, he said, "You don't have to tell me to do that. That is what I do. Doing a complete inspection and providing a comprehensive list protects my reputation as a service technician, as well as the company's, because if there's some kind of situation after I run the call, we usually find out it's a result of them not accepting one of my recommendations, so it takes the liability off of us." Other techs simply told me it would be great to work for a company that allows them the time to do that. Another tech told me that coming to work for us has allowed him to provide the level of service he became a tech to do.

If there was a mutual interest after the initial face-to-face interview, applicants were given the option to volunteer to spend a day or two with one of our techs to observe our system in action and make an informed decision as to whether working together was a good fit.

A big key to success in recruiting is having positive online reviews. It stands to reason that anyone who saw my ad on Craigslist was online. If I was considering applying for a job at a company of which I was unfamiliar, before I even contacted them, I'd look up their customer reviews.

Training

We wanted every one of our customers to have the same experience, regardless of which technician ran the call,

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so we trained at least three mornings per week during the busy season and five mornings per week during the slower seasons.

The format was simple and required no preparation of my part. The technicians handed me their paperwork from the previous day. I looked it over and selected two or three calls that looked like they might have had an interesting story to them. I'd go make copies of their paperwork and distribute them to everyone, then would have the techs tell us all about the call. Whoever ran the call would tell us where the call was, what kind of house it was, what kind of person the customer was, the initial complaint, what they saw, and that all was said. These meetings were invaluable.

Finding and keeping ethical techs

Yes, there are service technicians who oversell just to make more money for themselves. These techs don't tend to stay with any one company for very long.

You probably know which companies in your area are the rip-off companies, so don't hire anyone who's worked for any of those companies for any more than a week or two. I've had techs who worked for rip-off companies tell me that they've changed their ways. No, they haven't. A leopard can't

change its stripes. Once a rip-off, always a rip-off.

Take every customer complaint on being oversold seriously. Go to the job. Check out the situation with your own eyes. Get both sides of the story.

Take every customer complaint on being oversold seriously. Go to the job. Check out the situation with your own eyes. Get both sides of the story.

Get rid of dishonest techs immediately, regardless of the income they generate or any kind of hardship being short-handed may cause. That sets an example for everyone. Honest, righteous people will not stay at a company that keeps thieves on board. **CB**

Charlie Greer is the creator of "Tec Daddy's Service Technician Survival School on DVD," the video series that provides contractors with a year's supply of short, pre-planned technician training meetings. For Charlie's speaking schedule, information on his products and seminars, call 800/963-HVAC (4822), visit www.hvacprofitboosters.com or email him at charlie@hvacprofitboosters.com.

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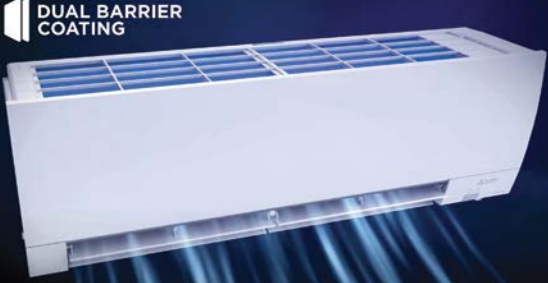
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BY DOMINICK GUARINO

High-Performance Selling

I sat down recently with an old industry friend who is very experienced in both the technical and sales side of High-Performance Contracting. Last year he took a position as a Comfort Advisor for a mid-sized, mostly residential HVAC business. He relayed to me how frustrating the experience was. The owner insisted he run at least 5-6 calls a day and sell as many boxes as possible.

The result was a dismal closing rate of 30% (although that is above the industry average). My friend also sold very little additional work, as he had to rush from one call to the next instead of taking time to educate customers and perform basic testing. His average visit length was less than an hour, and he had to hurry to get to the next lead.

After less than a year of this insanity, he was completely frustrated. His closing rates continued to fall, he was unhappy, and so was the boss. Needless to say, they parted company, both with a bad taste in their mouths.

What made it even harder is that my friend knew better. He took his time to do it right in previous positions, running an average of three sales calls a day with an 80% closing rate and average ticket nearly double that of an equipment swap-out. But his boss just wouldn't let him do it his way.



You have to spend enough time to educate your customer about what you are doing differently.

Does any of this sound familiar? Have you been on either side of a similar situation? As an owner, are you going through salespeople, not understanding why they can't close more sales, and why they don't stick around very long? Are you a salesperson frustrated with this industry where it seems hard to make money and don't feel like you're making a difference?

There is a Better Way

When you take the High-Performance selling approach, many of these issues naturally go away. You may ask, what is different about this approach? **The answer is: everything!**

First, it requires a different mindset. Get out of the box-swapping mentality and into a "doing the right thing" frame of mind. This doesn't mean you'll sell less equipment -- just the opposite. You'll sell more systems, and most



Image courtesy of National Comfort Institute

customers will buy higher-end equipment from you.

How can you do this? By educating your customer about their system, its deficiencies, and how you can make it right. One of my Dad's favorite phrases was, "talk is cheap." You can teach and talk all day long, but the best way to win a customer over is to

prove what you're saying is true.

That's what makes High-Performance selling different. It involves using simple system testing and diagnostics on every call. It includes showing the customer your findings in simple, layman's terms. The beauty of this approach is you're no longer selling. They are buying.

Second, it takes a little longer than a quick swap-out call. You have to spend enough time to first educate your customer about what you are doing differently. Next, you involve them in the testing process and show them that what you tell them is true. Finally, together you come up with the best solution that fits their needs and budget. Financing is a great tool to help ease the initial financial pain.

When done right, this process usually takes between 90 minutes and 2 hours depending on the house's size, equipment location, etc. If you do everything correctly and in the right sequence, it should only take about 10 minutes to write the proposal and get a signature.

Fewer Calls, More Results

With this approach, you won't be able to run more than three calls a day. But imagine if you closed two of them? What if on some days you closed three out of three? Add to that an average ticket 50 to 100% higher than just a box-swap - at more than double the net profit. Now you have a winning formula for success and growth.

Of course, it's impossible to share everything about the process in this short editorial. To help you research this some more, here are a couple of free downloads to get you started: The first one is typically emailed to the customer before the visit: ncilink.com/PreCall. The second piece is used as a roadmap during the sales call to help your customer understand what you are doing differently, step-by-step: ncilink.com/FamilyComfort. **CB**

Dominick Guarino is CEO of National Comfort Institute (NCI), (www.nationalcomfortinstitute.com), one of the nation's premier Performance-Based™ training, certification, and membership organization focused on helping contractors grow and become more profitable. His e-mail is domg@ncihvac.com. For more info on Performance-Based Contracting™ go to WhyPBC.com or call NCI at 800/633-7058.

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