

# Contracting Business

SEPTEMBER 2023  
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HELPING HVACR MANAGERS RUN BETTER BUSINESSES SINCE 1944

## 2023-2024 GUIDE TO RESIDENTIAL HEATING



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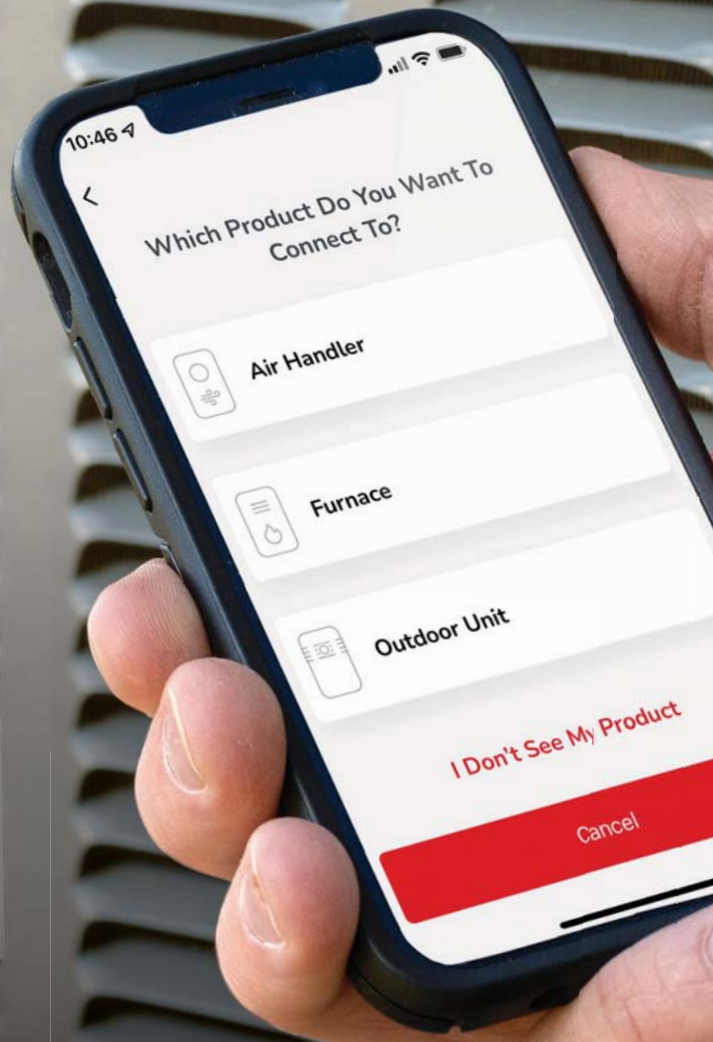
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Three who brought change to the science and business of HVAC contracting.

## Falke, Guarino & Miles to Enter CB HVAC Hall of Fame

In October, we will again open the doors to the *Contracting Business* HVAC Hall of Fame—the only recognition of its kind—to welcome three who have made significant contributions to the heating, ventilating and air conditioning industry.

- The late Rob Falke, co-founder and president of National Comfort Institute, who passed away in May of 2022 due to COVID-related pneumonia and other complications.
- Dominick Guarino, co-founder and CEO of National Comfort Institute.
- Steve Miles, vice president/CEO of Jerry Kelly Co., St. Peters, Missouri.



Rob Falke  
NCI

As shared by National Comfort Institute's Director of Communications, Mike Weil, it was in the late 1980s, while working with his father in the family company in Turlock, Calif., that **Rob Falke** pioneered the idea of applying commercial balancing knowledge to residential HVAC

systems. As he tested and fixed more systems, he wrote procedures and processes to consistently measure and record his findings.

Within a few years, Falke decided he needed to teach these concepts to fellow contractors, and helped start NCI with Dominick Guarino. Together they began the journey of training thousands of HVAC professionals.

Rob "Doc" Falke is considered the father of modern airflow testing and diagnostics and residential airflow balancing. His focus on airflow and duct system renovation led to the development of NCI's first-rate technical training team, whose focus on airflow remains key to that organization's mission today. In 2016 Falke began research that eventually established ANSI/ASHRAE Standard 221, which provided a testing method to measure and score the performance of installed unitary HVAC systems.

For more than 30 years, Rob Falke published hundreds of articles in magazines across the HVAC industry. He spoke at dozens of conferences and association meetings.

During his tenure as editor-in-chief of *Contracting Business*, **Dominick Guarino** developed a passion for high-performance contracting. He became a true devotee of the science of comfort, not just an editor posting random stories as they came across his desk.

In December 1992, Guarino wrote an editorial titled, "The Comfort Revolution." The article pointed out how after 20 years of focus on energy efficiency,



Dominick Guarino  
NCI

the HVAC industry had lost sight of delivering comfort. The energy conservation movements of the 1970s and 1980s had effectively derailed the industry's primary mission: maintaining comfort in indoor environments. Guarino devoted much of his time to analyzing the relationship between comfort and energy, and determined that it was indeed possible to have high efficiency and a high level of interior comfort. He called it "delivered" performance, and later, "high-performance contracting" became the mission of Guarino and his NCI co-founder and friend, Rob Falke. He eventually left *CB* to start NCI with Falke. The full story of their journey as comfort champions—and as friends—would make for great reading.



Steve Miles  
Jerry Kelly Co.

**Steve Miles** joined the Jerry Kelly Company in the mid-1990s, as a dispatcher. From there he worked his way up to service manager, then a sales rep, sales manager, and general manager in 1998. In 2014, he and his wife Jill purchased the business from Jerry Kelly in 2014.

Steve is entering the Hall of Fame as an innovator and entrepreneur. He realized there was no sense in owning a business if it can't be the best it can possibly be.

In 2002, he had the company's entire fleet wrapped, after listening to Matt Michel speak on "Mobile Marketing" at a Comfortech show. His ability to execute is matched only by his innovation. Under Steve's stewardship, the Jerry Kelly Co.'s payroll doubled, then doubled again, then doubled a third time until the company employed more than 65 people. He bought and renovated a 21,000 sq. ft. space to become a model work-friendly environment.

Steve joined a group of contractors to discuss the potential for each company creating their own line of branded equipment. Not only did Steve accept a leadership position in this group, he became the example for others by converting virtually 100% to his own equipment line in a matter of months.

Steve was one of the first to utilize billboards along busy highways to recruit personnel. He promises great pay and delivers. His company's doors are open if you'd like to see the team in action.

These three are to be inducted into the HVAC Hall of Fame during the 2023 Service World Expo, Oct. 3-6 in Phoenix, Ariz. [serviceworldexpo.com](http://serviceworldexpo.com). **CB**

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# Service World Expo Program Announced for Oct. 3-6 Event

PHOENIX, Ariz.—The 2023 Service World Expo will be held October 3-6, 2023 at the Phoenix Convention Center in Phoenix, Arizona. Show planners report the event’s keynote speakers, breakout sessions, and business training sessions will offer attendees fresh business insights and access to hundreds of exhibitors who will showcase industry-focused innovations and services.

“This event is highly focused on training, education and networking, with fun sprinkled in as well,” said Tom Peregrino, president of Service Nation. “Our training and education are designed by revenue level, so no matter what size a company is, they’ll receive valuable information for where they are on their journey. We’ve also made it even easier than ever to network with other successful contractors. I’m excited that The New Flat Rate has combined their conference with ours to further increase the value. The shared learnings and best practices that can be gained from attending the Service World Expo are invaluable and unlike anything offered at other shows,” Peregrino said.

The New Flat Rate price generating software company will host its “Business Uncensored” Conference in a dedicated area within SWE. The “Business Uncensored” Conference will provide home service business owners and teams with proven strategies to improve overall profitability while maximizing their growth potential.

“We have always strived to provide attendees with as many valuable resources as possible,” added Sarah Blackhall, vice president of creative. “By partnering with The New Flat Rate, we are now able to offer an unprecedented amount of resources and knowledge to those attending Service World Expo.”



Keynote presenters will take the stage during the four-day event to provide thought-provoking conversations and entertaining moments. Kicking the festivities off will be a conversation with renowned actor and author Richard Karn. Throughout the duration

of the show, attendees will have opportunities to also hear from other notable luminaries, including former Philadelphia Eagle and magician Jon Dorenbos, as well as entrepreneur Tommy Mello, who will present “Elevate: How to Build a Business Where Everybody Wins.”

## Women of Service World

A special “Women of Service World” Breakfast and Panel Discussion will take place on Thursday, October 5th at 7 a.m. Bringing together five leading female industry voices, the panel will be moderated by Service Nation’s Director of Association Management, Carol Longacre, who will lead a spirited conversation about the evolution of trade industries and the growing prominence of women across them.

Over four busy days, show topics will include discussions surrounding financials such as cashflow and how lenders look beyond credit scores, to best operating practices which examines everything from building systems in your business to the importance of investing in onboarding.

On Oct. 5, National Comfort Institute’s Dominick Guarino and the late Rob Falke, and contractor Steve Miles will be inducted into the **Contracting Business** HVAC Hall of Fame. The full schedule of seminars and events can be found at [www.serviceworldexpo.com/schedule/](http://www.serviceworldexpo.com/schedule/). **CB**

## Unified Group Celebrates 25th Anniversary

BROADVIEW, Ill.—The Unified Group, founded in August 1998 by a core group of quality driven, independent mechanical contractors, in June celebrated its 25 years of serving independent heating and air conditioning contractors.



When the consolidation movement kicked in and posed a threat to the HVAC industry, these contractors joined together to form The Unified Group. The purpose of the group is to provide training and resources to promote the success of quality independent HVAC contractors, raise the standards of excellence in the industry and increase the value provided to customers.

“The Unified Group, in my opinion, has allowed my own confidence to grow along with my team’s,” said Chris Schaff, president of Air Controls and a member of The Unified Group for

18 years. “I have made some good friends and would totally trust anyone from this group. Joining is the best investment we could have ever made.”

Through hundreds of professional development opportunities, including conferences for all facets within an organization, member-led webinars, vendor opportunities with rebates and more, The Unified Group has hit them all. If a company wants to truly succeed and grow in a positive direction, The Unified Group is well-known for having each other’s backs every step of the way.

“There are so many accomplished, educated and intelligent individuals in this group,” said Frank Quintanar, Vice President and Service Manager of J&J Air Conditioning, and 16-year member. “This is the best HVAC family in the industry.”

Whether contractors have been in The Unified Group for one year or 25 years, each member has had a lasting impact. Through the training experiences and the relationships built, The Unified Group believes it is one-of-a-kind and unlike any other association out there, in a large part due to the cohesion of the entire group. **CB**

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## Marcone Distributorships Earn Accolades

ST. LOUIS, Mo.—Marcone, reported by sources to be North America’s largest distributor of appliance repair, HVAC, plumbing, commercial kitchen and pool and spa parts, announced details about industry awards recently secured by its HVAC companies.

Marcone is an authorized distributor for major brands such as Whirlpool, Electrolux, General Electric, Maytag, Bosch, Samsung, L-G and many more.

Sources report the awards are proof of Marcone’s dedication to efficient and effective customer service, which is core to its rapid growth as it utilizes smart technology and a vast distribution footprint to continue to gain market share.

Marcone companies honored were:

- Munch’s Supply was named Distributor of the Year by Mitsubishi Electric Trane HVAC US LLC. It was honored for exceptional performance in the categories of sales, market development and

service levels with Mitsubishi Electric products. Based in Hillside, Ill., Munch’s has 17 locations in Illinois, Indiana and Michigan.

- Munch’s Supply and O’Connor Company both received the 2022 Trane Pacesetter Award for sales, market share, growth and customer satisfaction. O’Connor has seven locations serving Iowa, Kansas, Missouri, Nebraska and Oklahoma.
- Marks Supply earned the 2022 American Standard Pinnacle Award. The Pinnacle Award is performance-driven and distributors who receive it are considered the best in the industry. It is given based on meeting business goal metrics in areas such as market share, sales, growth and customer satisfaction. Marks’ nine locations provide parts to companies throughout Ontario.
- Comfort Air Distributing and C&L Supply both were named 2022

Rheem Platinum Distributors for sales growth, superior customer service and partnership. Comfort Air has four locations in Colorado and Wyoming. There are seven C&L branches throughout Arkansas, Missouri and Oklahoma.

- API of NH/Delta T was named the 2022 Northeast Distributor of the Year and 2022 National Partner of the Year by LG based on sales growth, technician training and product offerings. API operates out of eight locations in New Hampshire, Maine, Rhode Island and Massachusetts.

“We emphasize the value of maintaining quality relationships with dealers by providing top-notch service, fast delivery and the product availability,” said Keith Kramer, president of Marcone HVAC. “It’s an honor to receive these awards as evidence that we’re helping our customers succeed.” [marcone.com](http://marcone.com)

## RIDGID® Employees Contribute to Mosaic Donation Drive

ELYRIA, Oh.—RIDGID®, a part of Emerson’s professional tools portfolio, and its employees donated more than 400 food and personal care items, including vegetables, canned goods, box meals, pasta and soup to Elyria’s Pioneer Freedge as part of a donation drive sponsored by Mosaic, an Emerson employee resource group focused on serving the community, celebrating diversity and creating an inclusive work environment for people working away from their home location.

The Freedge, located at the Elyria Public Library South Branch, is a place where people can leave surplus food items for others to take, reducing food waste and promoting community connections. It operates on the principle of “take what you need, leave what you can.”

“RIDGID is proud to be able to make a donation to the Freedge thanks to the generosity of our employees,” said Billy Yrad, industrial designer, RIDGID, and coordinator, Mosaic for Emerson. “One of the goals of Mosaic is to participate in



activities that bring us together as a community and helping to fill the communal refrigerator is a wonderful way for us to connect and have a positive impact with our Elyria neighbors.”

The donation is the latest Mosaic-led supply drive for community benefit. The



group last collected school supplies to provide Elyria school students with needed supplies. The group has also participated in several community service activities with Leaders of Today, a local organization helping the youth of Lorain County. [ridgid.com](http://ridgid.com)

## CoolSys Acquires Lima

*BREA, Calif.*—CoolSys, a nationwide provider of sustainable refrigeration, HVAC, energy and engineering solutions, has acquired Lima Company, providers of commercial and industrial HVAC, refrigeration, plumbing and energy services throughout Eastern Pennsylvania, Delaware, Maryland and New Jersey. The acquisition expands CoolSys's mission-critical offerings and market presence in the Mid-Atlantic region.

"We're excited to have Lima Company join the CoolSys family of companies," said Rick Frier, chairman and CEO interim at CoolSys. "A proven market leader, Lima Company and its management team have built a strong reputation by combining industry expertise and a client focused approach. Their values align perfectly with our mission at CoolSys to provide best-in-class service, quality products and technology at competitive prices."

Lima Company has served clients and facilities throughout the Mid-Atlantic region since 1976. Many of its employees

**Bob Lima established Lima Company in 1976. Many employees have served the company for 30+ years.**

have risen through the ranks to hold key leadership roles.

"Our goal has always been to provide quality services at a fair price for our clients by combining the right people and the right approach to deliver the right results," said Lima. "We look forward to maintaining these core values as part of CoolSys, where our dedicated employees can continue to service our clients at an outstanding level while bringing them new resources and capabilities from a forward-thinking, market-leading, national company."

CoolSys provides sustainable refrigeration, HVAC, energy and engineering solutions for the grocery, retail, food service, industrial, education, healthcare and government sectors. Services include engineering, design and installation, service, maintenance and energy optimization for mission-critical HVAC and refrigeration systems.

*continued on p.31*

## Appointments



Martinko

**The Chemours Company announced the appointment of Joseph Martinko as president, Thermal & Specialized Solutions (TSS).** Martinko was appointed interim leader on June 1 and stood out as the top candidate following an internal and external search.

"Joe has been a principal architect of the entire Opteon™ solutions portfolio and brings unmatched knowledge of our thermal products, market, and customers to this role. In addition, having led the commercialization and market transition to low-GWP Opteon™ products for the mobile and stationary refrigeration and foam expansion markets, he knows what it takes to innovate in the space as we look for more sustainable solutions," said Mark Newman, Chemours president and chief executive officer. "With Joe's deep commercial and regulatory experience and his proven track record, I have no doubt that the TSS team will continue to deliver strong financial performance and business growth under his leadership."

Martinko brings to the role over 30 years of expertise in the chemical industry, with more than 20 years of experience across TSS and Chemours' legacy fluoroproducts business in a range of global market, product, and regional leadership roles. Before he was appointed to lead TSS, he served as the senior business director, Americas, where he drove business strategy, delivered record-breaking financial performance, and built a high-performing team. Prior to that, Martinko has held various roles in the fluoroproducts business with responsibility for regulatory and advocacy, customer service, marketing, sales, technical service, asset strategy and product management. Before Chemours, Martinko worked for over 20 years with DuPont in various business leadership and manufacturing roles.

"The TSS business has a solid foundation upon which we will continue to build," said Martinko. "We have an industry-leading product portfolio, an exciting innovation pipeline, and a highly capable and resolute team that knows how to win. All of this ensures that we are well positioned for continued growth. I have every confidence in our TSS team's ability to continue executing our strategy and delivering strong business results."

### **The New Flat Rate named John Ellis as the company's new business development manager.**

Formerly a consultant for The New Flat Rate, Ellis will now be focusing on building new partnerships for the company that will help provide members with an increasingly diverse and powerful set of tools to grow their business.

"John has always been a promoter of The New Flat Rate, so we are excited to have him join our team full-time," said Danielle Putnam. "Our ultimate goal has always been to help contractors grow their businesses while making their lives easier, and adding John's wealth of experience to our team will help us continue to achieve that goal."

Ellis has over 40 years in the HVAC industry including time spent in several industry unions. He has also served as a project manager on large projects at hotels, prisons, water treatment plants, and hospitals. Ellis has held numerous certifications including building science, Indoor Air Quality, EPA Renovator, Residential & Commercial Air Balance, Commercial System Performance, Economizer Specialists, Level 1 Thermographer, and Quality Insulation Installation. [thenewflatrate.com](http://thenewflatrate.com)



Sturgell

**Building materials provider KOVA, Dallas, Tx., has named Brent Sturgell leader of its HVAC division, a new product vertical for the company.** Sturgell will apply his vast industry experience to lead KOVA's entry into the market with a new era of intelligent HVAC offerings. Under his leadership, the company will soon debut KOVA Comfort, described as a ground-breaking, AI-powered HVAC system that KOVA sources say will revolutionize the HVAC industry.

## Split and Mini-split Systems

**Amana**® brand S-series split-system air conditioners and heat pumps are engineered for traditional ducted applications with heat pump, gas furnace or dual fuel connectivity. Easy to transport and install—requiring just 4-in. of clearance—S-series are ideal for small backyards and zero-line applications. Outdoor units run as quietly as 56dB(A).



Available in 1.5-5 tons, Amana brand S-series can use existing line sets and connect up to 100-feet of pipe (for typical installations). Side discharge and pad or wall mounting solves innumerable installation challenges. [amana-hac.com](http://amana-hac.com)

**American Standard Heating and Air Conditioning's** Platinum 20 Heat Pump contains the new Link technology that ensures more efficient installs and additional monitoring capabilities. With this innovative system, technicians can leave their gauges and probes on the truck. Using the new American Standard Diagnostics mobile app to access American Standard Link's

built-in system sensors, they can easily and conveniently configure or diagnose a system from their smartphone or tablet. The new American Standard Heating and Air Conditioning Platinum 20 Heat Pump contains the new Link technology that ensures more efficient installs and additional monitoring capabilities. A [americanstandardair.com](http://americanstandardair.com)



With cooling efficiencies up to 27.4 SEER, the single-zone, ductless **Daikin** ATMOSPHERA features R-32, with one-third the Global Warming Potential of USA's and Canada's most used refrigerants. A pure, single-component refrigerant, R-32 is easy to top off, clean and reuse onsite—or reclaim and recycle.



Perfect for spot cooling/heating needs even in extreme ambient temperatures, Daikin ATMOSPHERA provides up to 100% rated cooling capacity at 104°F. For heating, Daikin ATMOSPHERA features up to 13.8 HSPF, with up to 100% rated



Dr. Charles "Chuck" Allgood is Refrigerants Technology Leader for Chemours.

## Dr. Chuck's Corner: A2L Refrigerant-Ready Cylinders

As discussed previously, new A2L mildly flammable refrigerants are starting to make their way into the field. For AC applications, refrigerants such as R-32 and R-454B are now commercial in many areas and numerous OEMs have announced

plans to roll out systems with R-454B (Opteon™ XL41) in the coming year. As an HVACR technician, it is prudent to invest some time now to be ready to handle A2L refrigerants—and that starts with the cylinders. Below are some key facts to know.

**Colors**—as most are aware the industry is gradually transitioning away from color coding of cylinders to designate different refrigerants. With the introduction of new A2L refrigerants like R-454B, or Opteon™ XL41, the cylinders will be a neutral color and the specific refrigerant name will be printed on the jug, as well as the box. R-454B and other A2L cylinders (including recovery) will have a red stripe, band, or top—this is to draw attention, visually, that the contents

are flammable. Cylinders and equipment will also be labeled with an A2L symbol/pictogram, to make users aware of its flammability classification.

With the introduction of new A2L refrigerants like R-454B, or Opteon™ XL41, the cylinders will be a neutral color and the specific refrigerant name will be printed on the jug, as well as the box.

**Left Hand Threads (LHT)**—many cylinders will have a left-hand thread to provide another point of differentiation and help ensure safe use so that A2L's are only used in systems designed for A2L's. Remember, A2L's cannot be used as a retrofit gas, or in systems not designed for them. Adaptors for use connecting A2L cylinders with approved tools, gauges, etc. are already available on the market.

**Pressure Relief Device (PRD)**—the pressure relief devices on A2L cylinders will be transitioned to pressure activated valves, that in case of over pressure will open to relieve excess pressure and then reseal. This 'burping' action will safely lower cylinder pressure to a safe level while avoiding loss of the entire contents. This is an improvement over

legacy generations of rupture discs, which would release the entire cylinder contents if activated.

**Cylinder Storage**—this will be discussed in more detail in a future episode but in most cases, storage of cylinders in service vans should not change. For shops or other facilities which may manage larger numbers of cylinders, the rules for A2L storage have been updated. A useful resource is [www.ahrinet.org/advocacy/safe-refrigerant-transition-task-force](http://www.ahrinet.org/advocacy/safe-refrigerant-transition-task-force).

**Removing Liquid from Cylinders**—just like R-410A, R-454B is a two-component blend with a slight temperature glide. It is still best practice to remove refrigerant from the cylinder as a liquid, either thru a liquid dip tube if equipped, or by inverting the jug when charging. Once removed from the cylinder the blend can be 'flushed' to vapor thru the charging lines into the system.

In my next column, I'll discuss other important aspects of getting "A2L Ready"—namely any changes coming for the tools and the service trucks that are used every day in serving our customers.

heating capacity at 5°F and confirmed continuous operation as low as -13°F. New hybrid cooling technology efficiently controls humidity, even in low-cooling loads, maintaining dehumidification effect after reaching target temperatures. [www.daikinatmosfera.com](http://www.daikinatmosfera.com)

With highly efficient, affordable performance up to 22.5 SEER2 and 8.2 HSPF2, the **Goodman®** brand GSX/ZV9 air conditioner or heat pump provides homeowners and contractors with multiple benefits thanks to inverter-driven technology and convenient service features.

Homeowners can enjoy satisfying levels of acoustical and indoor comfort. Inverter technology allows operation at lower sound levels, while helping prevent common temperature swings experienced with non-inverter, single- and two-stage units. ComfortBridge™ compatible for easy commissioning, diagnostics and servicing via CoolCloud™ mobile application; Goodman control algorithmic logic; diagnostic indicator lights, seven-segment LED display, fault-code storage; coil/ambient temperature sensors; and a suction pressure transducer (in cooling mode). [goodmanmfg.com](http://goodmanmfg.com)



The EcoNet® enabled **Rheem** Endeavor line Prestige Series RP18AZ is an ENERGY STAR® certified line of heat pumps, offering one of the highest efficiencies available today. One of its most unique benefits is its cooling efficiency of 20 SEER2 / 12.5 EER2 which helps keep the consumer's utility bills low and their home consistently comfortable.

The RP18AZ heat pumps are designed with acoustics in mind. The units feature integrated sound-dampening elements such as a unique refrigerant tubing design, swept wing fan technology, composite base pan and innovative compressor and drive technologies to ensure that as efficiency goes up, sound levels stay low. The RP18AZ has a sound ranking as low as 58 dB.

These units include smart features such as Rheem's exclusive PlusOne® technologies including:

- PlusOne® Diagnostics: Bluetooth technology that aids in quick & easy service.
- PlusOne® Expanded Valve Space: Provides a minimum working area of 27-square inches for the installer's comfort.
- PlusOne® Triple Service Access: 15 in. wide industry-leading corner service access, two-fastener removable corner and easily removable individual louver panels to help the installation job.



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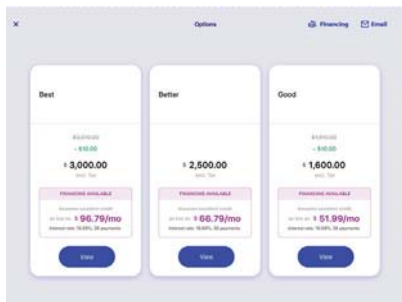
**COPELAND**



Other key components include inverter-driven, variable speed compressor technology for cooling operation between 40 percent and 100 percent of capacity (with overdrive capability up to 115 percent in extreme conditions) to continuously meet users changing needs. [rheem.com](http://rheem.com)

**SOFTWARE**

One Hour Heating & Air Conditioning in Terryville, CT, has been a Successware customer since 2011 and recently added the Successware Payments solution



to their platform. They are a small office with limited resources for office administration, and Marjorie Piercy says she wishes she made the jump sooner.

She says, "I really like the search features by credit card information and customer name, which make reconciling much quicker and simpler to read. There's a definite ease of use with this system integrated into Successware; I wanted something that would make my job easier in the office, and this makes

a lot more sense than having different processes on different platforms."

When asked about other features she finds most helpful, Marjorie added, "I don't have to bounce between platforms and computer screens to see who charged what or when. I can just go into the Successware platform and see who the customer was, how much was charged, when it went through and if I need to process a refund or do some other work for a customer. It's instant and so user-friendly."

She adds, "Time is money, and using Payments has definitely saved me time. I'm very glad we made the switch." [successware.com](http://successware.com)

**APPS**

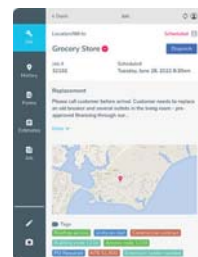
The HVAC ResLoad-J app from Carmel is an ACCA-approved Manual J8 residential load calculation app for the Apple iPad. It allows engineers, contractors, and technicians to perform field-based cooling and heating load calculations on residential and small commercial buildings. Users are then able to email PDF reports to customers and local building officials. Reports produced by this app will be acceptable by all municipalities/states (including 30+ US states that have passed laws requiring contractors to submit load calcs from ACCA-approved software.)

The HVAC School app is described by designer **Kalos Services, Inc.** as "the app that helps you remember some things you forgot along the way, as well as helps you remember some things you forgot to know in the first place."

For all current and aspiring HVAC technicians, HVAC School is the premiere source for knowledge and success in the HVAC industry. With this app you can:

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ServiceTitan Mobile is the official mobile app of the ServiceTitan platform. You can leverage all the power of our technology to manage your business straight from your tablet while you're with customers in the field. The app helps technicians arrive at the job site fully informed. Technicians receive all information the CSR collected during their talk with the customer. They can even listen to a recording of the customer's call. A detailed job history is provided, with customer profiles, previous work provided, prior invoices and any photos from the service call.



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# 2023-2024 GUIDE TO RESIDENTIAL HEATING

Our annual review provides a quick look at the latest models from the leading brands.

## Allied Air Enterprises

The new Concord 4HP17L single-stage heat pump reduces complexity by delivering AHRI system matches with Allied Air's existing line of indoor coils, furnaces, and air handlers. It meets ENERGY STAR® 6.1 requirements and qualifies for the Inflation Reduction Act of 2022 and 25C tax credits from 1.5- to 4.0-tons, giving consumers a \$2,000 incentive in the U.S. It also meets the Canadian Greener Homes Initiative from 1.5- to 4-tons\* and provides consumers up to \$4,000 in incentives and qualifies for select provincial incentives.



The Concord 4HP17L is compatible in dual-fuel applications. It was manufactured using Omniguard® all-aluminum tube and fin coil design with brass-to-copper line set connections. Allied Air reports that helps provide a corrosion-resistant coil that matches with aluminum indoor coils and ensures installers don't need to learn new brazing techniques. A Quiet Shift™ defrost equalizes system pressures before shifting into defrost and reduces noise. \*Excluding 2.0-ton system matches. [alliedair.com](http://alliedair.com)

## Airquest

The Airquest® G97CMN Ion™ 98 furnace achieves efficiency ratings of up to 98% AFUE and features a fully modulating (40-100% capacity) gas valve which allows the furnace to operate on a quieter low heat setting until the thermostat calls for more heat. It meets 40ng/J low NOx emissions and <2.0% cabinet air leakage per ASHRAE standard 193.

The Airquest® G97CMN Ion™ 98 furnace has quarter-turn knobs for



simple door removal and secure attachment, and a slide-out heat exchanger and blower assembly for easy access. When this furnace is connected to an Airquest® Ion™ System Control, system information is displayed on a touch screen. The system self-configures for improved performance. A variable-speed, constant airflow, communicating ECM blower motor and variable-speed inducer motor reduce operating sound levels. The fully insulated steel cabinet absorbs sound from inside the furnace. [airquestcomfort.com](http://airquestcomfort.com)

## Amana

Engineered with forward-thinking technology and built to uncompromising standards, Amana® brand AVZC20 inverter-driven heat pumps provide up to 10 HSPF heating and 21 SEER cooling performance.

The AVZC20 features high-performing Comfort Speed inverter technology designed for consistent indoor comfort and quiet, variable-speed, energy-saving operation. With integrated ComfortBridge™ communicating technology, technicians can quickly commission, configure, diagnose using the CoolCloud™ mobile app.

Exceptional heat transfer properties are delivered using a seven-millimeter, refrigeration-grade premium copper tubing and aluminum-fin condenser coil configuration. Contractor-friendly features include Amana brand control algorithmic logic; coil and ambient temperature sensors; sweat connection service valves with easy access to gauge ports; top and side maintenance access; plus, single-panel access to controls.

Designed, engineered and assembled in the USA, the AVZC20 is available in 2- to 5-ton units with heating capacities of 22,800 - 52,500 BTU/h. Backed by Amana brand's Lifetime Unit Replacement Limited Warranty and 10-Year Parts Limited Warranty. [amana-hac.com](http://amana-hac.com)





Easy to transport and install, new Amana® brand S-series split-system heat pumps and air conditioners are engineered for traditional ducted applications with heat pump, gas furnace or dual fuel connectivity.

Only 4-in. of clearance is needed, making Amana brand S-series perfect for small backyards and zero-lot-line applications.

Available in 1.5-5 tons, Amana brand S-series can use existing line sets, connecting up to 100-ft. of pipe (for typical installations). Side discharge with pad or wall mounting solves installation headaches. Outdoor units run as quietly as 56dB(A). High-performing inverter compressors deliver excellent efficiencies, reaching 8.6 HSPF2 (and for cooling 17.5 SEER2).

Three humidification levels allow customization based on humidity and regions. Quiet Mode boosts acoustical comfort indoors. Outdoor units feature an advanced water-shedding drain pan, plus Blue Fin corrosion coating to help keep the 1,000-hour, salt-rated coil clean.

Compatible with the new Amana brand smart thermostat for customized indoor comfort, and backed by robust warranties. [amana-hac.com](http://amana-hac.com)

## Daikin

Merging ductless-style performance with traditional ducted systems, transformative Daikin FIT inverter split systems are small, lightweight and quiet. With ducted gas furnace, heat

Air Conditioner



Heat Pump



Heat Pump With Dual Heat



pump or dual fuel capabilities, Daikin FIT outdoor units require just 4" of clearance – providing unparalleled flexibility for challenging projects.

An energy-efficient, cost-competitive system, Daikin FIT delivers impressive ratings up to 8.6 HSPF2, 11.3 EER and 17.5 SEER2, with heating capacities from 17,400-54,500 BTU/h.

Inverter-driven outdoor compressors with side discharge run quietly, with sound levels down to 55 dB(A).

Daikin FIT is controlled by the Daikin One+ or the new Daikin One touch smart thermostats – offering full, two-way communications with Daikin HVAC systems. Available Daikin One ecosystem IAQ modules give homeowners control over the air they breathe. Together, Daikin One smart thermostats and Daikin One home air monitors let technicians and homeowners

"Visualize The Air". Available from 1.5-5 tons, Daikin FIT is compatible with Daikin communicating evaporator coils and gas furnaces. [daikinfit.com](http://daikinfit.com)

## Goodman

Goodman inverter-driven systems also can help reduce compressor wear and tear by running at more energy-conserving speeds, reaching indoor comfort settings more quickly, balancing heat load through continuous dehumidification, and operating at lower sound levels (avoiding the constant on/off cycling compared to single- and two-stage systems).

Compatible with ComfortBridge™ communicating technology for simpler commissioning, diagnostics and servicing using the CoolCloud™ phone/tablet application. Helpful contractor-focused features include Goodman control algorithmic logic; diagnostic indicator lights, seven-segment display with fault code storage; compressor crankcase heater; high-capacity muffler; coil/ambient temperature sensors; sweat connection service valves; easy gauge port access and more.

Available in 2- to 5-ton units, with 23,400-52,000 BTU/h heating capacities.

Like all Goodman brand indoor comfort products, the GVZC20 heat pump is designed, engineered and assembled in the USA. [goodmanmfg.com](http://goodmanmfg.com)



## Fujitsu

Fujitsu General America's multi-position air handler units are now compatible with the company's XLTH (extra low temperature heating) outdoor units, which provide heating capacity at outdoor temperatures as low as -15F.

Available in four sizes from 24,000 to 48,000 BTU/H, the multi-position air handlers feature all-aluminum indoor unit coils, high static pressure capability, indoor sound levels as low as 24 dBA and adaptive fan motor control for optimum comfort.

Minimal clearance is needed on three sides of the indoor unit, with only 21 inches clearance needed in



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the front for service. Down-flow and horizontal right kits come standard with each system. Field-installed electric heat kits up to 15.5kW are factory provided. External input/output interface for third-party systems is optional.

WiFi compatibility is also optional so that systems can be controlled remotely through Fujitsu's FGLair mobile app, and smart home services such as Amazon Echo or Google Home.

Optional accessories include wired remote controller, simple remote controller, wireless LAN interface, third-party thermostat converter, external input and output PCB, external connect kit, electric heater kit, combustible floor base, and an external filter box. [fujitsugeneral.com](http://fujitsugeneral.com)

## Arcoaire

Achieving efficiency ratings up to 97% AFUE, the Arcoaire® N96VSN Performance 96 furnace is equipped with a variable 25-speed, constant torque ECM blower motor for efficient temperature control and optimal comfort. It is also capable of four-way multi-position installation with 12 different vent options and meets 40ng/J low NOx emissions and <2.0% cabinet air leakage per ASHRAE standard 193. This furnace is ENERGY STAR®-certified.



Built with an RPJ® primary heat exchanger and a stainless-steel secondary heat exchanger, the Arcoaire® N96VSN Performance 96 furnace is enclosed in a fully insulated steel cabinet to keep sound levels to a minimum. The N96VSN furnace's slide-out heat exchanger and blower assembly add to the unit's ease of service. The furnace is designed with a high-temperature limit control to prevent overheating.

The Arcoaire® N96VSN Performance 96 features intuitive near-field communication (NFC) technology which allows communication between the furnace control board and our Service Technician app, making installation, diagnostic checks, and service troubleshooting easier. NFC is the same technology behind "tap to pay" using either a credit card or a smart phone.

[arcoaire.com](http://arcoaire.com)

## Comfortmaker

Achieving efficiency ratings up to 98% AFUE, the Comfortmaker® G97CMN Ion™ 98 furnace has a variable-speed, constant airflow, communicating ECM blower motor and variable-speed inducer motor to reduce operating sound levels. A fully insulated steel cabinet absorbs sound from inside the furnace. It has quarter-turn knobs for simple door removal and secure attachment, and a slide-out heat exchanger and blower assembly for easy access.

The Comfortmaker® G97CMN Ion™ 98 furnace features a fully modulating (40-100% capacity) gas valve which allows the furnace to operate on a quieter low heat setting until the

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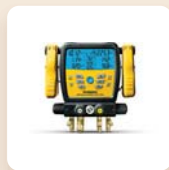
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thermostat calls for more heat. It meets 40ng/J low NOx emissions and <2.0% cabinet air leakage per ASHRAE standard 193.

When connected to a Comfortmaker® Ion™ System Control, information is displayed on a touch screen and the system self-configures for improved performance. The Comfortmaker® G97CMN Ion™ 98 furnace can provide advanced dehumidification during cooling operation and can control a humidifier accessory in heating mode when coupled with a condensing unit and an Ion™ System Control. The furnace control board includes a 24 VAC humidifier terminal and a 115V electronic air cleaner terminal which can be controlled through the Comfortmaker® Ion™ system. [comfortmaker.com](http://comfortmaker.com)



**Day & Night**

Featuring efficiency ratings up to 96.7% AFUE, the Day & Night® G96CTN Ion™ 96 furnace is two-stage heat and variable-speed cooling compatible. This furnace is equipped with a variable-speed, constant airflow ECM blower motor to reduce operating sound. A fully insulated steel cabinet also absorbs

sound from inside the furnace. It has quarter-turn knobs for simple door removal and secure attachment, and a slide-out heat exchanger and blower assembly for easy access.

The Day & Night® G96CTN Ion™ 96 furnace is designed for four-way multi-position installation with 12 different vent options and meets 40ng/J low NOx emissions and <2.0% cabinet air leakage per ASHRAE standard 193.

When this furnace is connected to an Ion™ System Control, the Day & Night® G96CTN Ion™ 96 furnace provides longer heating and cooling cycles at lower fan speeds for a more consistent temperature throughout the home. Intuitive prompts allow homeowners to program everything from humidity levels to fan speeds, giving them the ultimate control over their home comfort. The furnace control board includes a 24 VAC humidifier terminal and a 115V electronic air cleaner terminal which can be controlled through the Day & Night® Ion™ system. [dayandnightcomfort.com](http://dayandnightcomfort.com)



**Heil**

Featuring efficiency ratings up to 97% AFUE, the Heil® N96MSN Performance 96 furnace includes a new multi-speed constant torque (MCT) ECM blower motor with increased airflows of up to 28%. This new MCT ECM motor provides an industry-leading 18-speed furnace, surpassing the five speeds previously offered in the Heil® Performance Series furnace line. It also makes replacement blower motor inventory easier to manage with a 70% reduction in unique part numbers.

Single-stage heat and variable-speed cooling compatible, the Heil® N96MSN Performance 96 is designed for four-way multi-position installation with 12 different vent options. It meets 40ng/J low NOx emissions and <2.0% cabinet air leakage per ASHRAE standard 193.

Intuitive near-field communication (NFC) technology provides communication between the furnace control board and our Service Technician app, making installation, diagnostic checks, and service troubleshooting easier. NFC is the same technology behind "tap to pay" using either a credit card or a smart phone. In addition, our new three-digit LED control board display and navigation allows technicians to easily see the current operating mode of the furnace, review fault code history, and update installer settings. [heil-hvac.com](http://heil-hvac.com)



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\* 2022 Little Giant Brand Research Study



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### KeepRite

The KeepRite® CVH8 Ion™ 18 Variable Speed Heat Pump with SmartSense™ Technology is ENERGY STAR®-qualified with heating efficiencies up to 9.0 HSPF2 and cooling efficiencies up to 18.5 SEER2 / 12.0 EER2. When installed as part of a complete communicating system including the Ion™ System Control with Wi-Fi\*1 capability, the KeepRite® CVH8 Ion™ 18 provides five-stage variable-speed technology in a compact design. The KeepRite® CVH8 Ion™ 18 offers more precise system control with remote access, text-based diagnostics, and contractor information displayed, when installed as part of a complete communicating system including the Ion™ System Control with Wi-Fi® capability. It also has a smaller, lighter design than most two-stage units. The variable-speed compressor and compact ECM fan motor of the KeepRite® CVH8 Ion™ 18 Variable Speed Heat Pump with SmartSense™ Technology operate at quieter, lower speeds most of the time (as low as 56 decibels). The CVH8 also includes several sound-reducing features: an aerodynamic variable-speed fan, a soft-mounted compressor, a high performance acoustic-absorbing compressor blanket, and Quiet Shift defrost. [keeprite.com](http://keeprite.com)



### Tempstar

The Tempstar® T4H7T Ion™ 17 heat pump achieves heating efficiencies up to 8.1 HSPF2 and cooling efficiencies up to 17.0 SEER2 / 13.0 EER2. This ENERGY STAR®-qualified heat pump delivers reliable temperature and humidity control with its efficient Scroll compressor.



When paired with the Ion™ System Control with Wi-Fi\*1 capability, the Tempstar® T4H7T Ion™ 17 heat pump features remote system control, self-configuring capabilities, and text-based diagnostics. An innovative control box design, external high and low refrigerant service ports, and quick-access valves make this heat pump easy to install and service.

The two-stage Scroll compressor of the Tempstar® T4H7T heat pump operates at quieter, lower speeds most of the time (as low as 69 decibels). All units include compressor sound jackets to minimize sound levels. Designed for corrosion resistance and lasting performance, the T4H7T is durably built with a tight wire grille and protective corner posts to withstand weather and debris. [tempstar.com](http://tempstar.com)

### American Standard

The Platinum 18 heat pump is part of a new lineup of American Standard communicating equipment featuring American Standard Link, an innovative technology to simplify the installation, commissioning, and remote monitoring of variable-speed HVAC systems.



Created to provide technicians with a “plug and play” experience, it assists with installation accuracy through automated configuration, charging, and system testing; and it works with remote monitoring to provide quicker solutions and more efficient service calls.

Link provides the exact data technicians need for installation and troubleshooting on their own smart devices.

These models have the dual capability to operate with all existing AccuLink variable speed indoor equipment and controls, as well as the future American Standard Link air handlers and smart thermostats.

A full line of American Standard Link equipment has been available to American Standard's independent dealer nationwide since Fall 2022. [americanstandardair.com](http://americanstandardair.com)

### Ameristar

Ameristar, a brand reported to be known for providing affordable year-round indoor comfort, has announced the launch of its 15.2 SEER2 side-discharge heat pump, new options in value-oriented heating and cooling equipment.



The new low-profile heat pump offers the perfect solution for homeowners who need to install their HVAC equipment between zero-lot-line homes, on balconies, or under decks. In addition to being energy-efficient, sleek, and quiet, the Ameristar low-profile lineup provides exceptional value. As the brand's newest offering, the Ameristar 15.2 SEER2 side-discharge heat pump brings two firsts to the brand's lineup – the first side-discharge options, providing the compact size and installation flexibility that dealers, distributors, and home builders need.

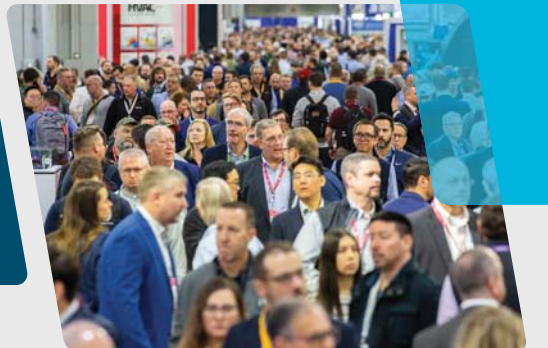
The units are also the brand's first inverter-driven heat pumps, delivering energy savings and increased indoor comfort for customers at an affordable price point. [ameristarhvac.com](http://ameristarhvac.com)

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### Trane

The new Trane Platinum XV20i Heat pump is part of a new line of equipment featuring Trane Link, a revolutionary communication technology that simplifies installation, commissioning, and remote monitoring of Trane's variable speed systems.

Created to provide technicians with a plug-and-play experience, Trane Link assists with the installation accuracy of the XV20i through automated configuration, charging, and system testing. Technicians can ensure a speedier setup as Trane Link self-identifies the equipment, provides an automatic connection through Bluetooth mesh, and utilizes standardized color-coated wiring. Through Trane Link, technicians also can experience more efficient service calls and troubleshooting, as the technology provides the exact data they need on their own smart device. The full line of Trane Link equipment has been available to Trane's independent dealer nationwide since Fall 2022. [trane.com](http://trane.com)



### Oxbox

The Oxbox 80% furnace model features an aluminized steel heat exchanger to conduct heat quickly and increase durability, along with a painted, galvanized steel cabinet that has passed a 500-hour salt spray test. It is designed for multi-position installation allowing for easy replacement or new construction installations.

Furnaces are fully convertible to either natural gas or propane, making them suitable for use in any area (LP kit included with furnace). Twinning capacity is also built in (no kit required).

[oxboxhvac.com](http://oxboxhvac.com)



### RunTru

RunTru, a brand that delivers budget-friendly heating, ventilation and air conditioning products that are built to last has released a 19 SEER2 Multi-Zone Ductless System to help homeowners maintain a comfortable temperature within their home. Designed to help reduce



environmental impact, the new RunTru 19 SEER2 Multi-Zone System provides homeowners with more efficient, value-priced heating and cooling in the same footprint as the previous generation of ductless HVACs.

RunTru's 19 SEER2 Multi-Zone System has a lower environmental impact which presents homeowners with the opportunity to qualify for tax credits and rebates. These incentives are made available through the Inflation Reduction Act, a comprehensive bill addressing key climate control challenges in the United States. The bill includes clean energy tax credits and other relevant tax incentives that homeowners can benefit from. [runtruhvac.com](http://runtruhvac.com)

### Bryant

Evolution™ Variable-Speed Heat Pump uses inverter technology and a rotary compressor to deliver variable-speed control. That translates to highly efficient heating and cooling operation optimized to current conditions down to 25% capacity for ultra-quiet, even-temperature comfort. What's more, it can provide exceptional summer dehumidification with Perfect Humidity® Technology which can remove up to 400% more moisture than standard systems.

The AeroQuiet™ System II design includes a pressure equalizer valve, compressor sound blanket, quiet mount split post compressor grommets, and forward-swept fan blade for 55 dB during lowest capacity cooling operating condition. Additionally, the unit has a soft start and smooth ramp up.

[bryant.com/en/us/](http://bryant.com/en/us/)



### Carrier

The Carrier Performance™ 18 Compact Heat Pump (38MURA) is driven by efficient, reliable comfort, and a serious commitment to quality. Our smooth-running compressor represents the quiet, reliable performance expected. A galvanized steel cabinet shields these units from hail, errant soccer balls, lawn equipment and more. All this in a compact cabinet that can be installed almost anywhere and even stacked. The horizontal design of the coils allows for more efficient heat transfer, which can lead to lower energy bills.

A low-profile, unobtrusive outdoor unit makes this system an ideal option for homes with zero lot lines or limited outdoor space. This versatile, energy efficient system can be easily retrofitted to combine with existing connections, providing





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an efficiency upgrade for your entire home. It comes with traditional unitary line set sizes, a factory installed base pan heating, and a factory installed crankcase heater.

The 38MURA is ultra-quiet while operating and reduces noise pollution both indoors and outdoors for a more peaceful, comfortable space with sound performance as low as 54dBA. [carrier.com/residential](http://carrier.com/residential)

### Lennox

The SLP99V gas furnace is the highest-efficiency, digitally communicating, variable-capacity, variable-speed gas furnace available, featuring a variable-speed motor and modulating gas

valve for optimal performance. Not only is the SLP99V part of the Dave Lennox Signature® Collection, it's also a component of the Ultimate Comfort System™, which combines the best of everything Lennox has to offer. This premier furnace is equipped with SilentComfort™ technology, making it the quietest and most efficient furnace on the market, boasting an efficiency rating of up to 99%—meaning it essentially converts

every last bit of energy it uses into heating the home, earning it the 2022 ENERGY STAR® designation.

With enhanced diagnostics and commissioning capabilities, the SLP99V stays finely tuned to your home by using sensors to react, diagnose and troubleshoot, providing installers with information on duct static, line voltage, indoor blower amps, CFMs, heat-rise and temperature drops remotely in real time. The unit is designed to seamlessly integrate with the PureAir™ S air purification system, which, when equipped with the Lennox Healthy Climate™ Carbon Clean 16" air filter, removes over 99% of the virus that causes COVID-19 from the air. [Lennox.com](http://Lennox.com)

### Mitsubishi

Mitsubishi Electric Trane HVAC US (METUS) offers a suite of hyper-heating solutions designed for life, inside and out. This now includes the enhanced Premier Wall-mounted Indoor Units (MSZ-GS/MUZ-GSNAHZ). The MSZ-GS is compatible with METUS' single-zone and multi-zone heat pumps or Hyper-Heating INVERTER® (H2i®) systems.



H2i technology provides 100% heating capacity at 5° F, and reliable cold-climate heating performance down to -13° F.

The Premier Wall-mounted Indoor Units offer Dual Barrier Coating, humidity removal and enhanced air filtration.

METUS also recently introduced the kumo connect™ program, which includes new features within the kumo cloud® app allowing homeowners to contact their contractor for maintenance or service of their system directly from the app. An exclusive program offered for METUS-designated Diamond Contractors and Ductless Pros, kumo connect is designed to enhance service opportunities while creating additional revenue opportunities for contractors who use the kumo cloud platform. [mitsubishicomfort.com](http://mitsubishicomfort.com)

### Rheem

The Rheem® Endeavor™ Line Classic® Series R951V ultra low NOx gas furnace offers a reliable way to keep homeowners comfortable. It is designed for lasting energy-efficient comfort that saves users money while delivering peace of mind. This 95% AFUE, ENERGY STAR® certified gas furnace is close to perfect when it comes to efficiently converting gas to heat. The Ultra Low NOx operation lowers the homeowner's carbon footprint by minimizing greenhouse gases while offering energy costs savings, up to \$85 annually, and potentially even more with available rebates.

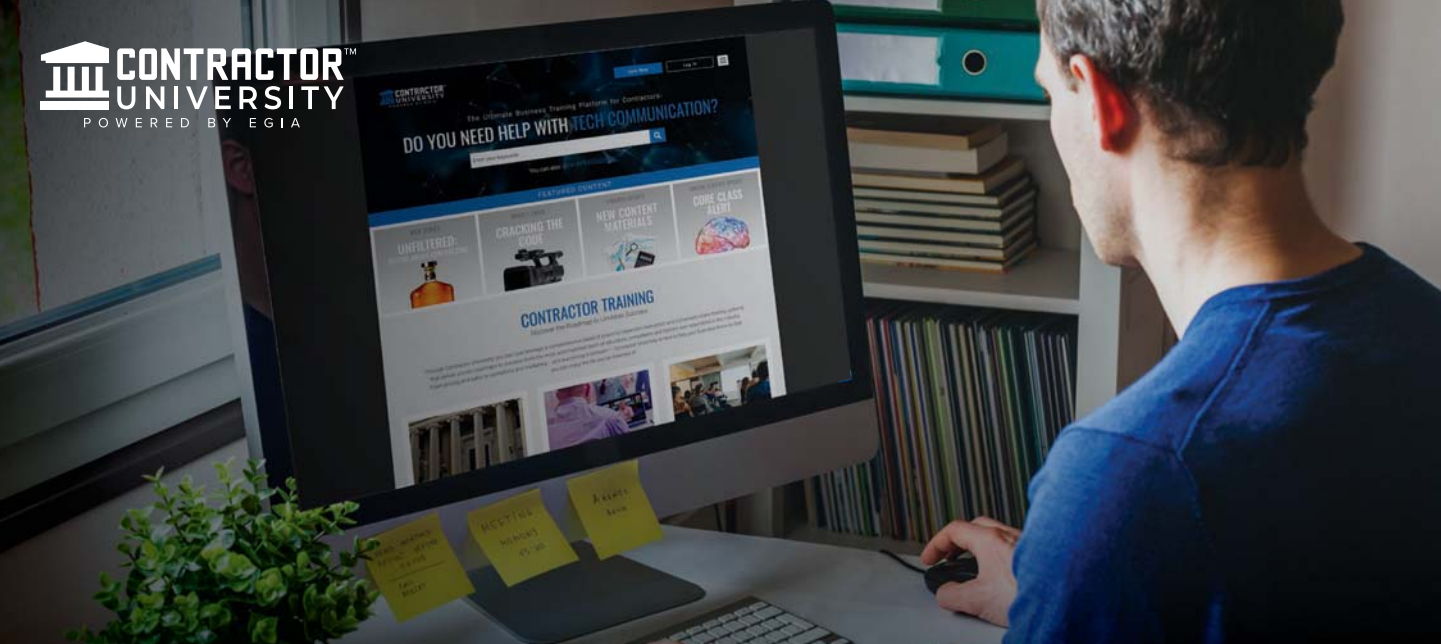


The furnace's variable speed motor technology ensures a steady stream of just-right heated airflow to maintain comfort levels while providing superior humidity control. The insulated cabinet and truly variable speed airflow technology—guarantee quiet operation.

Features such as the PlusOne® Ignition System allow for reliability and longevity while the PlusOne Water Management System is a Rheem-exclusive patented sensor that shuts off the furnace if a blocked drain is detected.

Contractors can be assured of easy, hassle-free installation and serviceability, thanks to the built-in Bluetooth® connectivity. Also, the user friendly EcoNet® Smart Thermostat helps homeowners lower their energy costs and keep their home comfortable.

With one of the best warranties in the market, Rheem offers 10 Year Conditional Parts (with registration) + Limited Lifetime Heat Exchanger. [rheem.com/endeavor](http://rheem.com/endeavor)



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**Ruud**

The Ruud® Endeavor™ Line Ultra® Series UP18AZ Heat Pump is ENERGY STAR® certified and backed by patented industry-first features and 360+1 design that make it a smart choice, and it offers comfort, convenience, and eco-friendliness.

The variable speed scroll compressor and inverter drive is a standout feature, offering operation ranging

from 40 to 100% capacity with the EcoNet® smart thermostat. The heat pump boasts overdrive capability up to 115%, guaranteeing exceptional performance even in extreme weather conditions. Users will enjoy precise temperature control, advanced humidity regulation, and remarkable energy efficiency.

The inclusion of brushless DC condenser motors (BLDC) not only enhances reliability but also simplifies serviceability. Swept wing fan technology ensures quieter operation with a sound rating as low as 58 dB, promoting a peaceful environment.

With the Ruud Contractor & EcoNet® Apps, built-in technology makes advanced set-up, troubleshooting, and repairing the product easier. PlusOne expanded valve space provides a minimum working area of 27-sq.in.

PlusOne Triple Service Access provides a 15-in. wide industry-leading corner service access, two-fastener removable corner and removable individual louver panels.

The heat pump system, when paired with the WiFi-enabled EcoNet smart thermostat, gives maximized efficiency and comfort while offering the homeowner control and system notifications of all of the homeowner's Ruud smart heating, cooling and water heating products. [ruud.com/product/UP18AZ-ruud-heatpumps/](http://ruud.com/product/UP18AZ-ruud-heatpumps/)



**Champion**

Champion® Z9ES 96% single stage gas furnaces are engineered to deliver efficient heating while streamlining installation and service. The multi-positional units can be installed in all positions with minimal conversion necessary and feature a compact, 33-in. cabinet for additional flexibility. Quarter-turn knobs simplify door removal, while front-facing screws on the flame sensor and ignitor provide easy access for servicing and installation. A high-efficiency blower motor minimizes electrical use, while an electronic hot surface ignition helps to reduce fuel costs.

System-matched indoor air quality (IAQ) accessories, including humidifiers, dehumidifiers, germ-killing UVC lighting and high-efficiency filtration, are available. Champion® Z9ES gas furnaces are backed by a lifetime limited heat exchanger, and 10-year parts limited warranties are available. [championhomecomfort.com](http://championhomecomfort.com)

**Coleman**

Coleman® Z9ES 96% single stage gas furnaces are engineered to deliver high-performance, efficient heating. A high-efficiency blower motor minimizes electrical use, while an electronic hot surface ignition helps to reduce fuel costs. Installation and service are simplified thanks to fold-up duct connector flanges, front-facing screws, easy-access controls and quarter-turn knobs. The multi-positional units can be installed in all positions with minimal conversion necessary and feature a compact, 33-in. cabinet for additional flexibility. This furnace is compatible with a full range of indoor air quality (IAQ) accessories, including system-matched humidifiers, dehumidifiers, germ-killing UVC lighting and high-efficiency filtration. Coleman® Z9ES gas furnaces are backed by a lifetime limited heat exchanger, and 10-year parts limited warranties are available. [colemanac.com](http://colemanac.com)



**Luxaire**

Luxaire® Z9ES 96% single stage gas furnaces deliver efficient heating, streamlined installation and simplified service. A high-efficiency blower motor reduces electrical use, and an electronic hot surface ignition saves fuel costs. With a compact, 33-in. cabinet and multi-positional configuration, this furnace can be installed in all positions and fit within tight spaces. Electrical knockouts have been eliminated, and quarter-turn knobs and front-facing screws on the flame sensor and ignitor provide easy access for installation and servicing needs. The Z9ES is compatible with a full suite of indoor air quality (IAQ) accessories, including system-matched humidifiers, dehumidifiers, germ-killing UVC lighting and high-efficiency filtration. Luxaire® Z9ES gas furnaces are backed by a lifetime limited heat exchanger, and 10-year parts limited warranties are available. [luxaire.com](http://luxaire.com)





## YORK

YORK® Y91E 96% single stage gas furnaces have been designed for ease of installation and service while providing efficient, high-performance heating. The multi-positional units feature a compact, 33-in. cabinet, fold-up duct connector flanges and easy access to controls. Electrical knockouts have been eliminated, and quarter-turn knobs and front-facing screws further simplify installation and serviceability. At 96% AFUE, efficient performance is achieved using a high-efficiency blower motor and an electronic hot surface ignition. Y91E are compatible with a full range of indoor air quality

(IAQ) accessories, including system-matched humidifiers, dehumidifiers, germ-killing UVC lighting and high-efficiency filtration. YORK® Y91E gas furnaces are backed by a lifetime limited heat exchanger, and 10-year parts limited warranties are available. [york.com](http://york.com)

## GE Appliances

GE Appliances' 5-ton 22 SEER inverter heat pump features a high-efficiency Inverter compressor and durable aluminum alloy tube and fin coils for optimal performance in a broad range of applications. The inverter compressor helps achieve outstanding efficiency and lower energy bills. A unique louver design and swept-wing fan blade creates optimal airflow for better performance in more severe conditions. The 5-ton 22 SEER inverter heat pump is compatible with most 24V thermostats, meaning it does not require a proprietary controller. Durable aluminum alloy tube and fin coils have been tested under extreme climate conditions, subjected to 500 hours of salt spray, ensuring they are going to perform on the coasts and anywhere in between.



[geappliances.com](http://geappliances.com)

All product claims are by manufacturers.

Find additional products for some brands online:

<https://contractingbusiness.com/21271902>.

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Rotary membership requires you to give a presentation. That's great!

## Customer Loyalty Programs that Work, Part 2

**T**his time last year I shared with you a few low-cost and no-cost customer loyalty programs that work. Here are a few more.

### Community Involvement

Join business networking groups like the Chamber of Commerce, Kiwanis, and Rotary. Don't join just to pass out business cards. Get involved. Help plan and staff events.

Be advised that Rotary actually requires you to regularly participate in their luncheon meetings. There's always a presentation, and they need to fill those slots. Do presentations on Indoor Air Quality, Energy Savings, Total Home Comfort, and ways to make your existing system run better, provide more comfort, and last longer. It will take you a couple of hours to put together your presentation, but it's totally free advertising.

### Sports Teams

This is one of the best ways to promote your business. Simply sponsoring local teams helps, but nothing helps like actually helping. Get involved. Volunteer. Meet people. Almost everyone has some kind of question or issue with their home comfort system, which means they're not happy with it and would like to get it resolved.

Let's not leave out professional sports teams. I know a very successful contractor whose sole advertising budget is getting his name plastered all over the arena of a major league team. If that's all you're spending your money on, it's affordable.

### Discount Coupons on Service Calls

"Free Service Call" coupon with no expiration date. You're not wasting your time or resources running this "free call". Anyone who uses this coupon obviously has a problem and wants it fixed.

If you're like a lot of companies, you waive the service call fee when they buy a repair anyway. Besides, you're not giving anything away anyway. Your service call fee should be incorporated into the price of the primary repair. Telling people who call to ask "How much is a service call?" that you waive the service call fee when they buy a repair makes it easier to book people. You want to book every single one of them because they wouldn't be calling your shop if they didn't have a problem that needs to be fixed.

By the way, let them keep the coupon. They can use it as many times they like, and you want them to use it. In fact, they can "loan" it to a friend. BAM! You just got a new customer for the price of

a service call fee that you were probably going to waive anyway.

### "Existing Customers Only"

Don't you hate it when a business that you've been patronizing for years, and have spent a lot of money with them, offer a sweetheart deal to "New Customers Only"?

How about running a promotion for "Existing Customers Only"?

### Custom-branded Attire

What could be better, cheaper advertising than to have hundreds, may even thousands of people walking around wearing your company's advertising. People seeing your company name and logo everywhere they go creates top-of-mind awareness for a very low cost.

I worked for a company where, if you were quoting a system replacement and they gave you the old, "We're 99% certain we're going to buy from you. We just don't make decisions on the first night," you could give them a high quality logoed polo shirt if they could make up their minds on-the-spot. It often was just the little incentive required to get a faster decision. A little secret was that I'd give them the polo, hat, or whatever, whether they made up their minds or not. I wanted them wearing that stuff around.

Don't worry about someone wearing your attire and posing as an employee. Things like that don't happen very often. What you can do to prevent that is to have a ribbon under your logo with "Loyal Customer" on it.

Of course, there are smaller, less expensive promotional items you can give away that work well. My personal favorites are pot holders, grocery shopping lists, and refrigerator magnets.

### Send Consumables

A lot of companies send flowers or cookies to customers who purchase a system the day after they sign the paperwork. You can handle this yourself, but that does take time. There are a number of companies that cater specifically to HVAC contractors. Just send them your customers' name and address, and they'll ship them out for a very reasonable fee. **CB**

**Charlie Greer** was voted Favorite Industry Sales Trainer and HVAC Consultant-of-the-Year. He's also a member of the Contracting Business Hall of Fame. For info on Charlie's services, go to [www.hvacprofitboosters.com](http://www.hvacprofitboosters.com). Email your comments on this column or your sales questions to [charlie@charliegreer.com](mailto:charlie@charliegreer.com).

# Franklin Electric Celebrates 10th Anniversary of Global Corporate Headquarters

FORT WAYNE, Ind.—Franklin Electric Co. recently celebrated the 10th anniversary of its global corporate headquarters in Fort Wayne, Indiana.

The headquarters staff of Franklin Electric assembled in July to celebrate the anniversary with a fun-filled day of activity. CEO Gregg Sengstack kicked off the celebration by addressing the employees and cutting the anniversary cake. Throughout the afternoon, employees enjoyed outdoor lawn games, while the Fort Wayne Philharmonic Orchestra played bluegrass music. An ice cream truck was onsite, and food and beverages were also served to celebrate the milestone. Headquarter-based employees received a Franklin Electric memento to commemorate the event.

“As we celebrate the first decade at our Global Corporate Headquarters in Fort Wayne, Indiana, it gives us the opportunity to reflect on how much we’ve accomplished here,” said



Sengstack. “Ten years ago, our goal was to expand our ability to provide our customers with complete water system solutions, and we’ve exceeded these expectations. We’ve grown by delivering reliable, trustworthy products, and the resources

available here were a big part of that.”

Franklin Electric’s headquarters occupies 120,000 sq.ft. on a 102-acre property. The building is constructed with 294 tons of steel, and is powered by more than 70 Franklin Electric products. Outside, a cooling pond provides geothermal heating and cooling. The company was granted LEED Silver certification through the U.S. Green Building Council. The headquarters also features a number of amenities to create a comfortable, productive forward-thinking environment, including collaborative areas for creative thinking, on-site catering, an in-house fitness center and more. [franklin-electric.com](http://franklin-electric.com)

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To learn more, connect at:  
[yellowjacket.com/product/combustion-analyzer/](http://yellowjacket.com/product/combustion-analyzer/)





Visualizing your desired lifestyle can lead to prosperity.

## Plan for Prosperity, Not Scarcity

**T**oo many contractors set marginal goals for marginal growth and that is about all they accomplish. Constrained by the meager profits of their businesses, they squeeze their lifestyle down to conform with the little that remains after overhead and taxes. They could have so much more, but first they must take a page from Michael Gerber's classic, "The E-Myth" and begin with the end goal in mind.

Most contractor planning is short term, typically a year at most. The contractor starts by projecting revenue for the next year. Once the revenue is set, expenses are budgeted. This approach leads to incrementalism. The motivational power to go for a little bit more than last year is limited.

future growth and rewards the team). The resulting figure is the total sales the business should achieve to comfortably fund the couple's desired lifestyle.

This approach assumes a reasonable return on sales. A residential new construction company straining to generate after-tax returns of 5% will clearly never be able to fund 5% unless the owners give up investing in future growth and profit sharing with the team. Nevertheless, a low margin RNC company could fund a nice lifestyle for the owners if sufficient scale is achieved.

Generally, the business revenue needed to be able to fund an ideal lifestyle is far more than the company currently generates. The contractor will not achieve it overnight, but it is achievable. A contractor may be generating between \$1.5 and \$2.0 million in revenue today, but wants a \$400 thousand lifestyle, which means boosting sales to \$8.0 million. Organically, without acquisitions, it will be tough to get there in five years, but not impossible. Other contractors have managed similar growth trajectories.

The challenge is rapid growth requires commitment, hard work, personal growth, and a comfort level with risk. An incremental growth goal is unlikely to provide the motivational power to pay the price necessary for rapid growth, but a lifestyle goal can. Achieving a number for the number's sake may motivate for milestone's like the first million, but does little until the next milestone. Conversely, visualizing the lifestyle is powerful.

Visualizing a desired lifestyle vividly, with imagery invokes your subconscious mind and invites it to aid in the quest. The power of the subconscious is one of the least dynamics of success. When a contractor focuses on the desired lifestyle and lays out the path necessary to achieve it, the subconscious works overtime to bring it about in a myriad of ways that can only be realized in hindsight.

Squeezing your lifestyle into the profits a business throws off is constraining and leads to a scarcity mindset. Opening up your thoughts by visualizing your desired lifestyle creates a prosperity mindset. Prosperity begets prosperity and scarcity begets scarcity. Choose well.

*Are you attending the Service World Expo October 3-6? It is the biggest and best conference and show focused on the residential service and replacement side of the business. Register today at [www.ServiceWorldExpo.com](http://www.ServiceWorldExpo.com). **CB***

**Matt Michel** is a member of the Contracting Business Hall of Fame. You can reach him at [mmichel@mail.com](mailto:mmichel@mail.com) or 214.995.8889.



Photo 110201628 © Sarayut Thaneerat | Dreamstime.com

A better approach is to take a longer-term view, if not the end, then the ideal. Here the contractor envisions the lifestyle he would like his family to enjoy. The husband and wife team sit down together and ask what they want out of life without worrying about affordability. What size house would they like? Do they want a second home? Boats? An airplane? Vacations? Club memberships? Private school for the kids? Summer camps? Private coaches? The goal is to let their imaginations run wild and envision their ideal lifestyle.

Once they capture the lifestyle, they price it up. They estimate the cost of their dream house, including property taxes, maintenance, HOA fees, and so on. They do this for everything on their lifestyle wish list. When finished, they add up the total and divide it by 5% (or multiple by 20). Five percent represents a reasonable percent of sales devoted to owner compensation (the balance of profitability funds

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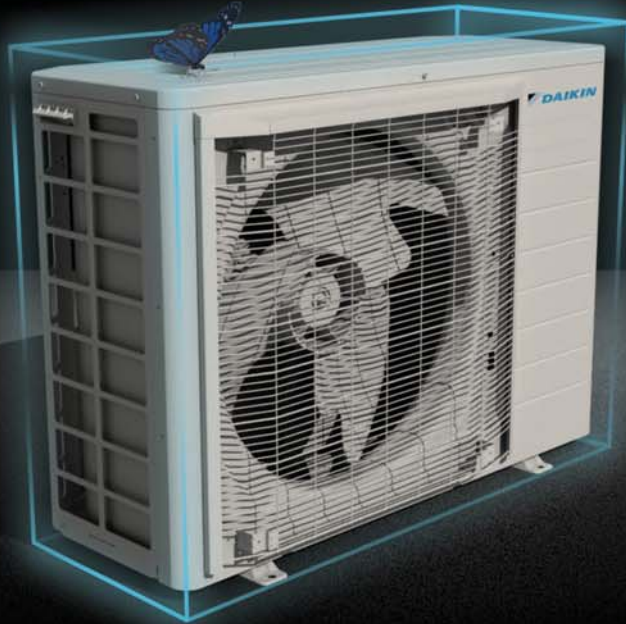
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