

## Innovative Email Reminders are Effective and Free

There is a new tool available for retaining customers that is turn-key and completely free.

We now have the ability to send out emails to warranty registrants for air cleaners and humidifiers, reminding them of the need to service their Aprilaire product, and directing them to contact you, their dealer. There will be a strong call to action, educating the homeowner on the need for maintenance.

Starting in November any warranty registrant who provided your company name as the installer when registering their Aprilaire Air Cleaner or Humidifier will be directed to call your company, by name, for replacement parts.

Air cleaner registrants will receive reminders on the 11-month anniversary of their registration. Humidifier registrants will get just one email a year, in the fall. There will be a second humidifier reminder in January to homeowners who registered Model 400 Humidifiers, reminding them of their need for a mid-season water panel replacement.

Each reminder email that we send is a potential stream of customers for replacement air cleaner media and water panels. The result is the same as the reminder postcards (available at [aprilairecontractor.com](http://aprilairecontractor.com)), but the email reminders require no postage and cost nothing. This works great as a supplement to the reminder postcards, doubling the number of communications for just the cost of the single postcard postage.

[www.aprilaire.com](http://www.aprilaire.com)

You enjoy these benefits without having to spend a penny:

- Past customers are directed back to you at the exact time when maintenance is needed, opening the door to other service, as well as replacement parts.
- Greater name recognition of your company by the homeowner.
- Increased customer retention.
- Enhanced image and reputation that comes from the homeowner knowing you are looking out for their interests, helping them maintain their HVAC equipment. ■

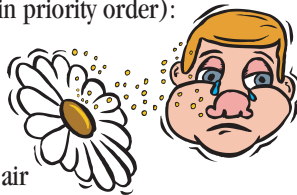


# Sell Cleaner Air, Not Air Cleaners

## SALES OPPORTUNITY

A 2004 nationwide consumer study of air cleaners showed that:

- High percentages of homeowners want cleaner air.
- They want to remove the following (in priority order):
  - Allergens
  - Viruses and Bacteria
  - Dust
  - Odor



- Almost none know that whole house air cleaning solutions exist, yet almost all know about room air cleaners.
- To get what they want, they are willing to pay up to \$1,000, more than most dealers charge for installing an air cleaner.

When discussing IAQ with homeowners, here are some tips.

- During the initial visit, tour the home or poll the homeowner to understand their needs.
  - What do they most want to remove from the air in their home?
  - Are there pets or children in the home?
  - Does anyone have allergies?
  - Are there room air cleaners present?
- Once the homeowner's issues are identified, recommend the appropriate air cleaner and point out the benefits specific to the homeowner's needs. In this way the homeowner sees that you

are providing the cleaner air that they want and are not "just trying to sell them a box".

- Remember that everyone wants cleaner air, and that air cleaners are not just for people with allergies. The number of people seeking cleaner air is far larger than the number of allergy sufferers.

Aprilaire air cleaners provide the solution to the customer's needs.

- **Allergens.** The Models 2200/2400 are over 97 percent efficient at removing pollen. The Model 5000 is over 99.5 percent efficient at removing these particles.
- **Viruses and Bacteria.** The Model 5000 is at least 80 percent efficient at removing virus-sized particles, and at least 94 percent efficient at removing bacteria-sized particles.
- **Dust.** The Models 2200/2400 are at least 97percent efficient at removing visible dust.

By offering Aprilaire Air Cleaners to your customers, you not only offer them solutions to their needs, but you can offer it at a price that is lower than they expect. ■

## The Comfort Promise

When you install a new system for someone, does it come with a Comfort Promise™?

Whether stated or implied your customers aren't buying furnaces or air conditioners, they are buying comfort. The way we deliver that comfort might vary by equipment types or the accessories we choose but in the end comfort is what the customer is paying for.

In 2001 *Contracting Business* participated in an in-depth research of consumer satisfaction with their comfort systems. The results were not flattering for the industry as a whole.

The most telling detail of the survey was when consumers were asked "Are comfort levels in all rooms the same at the same time?"

The response by over 50 percent of consumers was that they had rooms that were either too hot/cold in the winter (24 percent) or that they were too hot/cold in the summer (29 percent). Needless to say, these respondents didn't have an Aprilaire Zoned Comfort

Control System. And we're willing to bet it was never offered.

In order to deliver on your Comfort Promise™ make sure your customers have the opportunity to choose a zoned system. The same *Contracting Business* survey states that "Those (homeowners) who aren't satisfied (with their comfort system) would pay over \$1,200" to get it fixed.

<b>No, all rooms are comfortable</b>	<b>40%</b>
<b>Yes, rooms too hot/cold in summer</b>	<b>29%</b>
<b>Yes, rooms too hot/cold in winter</b>	<b>24%</b>
<b>Unsure</b>	<b>7%</b>

Complete all your proposals by offering an Aprilaire Zoned Comfort System. It's the right thing for your customers' comfort and satisfaction; it's the right thing to help build your positive reputation (48 percent of respondents said reputation matters most when selecting a home comfort system contractor). ■

# Aprilaire Humidifiers Receive Enhancements

## TECH TIP

A number of changes have been made to Aprilaire's Humidifier line, which are designed to make our products easier for you to install and maintain. They will also deliver even more comfort to the homeowner. This leads to increased profits every time you install or maintain an Aprilaire Humidifier. These include:

- **Integral Bypass Damper added to the Aprilaire Model 550** - the response we received from contractors when we added an integral damper to the Models 400 and 600 was fantastic. Now, with the addition of a damper to the Model 550, every Aprilaire Bypass Humidifier comes with an integral damper, so there's no longer a need to carry them on your service trucks.
- **New Water Distribution Tray in all Units** - the granular coating in water distribution trays has been effective in delivering even water flow to all portions of the water panel for many years. Now we've taken the next step to improve this important component even further. The granular coating is being replaced by a polyester material that will be permanently attached to the interior of the tray. It's extremely durable, can easily be cleaned and is designed to last the life of the product. These water distribution trays fit existing and older style units.
- **New Alignment Features Added to the Aprilaire Model 700** - to make the cover of the Model 700 easier to place on the base, when you are not standing directly in front of the unit. Two alignment tabs have been added to the base which guides the hooks on the cover, to the proper location on the base. In addition, the two hooks on the cover have been angled to make alignment with the base easier. ■



## Humidification Facts

The humidification season is here and we thought you might enjoy some of the "fun facts" on what can happen to the relative humidity in the home during the winter season. This information will assist you when talking to homeowners and selling the benefits of proper indoor relative humidity during the heating season.

Did you know that the humidity in the Sahara Desert is 25 percent, the humidity in Death Valley is 23 percent and in the winter months the average heated home without a humidifier can be as low as 15 percent?

Did you know that 68 °F air can hold 12 times more moisture than 10 °F air?

Did you know that the relative humidity drops when outside air is heated to a comfortable temperature in your home? Here is what happens at various outside conditions without adding humidity:

Outside Temp	Outside RH	Indoor Temp	Approximate Indoor RH	Desired RH Levels
20 F	70%	68 F	12%	35%
30 F	70%	68 F	18%	40%
40 F	70%	68 F	24%	45%

Did you know that a home heated with hot water heat needs moisture added during the heating season? This is no different than a forced warm air system. Hot water heating systems are closed loops and do not put moisture in the air. Any time the air is heated the relative humidity drops because it's ability to hold more moisture increases.

Did you know that after the Aprilaire Automatic Humidifier is installed and the control has had minor adjustments to the control setting to meet the needs of that specific home the control never needs to be adjusted again? Just set it and forget it!

Did you know that a computer equipped Aprilaire Automatic Humidifier can deliver up to 50 percent more of what your customers buy a whole home humidifier for: moisture? ■

# Aprilaire®

*Fresh Ideas for Indoor Air®*

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## Model 70 Living Space Control Available Now

Some installations of the Aprilaire Model 1700 Dehumidifier require installation in out-of-the way spaces, yet your customer may:

- Still want easy control of the unit.
- Want to know the relative humidity where they are.

The Model 70 Living Space Control provides the solution for those customer desires.

This simple, yet powerful device installs in the living area and wires to the Model 1700 quickly and easily. It allows the homeowner to:

- Turn the Model 1700 on and off.
- See the always-displayed relative humidity.
- Control the level of humidity using easy-to-understand “up” and “down” buttons.

So no matter where the Model 1700 is, you can always provide a simple, easy solution for them to use. Start using them now! ■



### Let Us Know...

We welcome any comments and suggestions that you may have.

Please direct them to [ndk@aprilaire.com](mailto:ndk@aprilaire.com) (refer to Dealer Newsletter in the subject line).