

13 Seer Means Changes in Selling

Energy Savings at Different SEER Ratings			
	10 SEER	13 SEER	17 SEER
Energy Savings	+\$450/year	+\$650/year	+\$800/year

The typical “good-better-best” offering worked because each increase in SEER yielded a significant energy savings when replacing an existing 6 SEER system. In the future, there will be little financial incentive to move up to a 17 SEER unit.

13 SEER Changes Industry

As the minimum 13 SEER requirement rolls in across the country, it will have significant impact on the profitability of many dealers. Historically, there was a significant profit increase between a 10 SEER unit and a 13 or 16 SEER units. When 13 SEER is mandated as the minimum, the profit pool from upgrading homeowners to 13 SEER is eliminated, forcing everyone back to the same level. This is the same situation that happened with the industry went from 8 SEER to 10 SEER. In order to maintain profit levels, dealers will need to find a new ways to sell.

Historical Perspective

As happened when 10 SEER became required, 13 SEER equipment prices should see a significant drop. This will cause an even larger price gap between the 13 SEER and higher SEER equipment. The current selling scenario that relies on energy savings will no longer provide the same impact to consumers because of the much longer payback than upgrading from 10 SEER. Contractors that do not change, and stick to the efficiency story will have a harder time competing and winning jobs. This makes it increasingly important to offer more value and benefits to customers to justify any upgrades.

Now is the time for dealers to position their company around Indoor Air Quality and deliver a specific group of benefits to best meet a homeowners needs. This creates differentiation, shifting from price to value where IAQ dealers can grow revenue, increase profits and acquire new customers. It also provides a solid foundation for the future where customers are allowed to buy based on their needs. ■

Change the Game...

<p>From:</p> <div style="display: flex; align-items: center; justify-content: center; margin: 10px 0;"> <div style="border: 1px solid gray; border-radius: 15px; padding: 5px 15px; text-align: center; width: 40px;">10 Seer</div> <div style="font-size: 24px; margin: 0 10px;">→</div> <div style="border: 1px solid gray; border-radius: 15px; padding: 5px 15px; text-align: center; width: 40px;">13-16 Seer</div> </div>	<p>You Offered:</p> <ul style="list-style-type: none"> + Energy Savings + Temperature Control
<p>To:</p> <div style="display: flex; align-items: center; justify-content: center; margin: 10px 0;"> <div style="border: 1px solid gray; border-radius: 15px; padding: 5px 15px; text-align: center; width: 40px;">13 Seer</div> <div style="font-size: 24px; margin: 0 10px;">→</div> <div style="border: 1px solid gray; border-radius: 15px; padding: 5px 15px; text-align: center; width: 40px;">13 Seer</div> </div>	<p>NOW You Can Offer:</p> <ul style="list-style-type: none"> + Humidification + Air Cleaning + Zoned Comfort Control + Ventilation + UV

Dehumidifier Breeds Success Story In Ohio



Bill Blind

Bill Blind, owner of Blind & Sons, in Barberton, Ohio is no stranger to promoting accessories. Blind hosts his own radio program, conducts training sessions at Home Depot®, and distributes a newsletter to homeowners.

Last year, Blind supported the introduction of the Aprilaire Model 1700 Dehumidifier by advertising it in his newsletter, on his radio show, with radio ads and direct mail to his customers. His efforts generated sales leads which eventually led to the installation of 60 units; all in a cooler-than-normal summer.

For Blind, promoting the Aprilaire Whole-Home Dehumidifier was simply a matter of getting people thinking about the problems associated with excess moisture in the home; mold, stickiness, stuffy air and odors; then emphasizing the advantage of whole-home technology and the large 90 pint per day capacity the Aprilaire Model 1700 provides.

Once homeowners understood the benefits this technology offered over portable dehumidifiers, and that air conditioners are best designed for cooling and not dehumidifying, the decision was easy.

“What we discovered,” Blind explains, “is that homeowners are not afraid to spend significant money to solve this problem. They realize there’s a major comfort benefit.”

In a typical hot summer, contractors can sell it *in addition* to air conditioners. This allows homeowners to properly remove moisture without having to over-cool their home.

In a slow season, such as when the summer is cooler than normal, or in the Spring and Fall when air conditioner sales are down, a contractor can sell a dehumidifier *instead of* an air conditioner.

For example, Blind points out that last year when the summer was cool in his area, Home Depot still had tons of traffic; people buying portables two at a time. People are concerned about dampness, even when it’s a cooler-than-normal summer.

Remember the growth potential Aprilaire Dehumidifiers offer your business. For information on how to promote the Aprilaire Dehumidifier, ask your Aprilaire representative, email sales@aprilaire.com or call 1-800-334-6011

Bill Blind is owner of Blind & Sons/Tri County and has served the greater Akron/Canton Ohio area for 68 years. For more information, go to <http://www.comforttoday.com> ■

Charlie “Tec Daddy” Greer Delivers Key Sales Message



HVAC industry sales pro, Charlie “Tec Daddy” Greer kicked off a full year of seminars for Aprilaire on March 15th to an attentive group of HVAC business owners and sale staff in Milwaukee.

Greer’s straight-forward, no nonsense style of presentation had audience members riveted for this day long seminar which included practical sales tips and in-depth communication techniques that can be used by

HVAC owners, sales staff, technicians and customer service.

Early comments from attendees indicate that Greer has hit a nerve...

“Excellent job, you are changing the way we are thinking about sales”

- Bruce D. - Janesville WinAir

“I’ve attended several sales training seminars over my 30+ years in sales. This day was well spent; a shot in the arm for me.” - Kevin E. Black Hook Heating

“Great seminar. Bring him back! This one day class is better than many three-day seminars that cost several times more.” - Rich S. - Schulte Heating

Aprilaire along with the commitment of many Aprilaire wholesale sponsors, present this seminar to help HVAC contractors grow their business. Aprilaire National Sales Manager Sean McCarthy explains, “This seminar and subsequent follow-up sessions support our core objective to provide HVAC contractors with ongoing sales training and business support. We believe Charlie’s messages are right on and should fit within any contractor’s business model.”

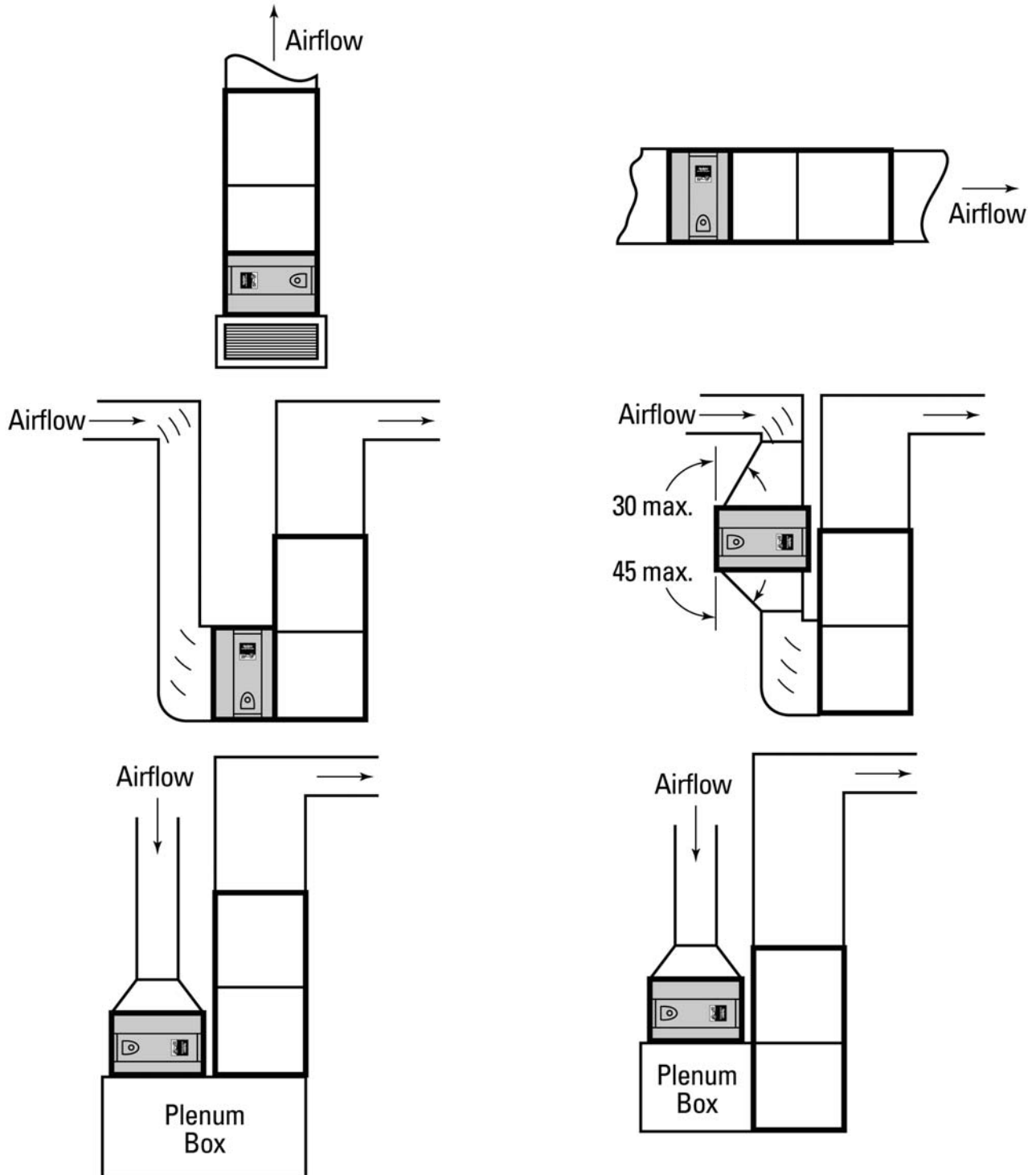
Greer’s “Stop Selling” Seminar continues throughout 2005. For dates and locations, or to register, go to www.aprilairecontractor.com ■



Tech Tip – Installing Air Cleaners

As heating and cooling equipment becomes more compact, and equipment rooms become smaller, knowing all the ways to install air cleaners will help ensure you can quote one on almost every job. Aprilaire Air Cleaners can be installed a number of different ways. Two key features make this possible:

- Aprilaire air cleaners can support 400 pounds of weight, allowing installation under a furnace or heat pump.
- The alignment can be horizontal or vertical without compromising performance. ■



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UV Season is Here Sales Opportunity

UV Germicidal Lamps offer an opportunity for you to increase profit on every call you make. According to the ACHR News, "A dirty evaporator coil creates an excellent breeding ground for bacteria and mold that can impact a buildings indoor air quality." They recommend keeping the evaporator coils clean "though the application of UV lights" as part of a maintenance program to prevent the spores of bacteria and mold from increasing in the HVAC system.

The Aprilaire UV Germicidal Lamps (Models 1910 and 1930) are designed to be installed above the air conditioning coil, because this is where they will provide maximum benefits for your customers. The intense UV light generated by the lamps will kill any mold or bacteria growing on the air conditioning coil and drain pan.

There are a number of benefits UV provides your customers:

- UV Germicidal Lamps help reduce the risk of illness and allergic reactions to biological growth within the air conditioning system. The air conditioning coil of a heating/cooling system

provides an optimum environment for mold and bacterial growth; UV is proven to kill these organisms.

- A UV Germicidal Lamp helps eliminating odors in your customer's home caused by biological growth on the air conditioning system's evaporator coil.
- UV Germicidal Lamps protect the air conditioning equipment from reduced efficiency and burnout due to biological growth on the evaporator coil. In addition, customers can save money because a clean evaporator coil uses less energy to operate than a dirty coil.

Let Us Know...

We welcome any comments and suggestions that you may have.

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