

In the Era of 13 SEER, Offering IAQ Will Increase Benefits & Revenue ~

Last month's Advantage article - **13 SEER Means Changes in Selling** - explained that now is the time for dealers to position their company around Indoor Air Quality and deliver a larger group of benefits to better meet homeowners needs.

Selling an IAQ system opens up a whole new list of benefits.

The advantages of this approach to the HVAC dealer include:

- Increased revenue per job
- Customer perception that the dealer is the expert
- Differentiation from heat/cool only dealers
- And - above all - a happier customer

The benefits at the consumer level include:

- More comfortable, healthier energy efficient homes
- Money savings by having all products installed at once
- IAQ accessories that work together
- Reducing the stress and complexity of the buying process

Systems Allow The Presentation of Multiple Products

The old Good-Better-Best works great for a single decision. This fits well with the model of selling an 80 percent furnace, a 90 percent option and a 96 percent option. If all the potential accessories are added to the list, the choices and options will overwhelm even the savviest consumer.

Systems or packages can be sold by marketing needs and benefits, instead of products. Consumers today are overwhelmed with decisions and HVAC is not immune. Stop providing a quote and having to discuss each product as individual items - the furnace, A/C, air cleaner, humidifier, UV, zoning, etc. Go where consumers are already comfortable - buying a combination of products pre-selected to meet their needs. Many other industries have already paved the way by packaging their products to deliver multiple benefits with a single price and single decision (power tools, new cars). Consumers are already trained, and EXPECT packages that deliver multiple benefits - HVAC has just not caught up, yet.

Benefits Offer More Than Efficiency

Putting multiple IAQ products together shifts the focus from each product and its features to a conversation about the list of benefits delivered. Consumers buy benefits, not features. Selling IAQ opens up a whole new basket of benefits, well beyond temperature control and energy efficiency:

- Comfort
- Protection of home furnishings
- Protection of HVAC equipment
- Convenience
- Health
- Aesthetics
- Reduced maintenance

Contractors that stick to the efficiency story alone will have a harder time competing and winning jobs against a proposal that includes extensive homeowners benefits. It is awfully hard for consumers to give back benefits once they've been exposed to their options. ■



Zoning *Existing* Homes

SALES OPPORTUNITY

Zoned Comfort Control is arguably the single most overlooked profit center in an HVAC contractors' product arsenal. Yet you may read this, nod in acknowledgement and go right back to changing out systems without including zoning.

Today, with the reality of the 13 SEER mandate setting in, distinguishing your business and adapting your selling techniques to a changing marketplace will be key. Fortunately this can be done through the solutions you provide your customers, like zoned comfort control.

In survey after survey of homeowners, comfort issues continue to rank at or near the top when asked what they dislike about their current system. This is due in large part to the fact that a single heating/cooling system, controlled by a single thermostat, simply cannot account for the various load and occupancy patterns present in virtually all homes.

Some contractors have resigned themselves to variable speed equipment and running constant fan as the solution. While this can help "equal out" temperatures through mixing, it cannot correct the inherent problem- putting conditioned air **where** it isn't needed (unoccupied areas, areas that are already at a comfortable temperature) and the inability to get conditioned air **when** you need it (upstairs needs cooling but the thermostat, which is located downstairs, isn't calling).

Zoned Comfort Control is the true solution to these types of comfort issues. And it can be profitably applied in existing homes with a little forethought, training and the right products.

Model 6504 Intelligent Zoned Comfort Control System- the ultimate zoning system for comfort, control and unprecedented CONVENIENCE

Model 8570 Thermostat- intuitive programming and operation, service reminders and dealer identification right on the display

Aprilaire round and rectangular dampers featuring the Flexible Link(tm) design- the industries most reliable

Here are some helpful hints for zoning existing homes:

- 1) Evaluate the current duct system to determine and label where each branch run goes
- 2) Ensure that there is adequate duct work to accommodate the airflow that can be delivered by the equipment and there is a return in each zone
- 3) Sketch out which rooms (branches) should be grouped to created the zones (note- make them as equal as possible to minimize bypass needed)
- 4) Determine bypass sizing based upon worst case scenario- smallest zone calling alone
- 5) Place thermostats within the room in each zone that requires the greatest control and a wire can be reached. (sometimes this takes some creativity but it is well worth the comfort). ■



Advances in the Model 5000 Electronic Air Cleaner

What do you do when you already make the best electronic air cleaner? You make it better! The air cleaner that has been rated #1 by a leading consumers' reports magazine two years in a row now features these improvements:

- Latches for easy and trouble-free removal and reinstallation of the door.
 - The latches are offset to prevent the door from being installed wrong.
 - Broad shape with "Lift Here" molded in makes understanding intuitive.
 - Ledges support the door weight, so that the latch just needs to latch.
 - Just one latch is needed to install or remove, making installations more flexible.
 - Door comes directly out, enabling installation in tight spaces.



- Activation Indicator tells the homeowner when the unit is working.
 - Homeowners have told us they want to know when the unit is working.
 - "Filtering" lights up when the air cleaner is working to clean their air, giving peace of mind to the homeowner.
- Common inlet and outlet Sizes.
 - The inlet and outlet on the Model 5000 have been changed to be the same as the Model 2400.
 - This means fewer transitions to make and keep track of. If your media air cleaner of choice is the Model 2400, just one transition is required.

Combined, these features make the Model 5000 the best choice for you and the homeowner. Talk to your Aprilaire District Sales Manager to find out more. ■

Selling Dehumidifiers Starts When the Phone Rings

Dealers who have been successful in selling dehumidifiers have told us that the selling process starts when the phone rings. Following are some tips from the dealers who have been successful.



WHEN THE CUSTOMER CALLS, DO...

- When they ask for more information, cover some of the highlights...
 - The Model 1700 installs to your heating and cooling system, and dehumidifies the entire home, not just one room.
 - It works with the air conditioning and also works when the AC isn't running.
 - It is silent (about the same level as a refrigerator).
 - It is convenient. You never have to empty it because we hook up a permanent drain for it.
- When they ask you how much it costs
 - I don't know what we charge, but I do know that the price varies a lot depending on the installation and the accessories that our customers choose.
 - The best thing we can do for you is to send one of our people out to evaluate your home.

➤ Then move on to the next step...

- "I'd be happy to have someone come out to look at your home to determine what would work best for you. Can I get some information from you?"
 - Do you own your own home? (This is a permanent installation like a central air unit.)
 - Do you live in a mobile home, an apartment? (There may not be room to install it, and it has to be installed inside the building.)
- OR "Can I set up a time to have someone look at your home? We can work out what would work best for your home."
- OR "Can I transfer you to one of our experts to set up a time to look at your home?"

DON'T...

- Quote over the phone. Consumers don't know what whole-home dehumidification can do, and will expect it to cost about the same as a portable unit. If you quote it over the phone (before they understand all the benefits), the overwhelming response will be negative. ■



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Installing Automation in an Older Building

TECH TIP

Anyone who has ever installed an automation system, or even just updated the thermostats into an older building has ran into the same problem. Updating the wiring!

Often these older buildings simply don't have enough wire to allow us to update the thermostats or controls components without pulling new wire. Now this may not be a big deal, but at a minimum it sure does add labor and some materials expense to the job, maybe enough to make the owner think twice about the upgrade. At the extreme, pulling new wire may require sheetrock work, something I know we all want to avoid.

Here are a few handy tricks to help avoid pulling new wire and keep the cost down while still allowing the building owner to realize the benefits of an upgraded system:

1. Install flush mount or surface mount sensors in the space and locate the thermostat in a mechanical room or other accessible location. These sensors are simply 10K thermistors that can be wired with any 2 wire conductor, allowing you to use two of the existing wires that are already there.

2. If the building runs constant fan and the building envelope is fairly tight, install duct mounted temperature sensors in the return ducts, ideally behind a return grille to allow for future access. This will give you a good mix of the air in the room. The only major concern here is the draft effect. If the walls or windows are very leaky, this method can allow for some hot and cold spots in the space. A good evaluation of the space will let us know if this is a concern.

These methods don't eliminate the need to run some new wire, but they allow you to run that wire in a more convenient space than the occupied parts of the building. ■

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).