

Selling an Air Cleaner on Every Job

- FACT** Of 10,000 homes tested, 85 percent had particulate counts at problem levels.*
- FACT** Less than 5 percent of homeowners even know that whole house air cleaners exist.**
- FACT** The best time to sell an air cleaner is with a system replacement. That opportunity won't exist in that home for another 15-20 years.
- FACT** The portable air cleaner market is over five million units per year.
- FACT** *Sharper Image* realizes tens of millions of dollars per year in sales from the Ionic Breeze.

Include air cleaning on every system replacement by understanding the homeowners needs and providing the RIGHT air cleaner to meet those needs. Sound hard? It's simple. The best HVAC sales people have been doing this for years, and the great thing is that it does not require a special sales personality, or special training. In fact, it can work for anyone in your organization.

The key behind this approach is to start by including the new Aprilaire 2100 Series Media Air Cleaner as part of every job; as *standard* on every system you install. The 2100 Series features MERV 8 filtration which offers outstanding protection for your customers' equipment. That's why you should offer it as standard.

Then you can talk to your customers to determine if another model is more suited to their needs. Find out what benefits the homeowner wants from their system, and deliver them. The focus is not on the hardware, but on the needs and benefits they are looking for. How do you do this? Follow these simple steps.

1. Ask questions to understand what is important. This will tell you which unit to recommend. Remember that you will be including an air cleaner, and it is just a question of which one. Here are some examples:

2. Include in your proposal the air cleaner that best meets the needs of the homeowner, and don't call it out as a separate line item cost. Always include an air cleaner. If the homeowner doesn't seek any special benefits, include a model 2120 or 2140 in the quote; not as an add-on accessory, but as part of the HVAC system. Homeowners expect to get a filtration system to protect their investment, and the new 2100 series air cleaner is designed specifically to do just that; and far better than 1" throwaway filters, This also provides you additional revenue stream for replacement cartridges, along with a potential upgrade down the road.

3. Present it in person. It is important to explain it so that the homeowner understands the connection between the equipment and the benefits they want. "I included an Aprilaire model 2200 air cleaner because you told me allergy relief is important to you" ensures that the customer understands the connection between their payment and the benefits that they get.

Simple, effective and easy to do. Go ahead and do it now! ■

*Ref: Air Advice 2004 study of 10,000 homes.

** Ref Aprilaire 2004 consumer survey.



QUESTION	ANSWER	BENEFIT TO HOMEOWNER	WHICH AIR CLEANER
<i>Does anyone suffer from allergies?</i>	Yes	Allergy Relief, Cleaner Home	Model 2200/2400
<i>Does anyone have asthma?</i>	Yes	Healthier Home, Allergy Relief, Cleaner Home	Model 5000
<i>Are you concerned about airborne bacteria & viruses?</i>	Yes	Healthier Home, Allergy Relief, Cleaner Home	Model 5000

HVAC Automation + Zoning = Energy Savings & Comfort

LIGHT COMMERCIAL

One of the most effective ways to give owners the control they need over their HVAC system is to give them the control of when and how air is distributed into the different areas of the building. This entails a combination of both an HVAC Automation System and a Zoned Comfort Control System.

The HVAC Automation System can provide the centralized control and energy savings through set-back and limited override, while the Zoned Comfort Control System will provide the air distribution of hot or cold air only to areas that need it only when they need it.

This approach is currently being evaluated at the Elyria Country Club in Elyria, Ohio. The building is approximately 40,000 ft² with over 100 tons of cooling. The buildings' current 10 year old pneumatic control system has not been able to maintain comfort or provide the programmability the building needs. This has led to uncomfortable space temperature and excessive operating and maintenance cost. In some cases after a function is over the HVAC systems would continue to run for days after, even with no occupancy. During the summer the spaces would become so cold that the windows would fog up on high humidity days.

The owners' goal is to improve their energy efficiency, but at the same time, improve the comfort of their club members. According to Andy Culberson of Geisel Heating Inc, who installed the system,

“The club’s issue of providing energy efficiency as well as comfort is compounded by the current pneumatic control system; it cannot maintain the accuracy or response that the conditioned space requires.”

Geisel Heating Inc, proposed a 6 month trial in which they installed the Aprilaire HVAC Automation and Zoned Comfort Control Systems into 6 areas in the building. Says Culberson, “The goal of our initiative is to put control of the HVAC system back in the hands of the maintenance staff, provide a simple and easy to use interface, increase members comfort satisfaction and decrease utility costs by 5 percent over the six month trial period.”

When asked why he chose Aprilaire for this project, Culberson replied “This customer needed a simple to use system with a standard Windows PC interface that will allow the maintenance staff to control the operation of the HVAC equipment from any PC in the building.” Culberson also added that they have this same Aprilaire system installed in their building and based on their experience, it was the perfect fit for the customer.

Stayed tuned to the Aprilaire Advantage for further news on this exciting project! ■



Elyria Country Club



Zoning & HVAC Automation - A Complete System Solution

Using Aprilaire's New 1-2 Punch to Build Your Business

In our continuing effort to find new and better ways to help you generate sales opportunities and build your business, we have introduced the Healthy System Review. It is being introduced as a part of the 2005 Fall Humidifier Program.

What is it? The Healthy System Review is a simple two-part form that allows your service technician to record important information relating to temperature control, humidity control, filtration/ventilation, and energy efficiency. One copy is left with the homeowner and one copy goes to your retail salesperson. In addition, it comes with high quality color literature which discusses the Healthy System Review, offers suggestions for things the homeowner can do to address a specific area and talks about what you can do for your customer.

What does it do for my customer? It educates them on the fact that their furnace and air conditioner does more than just heat and cool. It points out issues in the home such as:

- Inefficient equipment that costs the homeowner more money than necessary on a monthly basis
- Improper humidity levels that can be uncomfortable for family members and cause damage to the home and its furnishings

- Poor indoor air quality which can cause problems for people with allergies and respiratory problems

Not only does it identify the problems, but it delivers actions they can take, including calling you for solutions.

What does it do for me? It shows your customers that you have the expertise to solve problems and help them obtain maximum comfort in their homes. By incorporating the Healthy System Review process into your business, you build the foundation for the continuous generation of sales leads from customers for more efficient equipment and indoor air quality products.

How do I get started? With a minimum order of 12 humidifiers from your local Aprilaire wholesaler and a commitment for a training meeting with your Aprilaire District Manager, you can get 400 pieces imprinted with your company information, at no charge! Contact your Aprilaire District Manager today to start generating sales opportunities! ■

BY PARTICIPATING YOU ALSO RECEIVE:



100 imprinted
"While I'm Here" Flyers

For the installation crew, this shows the homeowner how much they can save today, when they have an Aprilaire installed with a new furnace

100 imprinted "This space reserved for an Aprilaire Humidifier" Plenum Stickers

For the installation crew, this plenum sticker is used if the homeowner declines. Eventually they will experience the effects of dry air and contact you.



For Homeowner

SYSTEM		DEALER/TECHNICIAN	
Your Current System Readings		Date For Our Records	
TEMPERATURE CONTROL		CUSTOMER INFORMATION	
Energy Efficiency	Heating: 2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%	Name	_____
Relative Humidity Levels	Cooling: 2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%	Address	_____
Number of Thermostats	1 2 3 4 5 6 7 8 9 10 11 12	City	_____ State _____ Zip _____
Heat or Cool System	Heat or Cool System: 2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%	Phone	_____
Programmable Thermostat	2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%	EQUIPMENT	
HUMIDITY CONTROL		Heat	_____
Relative Humidity Levels	2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%	Model #	_____
Number of Thermostats	1 2 3 4 5 6 7 8 9 10 11 12	Efficiency	2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%
Heat or Cool System	Heat or Cool System: 2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%	Cool	_____
Programmable Thermostat	2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%	Model #	_____
FILTRATION/VENTILATION		Efficiency	2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%
Filtration System	2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%	Name	_____
Fresh Air Ventilation	2-100% 2-150% 2-175% 2-200% 2-250% 2-300% 2-350% 2-400% 2-450% 2-500%	_____	
Dealer Imprint	_____		

HEALTHY SYSTEM REVIEW



For Homeowner

For Sales Team

SPECIAL ADVERTISING OPTIONS ALSO AVAILABLE WHEN YOU PARTICIPATE — ASK YOUR DISTRICT MANAGER!

Aprilaire®

Fresh Ideas for Indoor Air®

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Aprilaire in the Spotlight

The July issue of *Prevention Magazine* (3 million circulation) included an article on reducing moisture in the home that features the Aprilaire Model 1700 Whole-Home Dehumidifier as a solution and directs readers to www.aprilaire.com.

On July 12th Tom Kraeutler, host of the nationally syndicated radio program *The Money Pit* appeared on more than 25 news stations across the country talking about ways to “Stay Cool and Comfortable this Summer.” As part of the segment, Kraeutler featured the Model 1700 and demonstrated the amount of water the unit could remove with five gallon jugs of water. The July/August issue of *House Beautiful Magazine* (1 million circulation) mentions the Model 1700 in a Q&A column.

Ron Hazelton, home improvement expert for *Good Morning America*, is the host of the nationally syndicated television show

House Calls, which airs weekly on local stations across the country. A segment featuring the installation of the Aprilaire Whole-Home Dehumidifier in his home in Connecticut re-aired the last week in July. Ron directs viewers to www.aprilaire.com for more information and to find a local contractor in their area. The House Call's web site gives a detailed description of the segment and provides a link to the Aprilaire web site. ■

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).