



The Duct Man

HVAC Industry News You Can Use

RETAIN YOUR CUSTOMERS FOR BEST LIFETIME VALUE

Retaining customers should be a top priority of every HVAC contractor. While attracting new customers is a necessity, it's even more important to keep the business you've already gained. The cost of acquiring a new customer can cost anywhere between 5 and 7 times as much as retaining an existing one.

Don't just assume that once a customer has used your services, they will automatically call you the next time. People are busy; if you don't offer incentives or keep in touch, many customers won't even remember your name. Smart HVAC contractors utilize customer retention programs and strategies such as referral rewards, preventive maintenance programs, friendly service reminders, and loyal customer discounts and giveaways to make sure customers remember you and feel appreciated.

WIN \$100

Describe the photo to win a
LONGHORN STEAKHOUSE
\$100 Gift Card



BE THE FIRST TO SUBMIT
THE CORRECT ANSWER TO
NEWS@EPHOMIEK.COM TO WIN!*

*Previous photo contest winners and E.P. Homiek employees and their families are not eligible

Recent Study Shows Residential Airflow Testing and Balancing Saves Energy & Increases Contractor Sales

Airflow testing and balancing, or TAB, has long been used in large commercial and industrial HVAC systems to achieve peak system performance. Now, it is gaining in popularity with residential customers who want to correct low airflow issues that cause problems like inconsistent temperatures from room to room, poor indoor air quality, poor humidity control, and high utility bills.

In a recent energy efficiency study published by National Comfort Institute, air balance tests were performed on 852 installed HVAC systems. Results showed that the average HVAC system operates at just 48% of its rated capacity. Less than 10% of these systems were performing above 80%. Of the 852 systems tested, 462 owners opted to move ahead with recommended improvements. Upon retesting, the upgraded HVAC systems were achieving an average of 83% capacity, and overall energy efficiency had improved by 34%.

Home and building owners are not the only ones who benefit from airflow balancing. The TAB contractors' sales closing rate for making system upgrades was an impressive 54%, proving that customers are more likely to make the recommended improvements when presented with detailed airflow test data.



E.P. HOMIEK CONTINUES EXPANSION WITH NEW LAKEWOOD WAREHOUSE



E.P. Homiek has opened a new annex warehouse on Swarthmore Avenue in Lakewood, New Jersey.

The 15,000 square-foot facility will primarily house overflow stock, allowing us to better serve our customers with wider selection and faster delivery on their preferred HVAC equipment.



E.P. HOMIEK SEMINAR SCHEDULE FOR FALL-WINTER

NJ HVACR Continuing Education 5-Hour Course

- October 6, 2018 @ EPH Lakewood
- November 10, 2018 @ EPH Union

Led by NJ-approved instructor Scott Bishop, this course is for Licensed Master HVACR Contractors renewing for July 1, 2019 to June 30, 2021. This class will cover residential topics only including regulations and code (board required), safety, duct sizing, ASHRAE 62.2 residential ventilation, supervision, and new refrigerants.

TAB: Airflow Testing and Balancing Seminar

- November 15, 2018 @ EPH Lakewood
- November 29, 2018 @ EPH Union

Introduction to TAB includes general overview of airflow design; tools, techniques and procedures; determining static pressure, CFM flow, fan amperage and overall system performance; identifying the source of airflow problems and how to correct them; how TAB can grow your business; Q & A session. Led by a NEBB-certified air balancer.

Ductwork Sizing & Installation Workshop

- January 10, 2019 @ EPH Lakewood
- January 24, 2019 @ EPH Union

Join our instructor, a mechanical engineer with over 25 years HVAC experience, for this informative workshop. Topics include: understanding airflow; basic ductwork calculation and sizing; how to use a ductulator; duct joints and proper sealing methods; do's and don't's of ductwork design and installation.

HVAC Troubleshooting & Diagnostics

- February 7, 2019 @ EPH Lakewood
- February 21, 2019 @ EPH Union

This informative seminar will guide you in diagnosing and fixing puzzling and elusive HVAC problems, as well as identifying and preventing potential issues before they can occur. Instructed by a mechanical engineer with over 25 years HVAC experience

Featured Product Line: A.O. Smith Water Heaters

E.P. Homiek Sheet Metal & HVAC Supply carries water heaters by A.O. Smith, North America's largest manufacturer of residential and commercial water heaters. A.O. Smith residential water heaters, which come in gas, electric, hybrid and tankless varieties, are built with commercial grade components including glass liners with high-performance Blue Diamond coatings, enhanced-flow brass drain valves, self-cleaning dip tubes, self-powered electronic gas valves, heat trap nipples, stainless steel anode rod cores, and commercial-grade electric elements.



E.P. HOMIEK PROVIDES NO-WAIT CUSTOM DUCTWORK

Waiting days, even weeks, for custom ductwork can result in costly job delays and dissatisfied customers.

E.P. Homiek's expert team of sheet metal technicians can provide **1-2 day turnaround on all residential and light commercial fabrications year round**, as well as 1-2 hour emergency fabrication service. We offer free delivery, competitive pricing, and all work is guaranteed.

For more information, please call our Union location at 908-688-9104, or Lakewood at 732-364-7644.