



The Duct Man

HVAC Industry News You Can Use



EPH CUSTOMER APPRECIATION

A big thanks to all of E.P. Homiek's valued customers who attended our **Customer Appreciation Day** on May 24, 2019 at our Lakewood, NJ location as well as our **Union 5-Year Anniversary Open House** on May 2nd. Customers were treated to delicious, freshly-prepared breakfast sandwiches, coffee, and more by Fork-in-the-Road Food Truck.

We invite you to join us for another Customer Appreciation Day on **August 30, 2019** to kick off the Fall season. More details coming soon!

WIN a \$100 Gift Card

If you took the photo below,
where would you be?



BE THE FIRST TO SUBMIT THE CORRECT ANSWER TO NEWS@EPHOMIEK.COM TO WIN A \$100 LONGHORN STEAKHOUSE GIFT CARD!*

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

The Educated Customer: How the Internet Has Changed the Way People Shop for HVAC Goods & Services

There is no question that the Internet has vastly changed our lives over the past two decades. It has revolutionized the ways we shop, socialize, bank, find love, consume media, and acquire information. Brick-and-mortar retailers are losing business to online shopping, and most people do some Internet research before investing in big-ticket items. These changes are increasingly affecting the HVAC industry, as well. An online reputation can be an HVAC contractor's strongest asset or greatest liability.

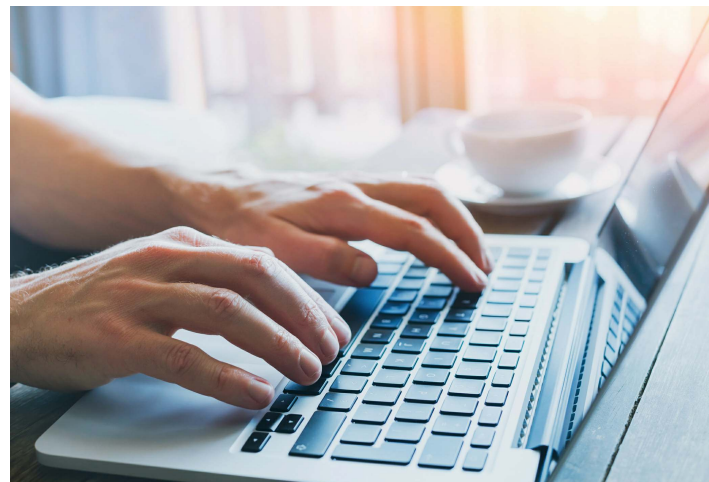
Over 90% of people regularly use the Internet to find information on businesses, yet a surprisingly high percentage of HVAC contractors do not have a website. Many can't be found on Google at all,

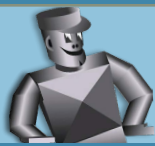
even when searching the business's precise name and location. If a website isn't in the budget, contractors can create a free Yelp page or Facebook business account.

HVAC contractors should try this simple experiment: Google one of your main services and the name of your town or area (for example, "air conditioning repair Toms River NJ"). Ideally, your business should appear somewhere on the first few pages. If it doesn't, you have some work to do.

Establishing and maintaining a positive online reputation is extremely important for any business. Recent surveys consistently show that about **90% of consumers read online reviews** before considering purchasing goods or services from a business, and **nearly 70% of purchases are influenced by online reviews**. Obviously, poor reviews can take away from your business, but because today's consumers actively seek them, an absence of any reviews can have a negative impact as well.

Bad reviews can happen to even the best businesses on occasion, but fortunately there are a number of things you can do to deal with them. A public response to poor reviews can show that you value customer satisfaction, gives you a chance to win back your customer's trust, and allows you to politely refute any unfair or untrue claims. Alternatively, contractors can reach out privately to see if the issue can be resolved. Oftentimes, these customers will remove the negative review when asked, or update it to reflect the positive resolution. Certain negative reviews can be removed from websites like Google, Yelp or Facebook if they meet certain criteria. Finally, asking customers about their experience at the end of your interaction is a good way to head off negative online reviews.





FY 2020 WARMAdvantage & COOLAdvantage Programs Eligible Measures

www.njcleanenergy.com

For Systems Purchased on or after July 1, 2019 through June 30, 2020

WARMAdvantage for new Heating Equipment

<http://www.njcleanenergy.com/residential/programs/warmadvantage>

Equipment Type			Minimum* Efficiency Criteria	Incentive
Furnace	Natural Gas/ Propane	Tier 1	Annual Fuel Utilization Efficiency (AFUE) 95% or greater	\$250
		Tier 2	AFUE 97% or greater	\$500
	Oil		AFUE 85% or greater	\$250
Boiler	Natural Gas/ Propane		AFUE 90% or greater	\$300
	Oil		AFUE 87% or greater	\$300
Water Heater	Natural Gas/ Propane	Tankless - On-Demand	<2 gallons & Uniform Energy Factor – UEF 0.90, or greater (effective August 1, 2019)**	\$300
		Tank, Power-vented	≤55 gallons & Uniform Energy Factor – UEF 0.64, or greater OR >55 gallons & Uniform Energy Factor -UEF 0.85, or greater	\$300
	Electric	Heat Pump	Energy Factor - Uniform Energy Factor – UEF 2.0, or greater	\$750
Furnace and Water Heater Combination			Qualifying Tier 1 natural gas/ propane furnace (above) AND a qualifying water heater (above)	\$700
			Qualifying Tier 2 natural gas/ propane furnace (above) AND a qualifying water heater (above)	\$950
Boiler and Water Heater Combination			<ul style="list-style-type: none"> • Combi-boiler – an integrated unit, combining a water heater and a qualifying boiler (above) • Qualifying stand-alone water heater (above) AND a qualifying boiler (above) • Indirect water heater attached to a qualifying boiler (above) 	\$700
Homeowners located in a designated Urban Enterprise Zone (UEZ) may be eligible for additional incentives for the purchase of qualifying equipment (above). Verification of home being located in a designated UEZ required.				\$200 per unit

** Tankless on-demand WH UEF 0.81, or greater eligible until July 31, 2019.

COOLAdvantage for new Air Conditioner & Heat Pump Equipment

<http://www.njcleanenergy.com/cool>

Equipment Type		Minimum* Efficiency Criteria	Incentive
Central Air Conditioner	Tier 1	16 SEER, 13 EER system efficiency	\$300
	Tier 2	18 SEER, 13 EER system efficiency	\$500
Central Air Source Heat Pump	Tier 1	16 SEER, 13 EER, 10 HSPF system efficiency	\$600
	Tier 2	18 SEER, 13 EER, 10 HSPF system efficiency	\$1,000
Mini-Split A/C		20 SEER, 12.5 EER system efficiency	\$500
Air-to-Water Heat Pump with Integrated Domestic Hot Water		18 SEER, 12 EER, 10 HSPF, COP 1.75 @ 5°F	\$2,000
Mini-Split Cold Climate Air Source Heat Pump (CCASHP)	Single zone ductless, 20 SEER, 12 EER & 12 HSPF, COP 1.75 @ 5°F		\$1,000
	Multi-zone, or ducted 18 SEER, 12 EER, 10 HSPF, COP 1.75 @ 5°F		\$2,000
Homeowners located in a designated Urban Enterprise Zone (UEZ) may be eligible for additional incentives for the purchase of qualifying equipment (above). Verification of home being located in a designated UEZ required.			\$200 per unit
All components of the system necessary to meet the specified minimum efficiency requirements must be newly purchased and installed (e.g. Both the condenser and coil, condenser and air handler, condenser, coil and furnace) must be replaced or installed as a matched set as listed on the supporting documentation of the efficiency ratings			