



# The Duct Man

HVAC Contractor News You Can Use

## FREE WEBINAR



## TXVs and Reversing Valves

Join E.P. Homiek and Goodman on November 12, 2020 at 4:30 p.m. for an informative one-hour webinar on thermostatic expansion valves (TXV) and reversing valves.

### Thermostatic Expansion Valves

- Differences in metering devices
- When to choose a TXV
- How does the TXV work
- Troubleshooting
- Internal vs. external equalizer
- Adjusting a TXV
- Checking TXV superheat

### Reversing Valves

- What is a reversing valve and how does it work?
- Common symptoms of failed RV
- Troubleshooting RV electrically and mechanically
- Is it the compressor or the RV?
- Compressor bypass vs. RV bypass gas



This webinar is **FREE**  
Please call our Lakewood branch  
at (732) 364-7644 to receive  
your webinar link

## Steady Revenue from Maintenance Contracts Can Sustain Your HVAC Business

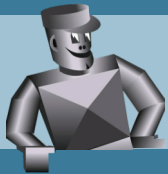
HVAC service agreements provide a stable source of revenue that can sustain your business and keep technicians busy during the off season or prolonged unseasonable weather. More importantly, these contracts serve as a pathway to building strong customer relationships and gaining their additional future business. The more service agreements you have, the larger your customer base, and the greater your potential for increased profit.

The best time to lock in a maintenance contract is when you install new equipment. HVAC techs can also be very effective in promoting these agreements to customers, so employers should ensure technicians understand the value of these programs and are sufficiently conversant in the various benefits.



Different types of customers value different things, so make sure the maintenance agreements your company offers are multi-faceted to appeal to various clients. System inspection and tune-up are most appealing to some customers, while others are attracted by perks like priority scheduling, discounted parts, and same-day service. Offer several plan levels. A basic plan, for example, might cover labor but not the cost of parts. Mid-level coverage could include the cost of parts and priority service, and top-shelf agreements usually include scheduled tune-ups, no-charge emergency service, and priority same-day service.

Another advantage of building a large service agreement roster is that technicians performing PM can spot and correct issues before they can turn into bigger, more costly problems. This means fewer emergency calls and allows more time to service non-contract customers when peak-season calls start pouring in. And, finally, by establishing trusting relationships with your maintenance contract customers, they are more likely to approach you when the time comes to replace their equipment.



## Email Marketing an Essential Tool for HVAC Contractors

Building a loyal client base is crucial to any successful business, and **email is one of the most effective ways to nurture customer relationships.**

If you're not currently collecting customer email addresses when you render service, you need to start doing so now, no matter the size of your business, your immediate marketing plans, or your level of computer and design ability. **Customer email addresses can be used to effectively market your business for many years to come,** so don't squander the opportunity to collect them while you have the chance.

- Always ask for an email address when you collect a customer's contact information.
- Require HVAC technicians to write the customer's email address on the service ticket.
- Make email part of your everyday process by using it to confirm appointments and send invoices and receipts.
- Thank customers by email for their business upon conclusion of service.
- Send quarterly or biannual maintenance reminders to your email list to drum up business.
- Send incentives offers like coupons, service discounts and equipment specials.
- Share information on rebates and utility programs and let customers know how they can take advantage of these savings.
- Share helpful tips like how to save energy, etc., to put your business in a favorable light while keeping your name top-of-mind.
- Take care not to send marketing emails too frequently and make sure your messages are of value to your customers.

**There are many online email marketing service providers that are inexpensive and easy to use.** Most provide hundreds of customizable email templates and generous technical support. Here at E.P. Homiek, we use Constant Contact and recommend it highly, even for novice users.



## E.P. HOMIEK PROVIDES NO-WAIT CUSTOM DUCT FABRICATION

Waiting days, or even weeks, for custom ductwork can result in costly job delays and unhappy customers. We provide:

- ▶ 1-2 day turnaround on all residential & light commercial
- ▶ 1-2 hour emergency service
- ▶ Free delivery
- ▶ Competitive prices
- ▶ All work is guaranteed