

# The Duct Man

[www.ephomiek.com](http://www.ephomiek.com)

HVAC Contractor News You Can Use



## The Importance of Customer Retention

Retaining customers should be a **top priority** for every HVAC company. Though attracting new customers is, of course, critical to a successful business, keeping the ones you already have is just as important. With the average cost of acquiring a new residential HVAC customer estimated at around \$250-\$350, nurturing and retaining existing relationships is more profitable than generating new customers.

Never assume that a new customer is automatically “yours” and will call you the next time they need service. People have busy lives and memories are short, so there’s a good chance they won’t even remember your name.

Consider utilizing customer retention strategies and incentives such as referral rewards, preventive maintenance contracts, friendly email service reminders, and customer loyalty discounts to make sure they remember you and always feel appreciated.

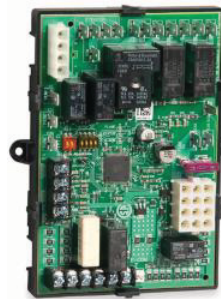
## Why Universal Spare Parts are Essential to a Profitable HVAC Parts Management System

One of the key ways an HVAC service company can keep their overhead low and customer satisfaction high is to stock universal replacement parts.



The clock starts ticking the moment an HVAC service technician arrives onsite, and the

ready availability of any parts they’ll need helps keep these service calls efficient and profitable. Stocking multiple brands of OEM parts across multiple categories, however, is neither practical nor cost-effective. This is where universal replacement parts come in.

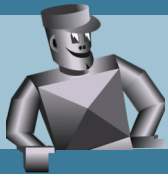


There are numerous benefits to having a parts management system in which common universal spare parts can be carried on each HVAC service vehicle. Having universal parts on hand means reduced need for trips to supply houses, fewer return trips and callbacks, more time for service calls, more revenue, and customers that are happier because they weren’t made to wait.

E.P. Homiek Sheet Metal & HVAC Supply carries Honeywell Home by Resideo universal parts for commercial and residential applications. These include gas valves, ignition modules, thermocouples, transformers, fan timer boards, pilot burners, electronic aquastats, oil primary controls, and many others.



Resideo universal parts come with comprehensive instructions and operation information, with wiring and terminals clearly marked for ease of installation. Applications engineers can provide technical assistance by phone or through their contractor portal. The entire Resideo universal parts line is available at E.P. Homiek Sheet Metal & HVAC Supply. Most parts are carried in stock and others can be special ordered.



## Residential Dehumidification: Whole-House vs. Portable

Excessive humidity in a home can cause various issues. It can make the air feel heavy and sticky, which in turn requires more heating or cooling to feel comfortable. Too much moisture in the air can also promote growth of mold, mildew and dust mites, and ruin furniture, clothing, electronics, and other household items. In addition to proper ventilation, particularly in kitchens and bathrooms, a good solution is a portable or whole-house dehumidifier. Because dehumidified air feels cooler, thermostats can be set to higher temperatures during cooling season, which helps to lower energy bills. A savings of 5-7% on utility bills can be expected for every two degrees a thermostat is raised.

Here are some common signs of excessive humidity:

- Musty or mildew odors
- Condensation stains on walls or ceilings
- Condensation on windows
- Cracking/flaking paint or peeling wallpaper
- Consistently damp areas
- Need to lower the thermostat or run A/C more frequently to feel comfortable



Choosing between a whole-house and a portable dehumidifier depends on individual needs. Benefits of whole-house units include humidity control throughout the home, less noise, and they're up to four times more energy efficient than portable units. They are more expensive on initial purchase, but quickly pay for themselves in energy savings. Portable dehumidifiers are less expensive to purchase, but they are loud, less efficient, require frequent emptying, and can only dehumidify a limited area. Portable units are a good option for dehumidifying damp basements, but for most applications, whole-house units are usually the better choice.



## EPH PROVIDES NO-WAIT CUSTOM DUCT FABRICATION

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

- ▶ 1-2 day turnaround on all residential & light commercial
- ▶ 1-2 hour emergency service
- ▶ Free delivery
- ▶ Competitive prices
- ▶ Guarantee on all work
- ▶ Two convenient one-stop locations for custom ductwork and HVAC supply