



# The Duct Man

HVAC Contractor News You Can Use

## E.P. HOMIEK WON'T MAKE YOU WAIT FOR CUSTOM DUCTWORK



Being made to wait days, or even weeks, for custom duct fabrication can result in costly job delays and dissatisfied customers.

E.P. Homiek Sheet Metal & HVAC Supply'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 of our work is guaranteed.

Family-owned and operated E.P. Homiek has been fabricating quality sheet metal products since 1987. In addition to custom ductwork we offer a full range of HVAC supplies, tools and equipment from our two convenient locations in Lakewood, New Jersey and Union, New Jersey.

## Win Customer Loyalty and Business Through Preventive Maintenance

Do you consider the HVAC service company you work for or own to be a good one? If so, you probably recognize the long-term value of a good customer in terms of potential future work. One way to establish and maintain valuable customer relationships is through **HVAC preventive maintenance**.

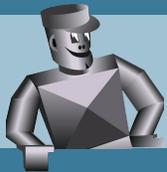


There are plenty of second- and third-rate HVAC contractors out there that are readily available for emergency service calls or quick **furnace or condenser changeouts**, but many have no loyalty to the customer, and the customer has no loyalty to them in turn. In all likelihood, the customer simply found an HVAC company on the internet that happened to be available at what seemed at the time to be a fair price. These customers often pay a much higher price after the fact as a result of poor workmanship or HVAC technician inexperience and are very unlikely to use these companies again.

A contractor that provides **quality PM services** (hopefully yours) makes sure the customer's equipment is running properly and efficiently, is cleaned on a regular basis, and has the proper airflow through the system and the home. A quality contractor advises customers what their system may need and why without pressuring them into unnecessary work, whereas a more unscrupulous HVAC company thinks only of their bottom line. These companies tend to depend on emergency service and equipment replacement business drummed up from poorly-maintained systems. Spending time on **customer relationships and addressing their needs** is simply not in their wheelhouse.

When it comes to **referrals**, quality HVAC companies are the ones who get them from their satisfied customer base. Preventive maintenance performed twice a year in early spring and late fall help maintain your customers' positive feelings, **keep your company top-of-mind** when issues arise, and – very importantly – keep service technicians busy during slower seasons. **PM contracts** sometimes lead to off-season system changeouts that keep money coming in to your business and installation crews busy.

Not every customer will be interested in signing up for PM, of course, but many of these same people are very attuned to **online reviews and referrals** from friends, relatives, neighbors, and colleagues. Quality HVAC contractors who develop and nurture good relationships with their customers are far more likely to be the recipient of good reviews and customer referrals, and preventive maintenance is a very good way to achieve this.



## The Art of Good Listening is Key to Your HVAC Company's Success

We can probably all agree that one of the most important qualities any HVAC business can have is complete commitment to providing exceptional service to their customers. **But what is it that makes a solid, customer-focused HVAC contractor stand out among similar competitors who share the same philosophy?** Simply put, it's the ability to listen.

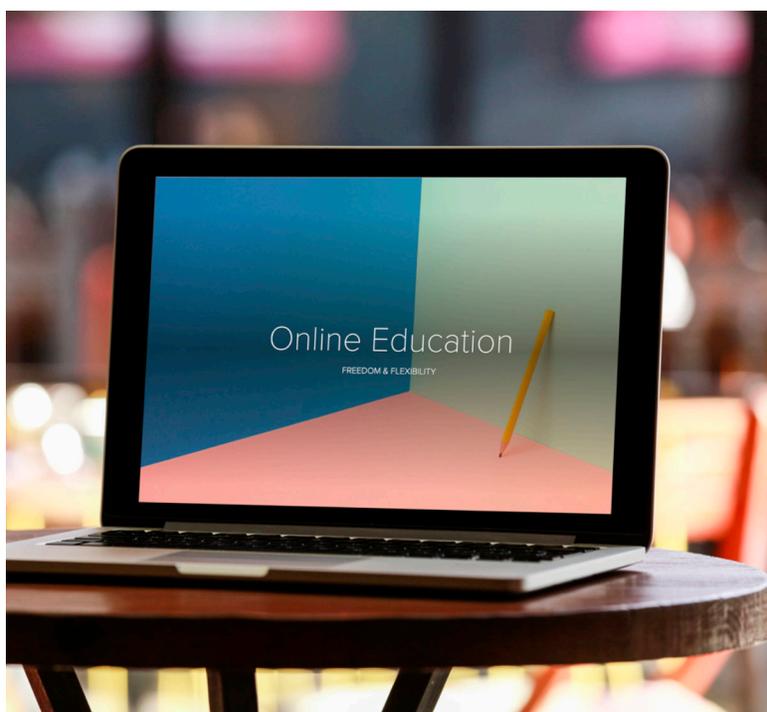
We've all encountered businesses that are bad at listening in our personal and professional lives. Car salespeople ignore our budget constraints, doctors rush us out of exam rooms, and "a little off the top" somehow turns into a buzz cut. Too many companies fail to listen to their customers, and often-times it's because they're doing too much of the talking. Some "hear" what customers are telling them, but still fail to reach an understanding of their needs. Still others do a sufficient job of listening, but their seeming indifference leaves their customers feeling cold.

Every good HVAC contractor must know the importance of **not only listening to their customers, but understanding and satisfying their needs**. Set out to cultivate a trusting and successful relationship with each and every customer, on each and every project. Make it a point to get to know your customers and establish open lines of communication. Take the time to understand their expectations and take care not to minimize their concerns. What might seem trivial to you might be of great importance to your customer, and offhand disregard of their worries can come off as demeaning.

Always remember this: there are plenty of other HVAC contractors competing against you for business, and your ability to listen to your customers and understand their needs might make all the difference.



## COMING THIS FALL: E.P. Homiek to Resume FREE Training Webinars



Stay tuned for date announcements for our twice-monthly webinar series. Topics include:

- A/C System Capacity
- Airflow & Refrigerant Diagnostics
- Basic HVAC Electricity
- Basic Refrigeration
- Commercial Commissioning
- Boiler Installation & Service
- Duct Measuring & Ordering
- Duct Sizing & Installation
- EEM-ECM Motors
- Electrical Diagnostics in HVAC
- Equipment Financing, Rebates & Incentives
- Gas Furnace Service & Troubleshooting
- Heat Performance for Heat Pumps
- Mini-Split Service & Troubleshooting
- Packaged Chillers
- TAB: Testing, Adjusting & Balancing
- TXVs and Reversing Valves