



# THE DUCT MAN QUARTERLY

NOVEMBER 2023

## The Value of PM Programs and the Perks that Make Customers Sign Up

If you're not offering a comprehensive HVAC Preventive Maintenance (PM) program to your customers, you're missing out on a golden opportunity. While it goes without saying that customers benefit from regular HVAC maintenance tasks like filter changes and coil cleanings, the advantages for contractors are numerous as well – steady work, repair and installation opportunities, and increasing your customer base through their satisfaction.

### Contractor Benefits:

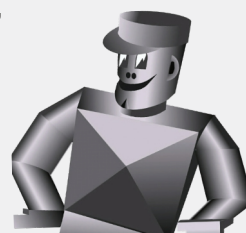
1. **Consistent Work:** Offering PM services ensures a steady workflow, from basic repairs to system upgrades and add-ons like electronic air cleaners, whole-house humidifiers, and ductless mini-splits.
2. **Customer Loyalty:** Providing reliable PM services creates a year-round customer base. Satisfied customers are likely to return to you when their HVAC systems need additional services or replacement.
3. **Referrals:** Exceptional PM gets referrals. Customers appreciate honesty and reliability, making them more inclined to recommend your services to others.



### What Customers Want from PM Contracts:

1. **Priority During Emergencies:** No home or business owner wants to deal with breakdowns, especially during extreme weather conditions. They want reliable contractors who can promptly respond, minimizing downtime and discomfort.
2. **Energy Efficiency:** Customers want to reduce energy bills. A well-maintained system operates efficiently, ensuring energy cost savings.
3. **Fair Pricing and Transparency:** Honesty is key. Customers want contractors who provide fair pricing and honest assessments of necessary repairs and services.
4. **PM Agreement Perks:** Customers appreciate benefits like automatic reminders for maintenance, priority same-day service, discounts on repairs, reduced trip charges, enhanced guarantees, and priority installation even during peak seasons.

Compare this to typical utility company PM programs where customers are often frustrated by delayed responses, limited communication, and a lack of personalized service. Remember, customers are not just numbers – they're individuals seeking reliability, efficiency, and trustworthiness. By tailoring maintenance agreements to meet customer expectations, you not only differentiate yourself from competitors but also build lasting relationships and successfully grow your HVAC business.





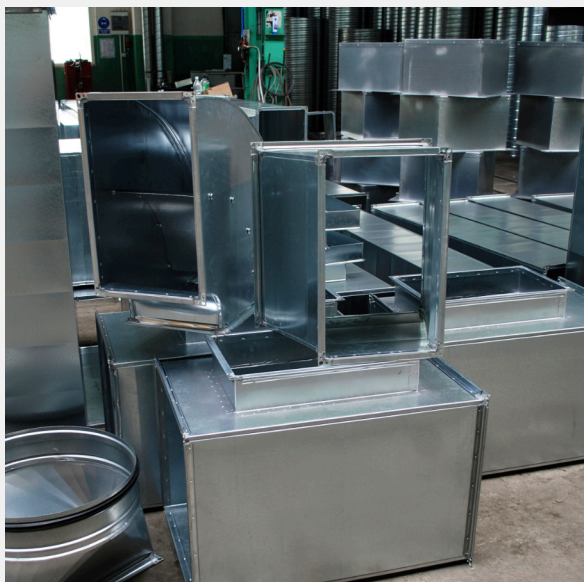
## HVAC in History: How the Shooting of a U.S. President Brought Indoor Cooling to the White House in 1881



Washington, D.C. has long been infamous for its sweltering summers. During the 19<sup>th</sup> century, with little relief to be found within city confines, affluent residents would make their way to seaside resorts and mountain retreats to escape the oppressive heat and humidity. In a twist of irony, a significant moment in the quest for indoor cooling began on July 2, 1881, when President James A. Garfield was shot while waiting to board a train bound for the cool oceanfront climes of Elberon in Long Branch, New Jersey.

Garfield's sick room was stifling hot, and White House staff first attempted to ease his discomfort by moving in large blocks of ice into the room. When this quickly proved to be futile, U.S. Navy engineers were summoned to come up with a more effective solution. They devised a massive cast iron box equipped with thin cotton screens that were constantly wetted with a solution of ice water and salt. An electric blower forced air through the screens and into a duct leading directly into the president's room. The ingenious setup provided much-needed relief by lowering the room temperature by about twenty degrees to a more bearable 80°F. Despite the system's success, however, it was far from practical, consuming a half million pounds of ice in just two months.

The quest to bring practical indoor cooling to the White House lingered for another half a century before it was finally realized in 1930 when the Carrier Engineering Company installed a central air conditioning system for President Hoover. As for the mortally wounded Garfield, his condition continued to deteriorate, and in early September, his doctors gave in to his demand to be transported to the New Jersey seashore to convalesce. He died in Elberon on September 19, 1881.



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