

The Duct Man

HVAC Industry News You Can Use



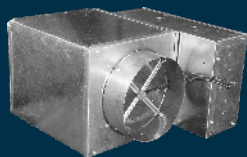
Featured Product Lines: Hart & Cooley VAV boxes, Fantech ventilation

E.P. Homiek now carries Hart & Cooley VAV boxes, with and without



reheat coils. The SDV (single-duct air terminal)

VAV boxes feature low leakage dampers and a patented flow ring for precise interior and exterior zones.



Proper ventilation and air changes are key to controlling moisture and mold, eliminating odors, and removing stagnant air. For clients looking for premium-quality ventilation



products, E.P. Homiek offers Fantech's full line of bathroom laundry and kitchen exhaust, circular and rectangular duct fans, radon mitigation, and whole-house ventilators, as well as a range of HRV and ERV products.



Fantech products are known for their quality, energy efficiency and reliability. Fantech and E.P. Homiek have the answers to all your exhaust and ventilation needs.

CALLBACKS: The True Cost, and How You Can Prevent Them

All HVAC contractors know that callbacks have a negative impact on business, but have you ever calculated exactly how much they cost you? Most contractors, when they get down to brass tacks, will find that a single callback costs a few hundred dollars at minimum, and can easily reach into the thousands.

A callback, defined as any unbillable return service call to correct work on a job that has already been completed, can impact your profit margin in a number of ways. While there are complex HVAC-specific formulas out there for determining these costs, some fairly basic calculations can give you a very good idea of what you're losing. Consider these factors:



- Vehicle cost per hour (purchase price, insurance, fuel, maintenance, etc.)
- Technician pay
- Cost of materials required to fix the problem
- Loss of chargeable business

Also take into consideration the callback costs that can't be quantified, namely loss of customers, loss of recommendations, and loss of potential business through poor online reviews. Once you've determined how much each callback costs (prepare yourself - you may be shocked by the number), try implementing some of the following ways to reduce the number of callbacks you receive:

- Training, training, training! If you find you're being called back repeatedly on the same type of repairs, or if a particular technician has an inordinate amount of callbacks, some retraining is in order. In fact, an ongoing training program should be a regular part of your business. Though training does involve some expense, it is more than offset by the resulting reduction in callbacks.
- Consider sharing our cost-per-callback with your service technicians to create greater awareness.
- Provide service techs with incentives based on the number of callbacks.
- Review all callbacks with the technician to find out why it happened and what can be done to prevent it from happening again in the future.
- Avoid overburdening technicians with too many service calls, which can result in rushed, shoddy work and excessive callbacks.
- Develop checklists to help service techs avoid missing small details that can lead to callbacks.

Never accept the status quo when there are ways to improve your business and make it prosper. Minimizing callbacks is always a good place to start.



Utilize Email to Grow Your HVAC Business

Building a loyal client base is crucial to any successful HVAC 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 now, no matter the size of your business, your immediate marketing plans, or your level of computer and design ability. Even if you're not ready to use them right now, your customers' email addresses can be used to effectively market your business for many years to come, and so don't squander the opportunity to collect them while you have the chance.

Ask for email address at first contact, along with the customer's name, phone number and address, or require technicians to write the email on the service ticket. Consider making email part of your everyday process by using it to confirm appointments, send invoices and receipts, and thank customers for their business upon conclusion of service. Use your email database to promote your business and to make sure your name immediately comes to mind when an HVAC need or problem arises. This can include sending quarterly or biannual maintenance reminders, service discounts and equipment specials, information on rebates and utility programs, or helpful HVAC tips (how to save energy, etc.). Take care not to send emails too frequently, and make sure your messages are of value to your customers to avoid the risk becoming a nuisance and causing people to unsubscribe.



There are many online email marketing service providers, including MailChimp, Benchmark, and Constant Contact (what we use here at E.P. Homiek and highly recommend) that are inexpensive and easy to use. Most provide hundreds of customizable email templates, as well as generous technical support, for novice users. Be sure to do your research before choosing a service to make sure it fits your design, functionality, and budget requirements.

Smart Home Market to Reach 1/3 of Americans by 2020



Each day, more and more aspects of our lives are becoming connected through smart home technology. A smart home is one that is equipped with network-connected products that control, automate and monitor various functions of a house – HVAC control, lighting, security, access, energy management, entertainment, and more – either remotely by a computer or handheld device or a separate system within the home. A true “smart home” utilizes two or more of these systems.

The use of smart home technology is still in its infancy, but with 87 percent of Americans recognizing the value, the smart home market is exploding. From 2015 to 2016, the number of smart homes in North America increased by 56 percent, reaching an estimated 12.7 million. With new technology constantly streaming onto the scene and an increasing awareness of energy savings potential, it is expected that 35 percent of North American households will be using smart home technology by the year 2020.