

Frequently Asked Questions

BY GARRY UPTON

Over the course of 2006, this space will identify opportunities within customers' homes that you may not have observed in the past. The opportunities are based on a recent homeowner survey conducted by Decision Analyst, Inc.

This Month's FAQ: *I was born to the HVAC business and began running duct when I was six. I'm 31 now, own my own business, and feel good about last year. With new government regulations and higher energy costs, I'm a little concerned about the future. What are other contractors doing to stay competitive?*

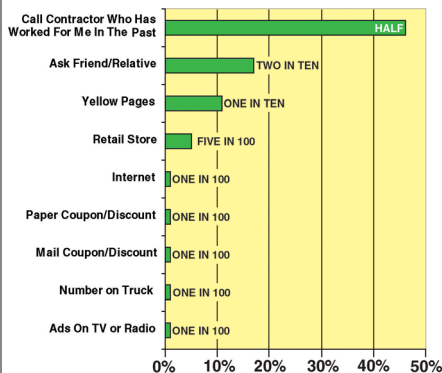
As a side project to the American Home Comfort study among homeowners, we interviewed contractors about the business and their thoughts. They seem to have a good feel for their service customers and how they find service contractors. Some comments include:

"We still have too many unregistered

low-bidders out there with no thought for the customer's comfort." was a common theme among respondents.

Solutions include training, improved customer relations, and networking with other contractors.

How Consumers Find Contractors




Some comments include:

"Training is important. We hire a person, watch him/her grow, and when we feel they're ready, we send them to technical training offered by distributors, associations, and manufacturers."

"Customer relations have become essential. I've taken courses at the local college, spend time training my people, and then enroll all of my people who touch the customer."

"The Internet has become a popular source of support."

"Being a member of contractor groups helps me — all my technical and research questions are answered from professionals across the country." 

Garry Upton of Decision Analyst, Inc. shares his interpretations of a study of 19,000 homeowners, and probes what they look for in HVAC contractors. To learn more about this study, or purchase it, contact Garry at gupton@decisionanalyst.com.