

Frequently Asked Questions

BY GARRY UPTON

Over the course of 2007, 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.

With so few buyers and so much stock, is there any information that I can offer to help builders succeed? I know if I can help now, in good times we will be better "partners."

The following information, when shared with a builder, can help both of you. If the builder understands the importance of using such information in his marketing and sales, and lets you build a better HVAC system, both of you can make it through difficult business periods.

We've been collecting this syndicated data for six years, and each report shows the home builder's reputation is always more at risk. With your help, designs that deliver the right air flow, at the right time, in the right amount, can be guaranteed.

In fact, all of the reasons for callbacks

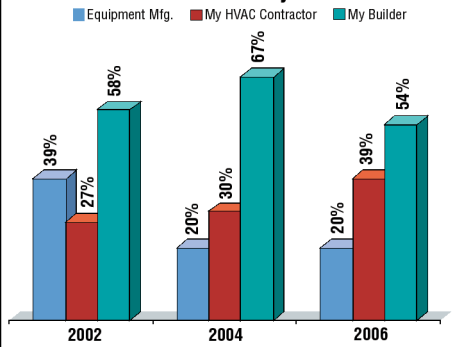
can be handled. Here's a ranking of top reasons given for homeowner callbacks:

- Rooms too hot or cold: 28%
- Insufficient cooling: 26%
- Unit would not run: 21%
- Insufficient heating: 17%
- Too noisy: 14%
- Excessive condensation: 8%
- Other problems: 27%


By looking back at earlier FAQs, you can help your builder/partner further improve whole house comfort, with upgrades most asked for by homeowners, as shown in our Home Comfort Study.

Once you have your builder's attention, it may also be a good time to discuss better placement of the heating and cooling equipment. Neither the homeowner nor the technician would enjoy walking

Who Is At Fault for HVAC System Callbacks?



You indicated you are not satisfied with your heating and/or air conditioning system. Who do you consider to be at fault? Base = 113 Homeowners

through a 120F attic to replace a filter or perform maintenance. 

Garry Upton of Decision Analyst, Inc., shares his interpretations of its American Home Comfort Study of homeowners, and probes into what customers look for in HVAC contractors. To learn more about this study, or to purchase it, contact Garry Upton, at gupton@decisionanalyst.com.

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