

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.

I sure wish my sales crew knew more about the homeowner going in. I have my technicians looking around for portable IAQ, and for window air conditioners as well as portable heaters when they are in the home, and sharing what they find with the sales crew. What else does my sales person need to know before meeting the homeowner?

One question that rarely gets asked before the sales person gets to the home is one of the most critical for the technician as well. It deals with every aspect of serving the home and homeowner: "How long do you plan to live in your home?"

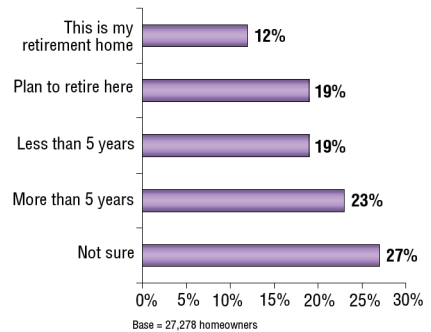
Research finds one in five of us will say "less than five years," while another one in five will say, "I plan to


retire here." Think of the difference each response means to the service and to the sale.

If the homeowner says, "less than five years," the installation is not as much for personal home comfort perhaps as it is making sure the repair will meet requirements for a home sale soon. If it's the home they plan to retire in, there's so much more that they may want, and the installation can be built for periodic add-on over the next few years; a new, high-efficiency air conditioner now, a new filtration installation in two years, and so forth.

The most important reason to ask that question however, is the sense of service it gives the homeowner. It means they've found a service company that cares enough to design the service

Homeowner Plans To Stay In Home



and the sale for themselves and their (unique) needs and wants. 

Gary Upton of Decision Analyst, Inc., shares his interpretations of the Decision Analyst 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.