

# 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.*

**Y**ou've reviewed your sales for another season, and decided you were successful. The holidays are almost upon you, and this year you would like to give your company a present. What can a group of professionals like yours do next year to top this year's business?

On the other hand, maybe you weren't that successful, and you really want to gift your company with tools to increase next year's success.

Here's a present for some of you, from the American Home Comfort study, to support next year's sales for your company: we found that only 5% of all

**In 2006, only 5% of homeowners who purchased central HVAC products received an energy tax credit.**

homeowners who recently purchased central HVAC products (replacing something already in the home) received an energy tax credit. That's low, compared to all of those who purchased super-high-efficiency products over the past 24 months. In other words, there was federal support for many customers who did not receive it.

When you sell high-efficiency products, do you use information from the Energy Policy Act of 2005? If you do, how do you use it? From the research, if you are effectively helping your customer buy energy efficiency and helping them understand and use the

federal tax credit for its purchase, you are one of the extremely few out there who do.

Do you include a copy of the IRS 5695 residential energy credit forms? If you are part of a remodel done to a home, added energy credits can be earned for windows, doors, roofs, insulation water heaters, solar energy, and fuel cells. As a consultant to homeowners, you can bring to them not only the best and most efficient products, but also enhance their use of their money by bringing them this kind of knowledge. In doing so, you become the consultant they are looking for, and will not soon to forget. **CB**

*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](mailto:gupton@decisionanalyst.com).*

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