

BY GARRY UPTON

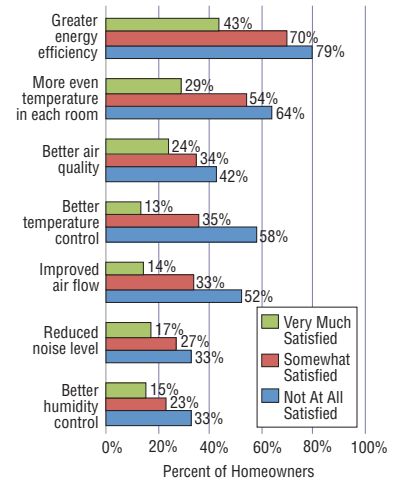
Over the course of 2009, this space will identify opportunities within customers' homes that you may not have observed in the past. The opportunities are based on a recent homeowner survey conducted by Decision Analyst, Inc.

## How valuable are service agreements in reaching out to existing customers who have unmet comfort needs?

During HVAC Comfortech 2009, which was presented in September, we emphasized the importance of service agree-

ments as a part of an HVACR company's business model. We showed that the industry normally interacts with only 8% of all homeowners (those who are really unhappy with their systems). We also identified how many homeowners there were

Even Those Most Satisfied with Their HVAC Systems Want Something



who were happy with their systems but who still “wanted more” services. Then, we stated the obvious: this group of homeowners (those without a service agreement) never see a contractor. Therefore, they most likely have an unmet need.

Have you ever taken your vehicle in for an oil change, and had your mechanic tell you it's also time to change your transmission fluid? If you know and trust him, you normally thank him and have the work performed right away or have it done at the next visit. If you don't know him or trust him, what do you do? Chances are good you say no.

Let's say he really knows you and your vehicle. Has he ever told you that he can add something you really want? What if he said you can leave the car for an hour, and when you come back you'll have keyless remote locks? Or backup sensors? To make that work, he needs to know what you want, and you have to know and trust him.

In your business, one fourth of your homeowners with a great comfort system that's not in need of repair would like cleaner air in their homes. As a service agreement contractor, you're in a unique place; you can suggest Indoor Air Quality (IAQ) products.

Why work with only eight out of 100 homeowners each year, when you can work with most of them? **CB**

Garry Upton, of Decision Analyst, Inc., based in Arlington, TX shares his interpretations of its American Home Comfort Study of homeowners, and explores what customers look for in HVAC contractors. To learn more about this study, or to purchase it, contact Garry at [gupton@decisionanalyst.com](mailto:gupton@decisionanalyst.com).

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