

Selling an Air Cleaner on Every Job

- FACT** Of 10,000 homes tested, 85 percent had particulate counts at problem levels.*
- FACT** Less than 5 percent of homeowners even know that whole house air cleaners exist.**
- FACT** The best time to sell an air cleaner is with a system replacement. That opportunity won't exist in that home for another 15-20 years.
- FACT** The portable air cleaner market is over five million units per year.

Include air cleaning on every system replacement by understanding the homeowners needs and providing the RIGHT air cleaner to meet those needs. Sound hard? It's simple. The best HVAC sales people have been doing this for years, and the great thing is that it does not require a special sales personality, or special training. In fact, it can work for anyone in your organization.

The key behind this approach is to start by including the new Aprilaire 2100 Series Media Air Cleaner as part of every job; as *standard* on every system you install. The 2100 Series features MERV 8 filtration which offers outstanding protection for your customers' equipment. That's why you should offer it as standard.

Then you can talk to your customers to determine if another model is more suited to their needs. Find out what benefits the homeowner wants from their system, and deliver them. The focus is not on the hardware, but on the needs and benefits they are looking for. How do you do this? Follow these simple steps.

1. Ask questions to understand what is important. This will tell you which unit to recommend. Remember that you will be including an air cleaner, and it is just a question of which one. Here are some examples:

2. Include in your proposal the air cleaner that best meets the needs of the homeowner, and don't call it out as a separate line item cost. Always include an air cleaner. If the homeowner doesn't seek any special benefits, include a model 2120 or 2140 in the quote; not as an add-on accessory, but as part of the HVAC system. Homeowners expect to get a filtration system to protect their investment, and the new 2100 series air cleaner is designed specifically to do just that; and far better than 1" throwaway filters. This also provides you additional revenue stream for replacement cartridges, along with a potential upgrade down the road.

3. Present it in person. It is important to explain it so that the homeowner understands the connection between the equipment and the benefits they want. "I included an Aprilaire model 2200 air cleaner because you told me allergy relief is important to you" ensures that the customer understands the connection between their payment and the benefits that they get.

Simple, effective and easy to do. Go ahead and do it now! ■

*Ref: Air Advice 2004 study of 10,000 homes.

** Ref Aprilaire 2004 consumer survey.

Model 2120/2140 Standard Equipment Protection



Model 2200/2400 Media Air Cleaner



Model 5000 Electronic Air Cleaner

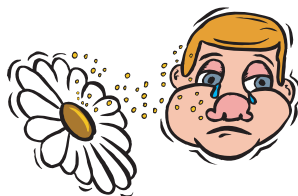
QUESTION	ANSWER	BENEFIT TO HOMEOWNER	WHICH AIR CLEANER
<i>Does anyone suffer from allergies?</i>	Yes	Allergy Relief, Cleaner Home	Model 2200/2400
<i>Does anyone have asthma?</i>	Yes	Healthier Home, Allergy Relief, Cleaner Home	Model 5000
<i>Are you concerned about airborne bacteria & viruses?</i>	Yes	Healthier Home, Allergy Relief, Cleaner Home	Model 5000

Sell Cleaner Air, Not Air Cleaners

SALES OPPORTUNITY

A 2004 nationwide consumer study of air cleaners showed that:

- High percentages of homeowners want cleaner air.
- They want to remove the following (in priority order):
 - Allergens
 - Viruses and Bacteria
 - Dust
 - Odor
- Almost none know that whole house air cleaning solutions exist, yet almost all know about room air cleaners.
- To get what they want, they are willing to pay up to \$1,000, more than most dealers charge for installing an air cleaner.



When discussing IAQ with homeowners, here are some tips.

- During the initial visit, tour the home or poll the homeowner to understand their needs.
 - What do they most want to remove from the air in their home?
 - Are there pets or children in the home?
 - Does anyone have allergies?
 - Are there room air cleaners present?

- Once the homeowner's issues are identified, recommend the appropriate air cleaner and point out the benefits specific to the homeowner's needs. In this way the homeowner sees that you are providing the cleaner air that they want and are not "just trying to sell them a box".
- Remember that everyone wants cleaner air, and that air cleaners are not just for people with allergies. The number of people seeking cleaner air is far larger than the number of allergy sufferers.

Aprilaire air cleaners provide the solution to the customer's needs.

- **Equipment Protection.** Aprilaire models 2120 and 2140 protect the homeowner's investment in their valuable new heating and cooling equipment.
- **Allergy Relief.** Aprilaire models 2200 and 2400 permanently trap 97% of airborne allergy-sized particles (5 microns and larger), and at least 85% of fungi-sized particles (3 microns and larger).
- **Healthy Home.** The The Aprilaire model 5000 is never less than 98% efficient on particles down to 1 micron in size, 24/7/365. And it kills captured bacteria and spores as well.

By offering Aprilaire Air Cleaners to your customers, you not only offer them solutions to their needs, but you can offer it at a price that is lower than they expect. ■

The Comfort Promise

When you install a new system for someone, does it come with a Comfort Promise™?

Whether stated or implied, your customers aren't buying furnaces or air conditioners, they are buying comfort. The way we deliver that comfort might vary by equipment types or the accessories we choose but in the end comfort is what the customer is paying for.

In 2001 *Contracting Business* participated in an in-depth research of consumer satisfaction with their comfort systems. The results were not flattering for the industry as a whole.

The most telling detail of the survey was when consumers were asked "Are comfort levels in all rooms the same at the same time?"

The response by over 50 percent of consumers was that they had rooms that were either too hot/cold in the winter (24 percent) or that they were too hot/cold in the summer (29 percent). Needless to say, these respondents didn't have an Aprilaire Zoned Comfort

Control System. And we're willing to bet it was never offered.

In order to deliver on your Comfort Promise™ make sure your customers have the opportunity to choose a zoned system. The same *Contracting Business* survey states that "Those (homeowners) who aren't satisfied (with their comfort system) would pay over \$1,200" to get it fixed.

No, all rooms are comfortable	40%
Yes, rooms too hot/cold in summer	29%
Yes, rooms too hot/cold in winter	24%
Unsure	7%

Complete all your proposals by offering an Aprilaire Zoned Comfort System. It's the right thing for your customers' comfort and satisfaction; it's the right thing to help build your positive reputation (48 percent of respondents said reputation matters most when selecting a home comfort system contractor). ■

Keep a Customer for Life

REPLACEMENT MEDIA

- When was the last time your customer bought an Aprilaire replacement media from you?

Every time you install an Aprilaire Air Cleaner you have the opportunity to keep that customer for life. This customer is an excellent profit opportunity. When it is time to replace their filtering media make sure your customer comes to you (for the genuine article) and not the big box retailer down the street (for an off-brand knock-off).

Replacement media can generate a significant amount of revenue for your business by simply reminding your customer when and where to buy. When you think of all the air cleaners you install over the years, and the repeat business they represent, the money really starts to add up. This chart shows the opportunity available to you when you install 100 air cleaners a year (only two a week), for 10 years.

On top of this comes the opportunity for the homeowner selecting you to do their annual maintenance and other equipment repairs.

It's not hard to do, and doesn't require a sophisticated computer system. We offer a number of **free** sales tools to help you realize this potential with Genuine Aprilaire Replacement Parts. For a nominal fee we can even imprint your contact information on them.

- Media replacement reminder postcards (form 2245) designed to help you remind your customers to call you for a new media.

- Plenum stickers (form 141) that help the homeowner track their maintenance history and provide them with information to call you for new media and all their HVAC needs.

To order call us at 800-334-6011, fax us at 608-257-4357, or go to our web site www.aprilairecontractor.com and we'll ship them straight from our stock. ■

Act now and **Keep a Customer for Life.**

Year	Number of Air Cleaners Sold that Year	Cumulative Number of Air cleaners sold	Unit Sales of Replacement Media each year.	Revenue generated per year at \$40 each
1	100	100	---	---
2	100	200	100	\$4,000
3	100	300	200	\$8,000
4	100	400	300	\$12,000
5	100	500	400	\$16,000
6	100	600	500	\$20,000
7	100	700	600	\$24,000
8	100	800	700	\$28,000
9	100	900	800	\$32,000
10	100	1000	900	\$36,000
			Ten-Year Total:	\$180,000



Plenum Sticker — Form 141



Media Replacement Reminder Postcards Form 2245





Fresh Ideas for Indoor Air®

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Aprilaire Media Air Cleaners — Visible Benefits

SALES OPPORTUNITY

Comfort Experts in Dallas/Fort Worth shared this photo with us. These two cooling coils were both installed in new homes on the same street in the Dallas/Fort Worth area 10 years ago. Neither coil was ever cleaned and both were removed the same week.

The coil on the left was protected by an Aprilaire Media Air Cleaner and is as clean as the day it was installed. The coil on the right was protected by a standard 1" filter and has accumulated a significant amount of dirt, providing a home for mold to grow and risking the efficiency and life of the equipment.

This dramatically shows how Aprilaire Air Cleaners can keep your customers' heating and cooling equipment running more efficiently and lasting longer.

Bill Kennihan, owner of Kennihan Plumbing, Heating and Cooling of Valencia, PA contacted us, "I've never had a coil call where an Aprilaire Air Cleaner has been installed." ■



With Air Cleaner

Without Air Cleaner

Let Us Know...

We welcome any comments and suggestions that you may have.

Please direct them to ndk@aprilaire.com (refer to Dealer Newsletter in the subject line).