

“HVAC CONSUMER AWARENESS GUIDE”

INCLUDING:

“The 4 Most Costly Mistakes To Avoid” Plus...

“3 Simple Steps to Take for Peace- Of- Mind and Comfort in Your Home” Also...

“8 Specific Questions to Ask When Buying and Installing a New Heating Or Cooling System In Your Home.”

Dear Home Owner;

Following is your FREE “**CONSUMER AWARENESS GUIDE**” designed to empower you with all the basic information and facts you need to make a wise and informed decision in choosing the right heating and air conditioning professional for all the comfort needs in your home. **ENJOY!**

First of all do you know what HVAC even means? Don't worry if you don't because a lot of people don't know what it means. It is an abbreviation for the term “Heating Ventilation and Air Conditioning”.

The HVAC industry is one of the few industry's that is so critical to the health, comfort and welfare of your home and family. Unfortunately, there are a lot of companies and individuals out there that call themselves “professionals” but cannot deliver on that promise. They often work out of the back of their van, don't show up on time for appointments, offer “super low” prices and make a mess in your home. Too many times they have either gone out of business or moved on to another city when you encounter problems with their installation of your HVAC system.

Everyone has heard horror stories about those kinds of “Bait and Switch” companies who advertise “low prices” to get their foot in your door and then hard sell you with high pressure tactics. By the time they leave your house you have signed up for an installation price much higher than was originally advertised. Next thing you know they have come and gone and left you with a substandard installation and a huge bill. So ... when you see ads in the newspaper or online how can you really tell who the true professionals are from the fly by night outfits that you can't trust and would never EVER want in your home!

So how DO you find the right professional HVAC Company for all your home comfort needs? The following information will give you the tools you need to find just that company. Here are some common questions your everyday consumer has regarding their HVAC purchase.

- Who will pull the permit for your new gas or electrical installation?
- What are the best brand names on the market today and why?
- What is the best size furnace for your home to maximize savings?
- What about emergency service?
- What about cleanliness and respect in your home regarding the installation?

“HVAC CONSUMER AWARENESS GUIDE”

- What about written workmanship guarantees, manufacturer’s warranty and proper annual maintenance. *Your furnace has running parts just like your car and needs proper maintenance in order to qualify for your full manufacturer’s warranty.*
- What about price? Is the lowest price always the best price? How do you arrive at a final written quotation that reflects the total price with no additional costs or surprises?
- How will this new high efficiency appliance save me so much money that it will virtually pay for itself?

You need to have all this information in order to know EXACTLY what you’re getting BEFORE you agree to go ahead and install your new HVAC system.

“The 4 Most Costly Mistakes to Avoid When Choosing an HVAC Company.”

MISTAKE #1 – Choosing A Furnace Or Air Conditioner Based On Brand Name Alone.

No questions about it, you need first rate equipment... especially if you expect it to perform year round and last 10-20 years. The truth is that today, the technology in most high efficiency appliances is the same or similar. Manufacturer’s warranties for established brands are also quite similar. An important part of deciding what brand to install depends on the local availability of replacement parts. Whatever brand you choose remember, proper installation is the key. Today's HVAC systems deliver highly efficient heating and cooling only when they are installed correctly. When installed improperly, they deliver poor performance and expensive headaches down the road.

MISTAKE #2 – Choosing An HVAC Company Based On The Lowest Price.

“See that guy with a truck? He says he's cheap and pretty good with duct work.”

Price is what you pay... but...value is what you get for that price. For your home's HVAC system to work efficiently, the heating and air conditioning components must be correctly matched to your home's size. The amount of air flow through the space must also match the capacity of the blower (or fan). And lastly, the duct work must be properly sized to evenly distribute heating and cooling throughout your home without substandard short cuts that introduce dust or mold. Is the guy in the truck taking all this into consideration when he gives you that super low price? Definitely not! Of course we all want the best price possible... but not at the expense of costly repairs and poor performance down the road. Generally speaking, low price wars is not what you want to be involved in when it comes to such a critical piece of equipment for the comfort of your home.

Here are 3 common ways you can get lured in by the “lowest price”:

#1 – “Super Low Price” advertising (even by big well-known companies) can be the bait that attracts your phone call. Once their representative gets into your home, they apply high pressure sales tactics to sell you higher priced equipment and service that you may not even need! The bottom line is the final cost to you is not even close to the “super low price” advertised.

“HVAC CONSUMER AWARENESS GUIDE”

#2 – Sometimes low pricing by a company can mean that they are struggling to keep their business running. They desperately need the money to keep operating and will do nearly anything to get it. This can lead to improper installation by non-qualified installers and inferior equipment. Pre-qualifying an HVAC contractor will be discussed later in the guide.

#3 – Low pricing can also come from “a friend or relative” who is in the HVAC business. This is a very common situation in the industry. Everybody has a “a friend or relative” that does this type of work CHEAP. They usually want to do it “on the side” most times without the proper knowledge and experience to do the work to code and without taking out a valid permit. Be very careful with this. If a gas or electric appliance is installed into your home without the proper permits it can render your home insurance invalid. You may not be covered in the event of a loss in your home whether it is caused by the HVAC equipment or not.

MISTAKE #3 – Choosing an HVAC Company Over the Phone.

EVERY INSTALLATION IS DIFFERENT!!!

There are many factors involved in creating a customized quotation specific to your home. As mentioned previously these factors include:

- Correctly calculating your system requirements to suit the age and square footage of your home.
- Evaluating your existing site conditions and ensure that your duct work is properly sized to evenly distribute heating and cooling throughout your home.

There is no way that any company can adequately determine these factors over the phone. You must have a proper home evaluation in order to get an accurate quotation.

MISTAKE #4 - Choosing an HVAC company that you haven't prequalified

DO YOUR HOMEWORK

If you want to ensure that you are getting a highly qualified HVAC company to do work in your home you have to do some investigating. Here are some things you should do to prequalify your HVAC contractor.

- Ask if they have qualified staff to evaluate your home's HVAC requirements.
- Ensure they have qualified technicians on staff available to pull the required permits to complete your installation requirements.
- Ask about the technicians on staff. Years of experience doing this type of work.
- Ask about their place of business. Do they have an office or are they working out of their home or truck.

“HVAC CONSUMER AWARENESS GUIDE”

- Ask how many years they have been in business.
- See if they have a professional website.
- Ask for testimonials. See what other people have to say about their service.
- Ask about warranties. There should be both manufacturers and installation warranties (parts and labour). Are you responsible for registering the manufacturer’s warranty or do they do it.
- Once the installation is complete will they provide a copy of the permit or permit number for your records.

Every legitimate HVAC contractor should answer all of these questions to your satisfaction. They should also have a reputation of standing behind their work. By doing your homework you can eliminate some of the less desirable companies and ensure you are getting a qualified HVAC company to work in your home.

3 Simple Steps to Piece of Mind and Comfort in Your Home.

Step 1- It’s better to be proactive than reactive. Get your HVAC equipment serviced regularly! Don’t wait until you have the entire family over for Christmas dinner to have your furnace die on you. You know that is when it’s going to happen. There is no good time for equipment failure but usually it happens at the absolute worst time. If your HVAC equipment is old and in need of replacement it’s better to know that and get it done before it becomes a panic situation. Replacing this equipment is a big job and cannot always be done on the same day. Most HVAC companies have a 2 to 3 week waiting period. You do not want to be stuck in a situation in the middle of winter where you need an emergency furnace replacement. This will limit your choices and cost you a great deal more than a pre-planned arrangement. A qualified HVAC technician can tell you if your equipment will last another season or is in need of replacement.

Step 2-Who has \$5000 lying around? The problem with replacing your HVAC equipment is that it’s usually quite expensive. Most people are unprepared for a costly emergency. ***Don’t panic!*** There are programs available to you that a qualified HVAC company can help you with. In Manitoba, our hydro utility company “Manitoba Hydro” offers payment plans that will allow you to purchase and install new energy efficient HVAC equipment at low monthly payments. Remember that installing a new system will also increase your home’s resale value. In the climate that we live in, heating in your home is an essential requirement, not an option.

“HVAC CONSUMER AWARENESS GUIDE”

Step – 3 Another thing to consider is the energy efficiency of your current equipment. How much money are you throwing out your chimney right now? New technology today is so advanced compared to that of 15 or 20 years ago that your new equipment will pay for itself in a relatively short period of time. Not to mention the added comfort and air quality that a new system will provide.

The 8 Questions to Ask Your HVAC Rep:

1. How long have you been in business how much experience?
2. Are your technicians certified?
3. What brand name would you recommend for my needs... and.... why?
4. How long is the manufacturer’s warranty and do I have to register it?
5. Does the manufacturer’s warranty depend on getting annual servicing?
6. Do you have a written warranty on your workmanship, if so.... how long?
7. Exactly what should I do and what should I expect on the day of installation?
8. What are my payment options (remember the Manitoba Hydro Programs)?

This “Consumer Awareness Guide” has been provided to you free of charge by “The Furnace Experts” We are committed to providing you with quality HVAC maintenance and installation services. Of course we would like to have you as a satisfied customer but we have provided you with this guide so that you can make an informed decision no matter what company you decide on. We would appreciate the opportunity to help you with all of your HVAC needs. We would consider it a privilege to have you as our customer.



8 Don Valley Parkway
Oakbank, MB
R0E 1J0

Office# 204-889-7779 or 1-204-866-4577