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- **Marketing Analytics for the HVAC Industry: Turn Numbers Into Insights**
- **Tech Talk Doesn't Close More Sales**
- **Make Better Choices When Renovating a Duct System**

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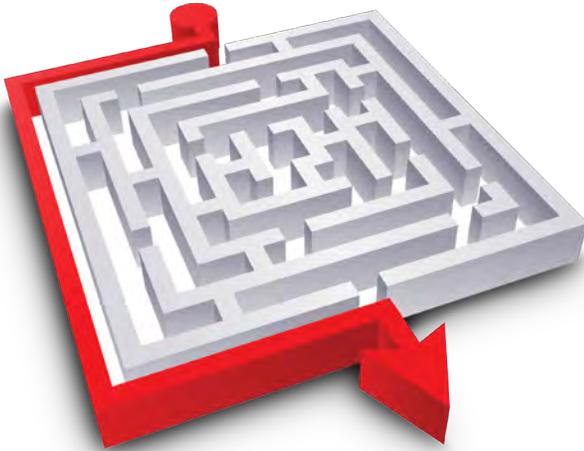
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# HIGH-PERFORMANCE HVAC TODAY™



**10** **TECHNICAL:**  
**Make Better Choices When Renovating a Duct System**  
NCI Instructor John Puryear provides tips to help your duct renovation process decision-making.

**13** **DIGITAL MARKETING:**  
**Marketing Analytics: Turn Numbers into Insights**  
Measuring and testing is NOT just the domain of HVAC diagnostics: it is also essential for your digital marketing.



**Visual Sales Aids**

**19** **SALES:**  
**Tech Talk Doesn't Close More Sales**  
What better way to bore a customer than by using jargon to explain comfort issues. Will Horner, Canco ClimateCare, explains how they close more sales without technospeak.

## DEPARTMENTS

Today's Word .....4  
 High-Performance Product Review .....5  
 Contractor Spotlight: **Progressive Heating, Air, & Plumbing** .....6

NCI Update ..... 23  
 HVAC Smart Mart..... 24  
 Ad Index..... 25  
 One More Thing ..... 26



# Earth Week and the Role of the HVAC Industry



**Mike Weil** is editor-in-chief and director of communications and publications at National Comfort Institute, Inc. Contact him at [ncilink.com/ContactMe](mailto:ncilink.com/ContactMe).

**A**s I write this column, the world is observing what has become known as Earth Week. It began on April 22, 1970 as Earth Day and has mobilized more than a billion individuals in more than 192 countries. It led to the creation of the U.S. Environmental Protection Agency (EPA).

In 2024, the overarching theme is “Planet vs. Plastics” and according to the [Earth Day website](#), the idea is to push a worldwide “unwavering commitment to call for the end of plastics for the sake of human and planetary health.” They are calling for a 60% reduction in the production of plastics by 2040 with an ultimate goal of “building a plastic-free future for generations to come.”

Is this reasonable? What are the consequences of such actions?

Throughout the lifespan of the environmental movement, many goals have been big and perhaps unreasonable. They have had unforeseen and unintended consequences.

For the HVAC Industry, the green movement led to the outlawing of CFC-based refrigerants and subsequently almost all of the replacement chemicals. That drove up the price for service and products. Extremists went as far as to call for the abolishment of air conditioning to save the planet from the ozone hole and global warming!

That unreasonable, and maybe even dangerous, battle cry was answered by our industry with speedy refrigerant replacements and a willingness to work rationally to the benefit of our country and our communities. That practice needs to continue. With that in mind, here are three key trends and challenges facing the HVAC Industry:

## ENERGY AND SUSTAINABILITY

It seems there will always be a push towards alternative refrigerants with lower global warming

potential. As an industry, we are champs at meeting this need.

Today, with growing concerns about climate change and energy consumption, there’s an increasing emphasis on making HVAC systems even more energy-efficient and environmentally friendly. This involves developing and implementing technologies that reduce energy usage, such as solar energy, high-efficiency heat pumps, smart thermostats, and advanced control systems.

## TECH ADVANCEMENTS AND ADAPTATION

The HVAC industry continues evolving with advancements in technology, including smart HVAC systems, Internet of Things (IoT) integration, and digital controls.

While these innovations offer benefits like improved performance, energy savings, and remote monitoring, they also present challenges such as the need for specialized training and expertise among HVAC professionals. Then there are the compatibility and interoperability issues between different systems and devices.

## WORKFORCE DEVELOPMENT

Though not specifically environmental, the skilled labor shortage is a pressing issue. As experienced technicians retire and fewer young people pursue HVAC careers, there’s a growing gap between supply and demand for qualified professionals. Addressing this requires initiatives to attract and train new talent (See [Today's Word, April 2024](#)).

What we’ve learned over the years is that these often over-blown calls for change have led to opportunities, especially for companies focused on system performance and sustainability.

The HVAC Industry remains poised to continue doing its part. As I see it, that is our role. 

Written by HVAC Professionals for HVAC Professionals

Conduit Load Calculation Software

As a residential HVAC contractor, finding an accurate and easy-to-use load calculation software program has always been a priority. Last year, I met [Shelby Breger](#) at an industry conference in Las Vegas.

Shelby told me about some software she was developing that uses [Lidar](#) technology to scan a home to perform a load calculation quickly and efficiently. It is called **Conduit** and I was intrigued and immediately volunteered to Beta test the software.

First and foremost, let's talk about ease of use. When you create a new job, there is a feature that I really like called "Job Wizard." Job wizard guides you through

a series of questions that will help establish a baseline for the building materials in the home. This feature can save quite a bit of time and can also help guide you if you are new to doing load calculations.



The room scanning feature works extremely well. As you scan each room, the app assembles a 3D image of the home on the screen. The scan measures and records the surface areas, windows, and

door sizes. The app allows you to easily edit walls and add or remove details as necessary.

Over the past several years, I have spent a substantial amount of time learning different load calculation software, and so far, Conduit is very intuitive and requires the little training. The app contains internal instructional videos that are easy to follow, which makes the learning process seamless.

The process from start to finish for an 1,800-sq.ft. home takes about 15 minutes. When you complete a job, Conduit generates a professional looking report which can be easily shared with your customer.

For more information, go to <https://getconduit.com>.

— Adam Mufich, NCI Instructor

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# Jumping On the Progressive Heating and Air Evolution

**N**estled in the heart of Newnan, Georgia, **Progressive Heating, Air, and Plumbing** stands tall as a beacon of reliability and innovation in the realm of HVAC solutions. With a steadfast commitment to quality service and cutting-edge technology, this family-owned business has transformed how residents experience comfort in their homes and businesses for three decades.



Greg Wallace

We first shone our High-Performance HVAC™ spotlight on Progressive in **November 2017**, 23 years after owner Greg Wallace, with \$1,000

and a pickup truck, first opened his doors as an independent contractor. In 2017, Wallace began jumping on the High-Performance HVAC approach to testing, measuring, and diagnosing HVAC systems throughout his service area.

At the time, the company was grossing around \$5 million in residential and light commercial sales. Much of that revenue came from large custom home construction projects.

From the beginning, Wallace says that staying on top of changing technology and ahead of the changes in his marketplace was part of his strategy, which meant focusing on education

and training. He doesn't remember exactly when he was introduced to the concepts behind system performance, but he did and joined National Comfort Institute (NCI) in 2014.

And that changed everything.

In our original Spotlight, Wallace says they were in the process of turning Progressive around and focusing on testing and measuring airflow, static pressures, and more on nearly every system they encountered. To do that, he sent his entire service and installation team through NCI classes and got them certified.

It wasn't easy. But Wallace was persistent, consistent, and focused. He saw what system performance did for his customers and his bottom line.

## THE PROGRESSIVE EVOLUTION

Seven years after that Spotlight story, Wallace says the company is celebrating their 30th Anniversary and aims

to hit \$10.5 million in sales. It's been a rough start this year (2024), but he sees them overcoming it and hitting close to home on that goal.

"If you want to survive in this industry," he says, "you can't let things like a warm winter or other weather situations rule your business. You must plan, prepare for it, and set yourself up for success."

He explains that he had to change his approach to internal and external systems as the company grew. He says that they now do air upgrades and duct renovation work on nearly every new installation project, which has positively impacted their profits.

Today, the company has 38 employees, nine service vans, one plumbing truck (he's working on adding another soon), and four installation trucks. They built and now use a new training room with working HVAC equipment and ductwork. He says, "We can



create situations and show the techs how to test, measure, and find the problems. Then they can go into the field and practice what they learn,” Wallace shares.

“Our biggest change since 2017 is that the high-performance approach is now second nature to us. If anyone on our field team doesn’t understand ductwork performance and hasn’t trained in how we approach systems here at Progressive, they won’t be working on service and installations. We’ll let them do maintenance for existing customers.”

## TRAINING HAS EVOLVED

Wallace says he uses all NCI’s tools: Air Upgrade, AirMaxx Lite™ app, and high-performance selling techniques.

“NCI has been a great help to us. Plus, we are all about hands-on training, too. We recently finished building a new training facility and had NCI do an onsite meeting there in December of 2023 on high-performance duct work renovations,” he explains.

“We had 10 or 11 of our technicians attend, and then we brought in eight more from other contractors. Training guys from other contractors won’t hurt me. A rising tide raises all ships. The idea is that we all make more money together.”

He says that doing so much training makes them stand out from their competitors. Progressive does 80% of their air upgrade work on new equipment installations.

“If you’re going to do the job correctly, you’ll have to upgrade something anyway. I’m not saying 80% of our jobs include ductwork, but 80% of our duct repairs and modifications usually involve installing new



equipment. From a different perspective, 20% of our projects are duct changeouts with no equipment installation. We’ll turn the whole duct system out and redo it.”

“Back in 2017, that wasn’t the case. We were still testing the waters. But I knew it was the right path and focused on getting us there.”

## THE PROGRESSIVE BRAND

Wallace says that Progressive’s reputation and brand revolve around solving seemingly unsolvable customer comfort and efficiency problems. They often are called into a job where someone else has installed brand-new equipment, and the client is still uncomfortable in their home.

“We come in and test everything, discover the problem (usually in the ductwork), and can generally close that repair sale at decent margins.

“It’s important to note that I don’t push brands other than my own.”

Wallace and his team bought another company before the start of the Summer 2023 season. A lot of that company’s installations didn’t include any duct upgrades. Wallace says that the acquired firm had 300 maintenance customers, so Progressive did all that work.

“As we do the maintenance, we are finding many airflow issues, so the number of duct renovation projects has increased. We’re not touching the equipment because it is perfectly fine,” he says.

“Our brand is based on correcting airflow and filtration issues, which are usually the biggest problems we find. By testing and measuring, we see that the return statics are too high, the house has bad returns, and so on. Often, we just tear out the entire duct system and start over.

“So buying that company was a bigger blessing than we originally thought.”

## CLOSING MORE SALES

Since 2017, when we last spotlighted Progressive, it has seen solid business growth with more sales and much better closing ratios. Wallace says he learned a long time ago that not every customer is the same, and he can be pickier about who his company does business with.

“For any contractor, especially for High-Performance HVAC contractors, it is essential to properly price your products and services. Progressive is not cheap. Some customers don’t like that. They don’t want to pay for that. So, they aren’t my customers anymore,” he explains.

“Other customers are unsure. In my opinion, their uncertainty is our fault. If we didn’t explain it well enough, then it’s a training issue. We have scripts to help teach our guys how to explain things. If those scripts aren’t working, we need to revisit that. Or if the tech isn’t using them, we have to revisit that too.”

He adds that a consultant he

worked with once told him that 10% of the people you encounter will only buy based on the lowest price. The consultant, **Barry Burnett of BDR**, also said that possibly 40% of the people will **buy mid-level** products and services, the next 40% will **buy above mid-level**, and they will be good customers. Burnett then said **the top 10% will buy the most expensive products** you offer.

“People only interested in price don’t want to pay for this. So I don’t want to work with them,” says Wallace. “We deserve to get paid for the value we provide. On new installations, we won’t take the job if the customer won’t upgrade the ductwork.

“The truth is, as we got better at high-performance testing and diagnosing, not only did we close more sales, but the quality of people looking to work here also improved!”

**ATTRACTING QUALITY PEOPLE**

Wallace claims technicians working for him today are the cream of the crop. He says that good techs are leaving other companies to work at Progressive.

“Twenty years ago, I struggled to find good people,” he explains. “It’s not like I had this epiphany of how to get good people. Word slowly made its way around town about the kind of work we do and the success we achieve.

“Our High-Performance HVAC approach of testing, measuring, and diagnosing airflow and static pressure issues helps us deliver what we promise. That is attractive to the best technicians who want to learn more about it and then do it. And I’d be remiss if I didn’t say that a lot of that had to do with how NCI changed how we think.

“And our success has mostly to do with the people that I hire.”

**FUTURE OUTLOOK**

Greg Wallace is at a crossroads today. The company he built from nothing is strong and growing. His son Hunter and stepson Josh are in the business as salespeople, and he promoted a longtime employee to general manager to run the daily operations. For him, the future looks bright.

“I plan to pass the company down to the next generation,” he says. “I don’t plan to sell it. And I want to keep as many of the people here as possible. I still want my family involved.”

As Wallace prepares for his eventual retirement, he has raised long-term employees like Samantha Brazie to take over management. She is the company’s general manager today.

“Samantha’s been here 13 years. She doesn’t plan on leaving any time soon,” he says. “With her organizational skills and focus on process, she has helped Progressive operate more efficiently and freed things up so well that I don’t have to work at all.”

He explains that Brazie originally joined the company to handle Progressive’s advertising, especially the company’s website development. She accomplished that task and proved her abilities through her willingness to take on many different projects and learn everything she could about things she didn’t know.

“We’ve grown together to trust each other. The problem is that I can’t let go. I can always find things to do, and I haven’t been able to relinquish control 100% yet. Samantha has 80 to 90% of the control. But that will happen.”

He adds that none of Progressive’s



Training has always been a big part of Progressive Heating, Air, and Plumbing’s culture. Today, with their new training room, they train even more.

successes would have happened if it hadn’t been for all the training he pursued over the years.

“But you have to be careful, Wallace warns.

“The secret is that you don’t need to train everyone on everything — you need to pick out certain things that will make a big difference in your business. You should also look at HOW you train and WHO you train with. There are so many trainers now. It’s like going to the grocery store, where they put everything in the aisle so it catches your eye.

“Choose your trainers carefully and then go for it. Don’t be afraid to invest the money. It will all come back to you in the end.”

Progressive Heating, Air, and Plumbing’s journey from a small local business to a trusted industry leader is a testament to owner Greg Wallace’s unwavering commitment to excellence and customer satisfaction. As the company continues to innovate and serve the Newnan community, it stands poised to shape the future of comfort and convenience in homes and businesses across the region.

For these and many other reasons, **High-Performance HVAC Today** magazine again shines its spotlight on **Progressive Heating**. Congrats to Greg Wallace and his team. **NCI**



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# Make Better Choices When Renovating a Duct System

**A**s a High-Performance HVAC™ Contractor, you go the extra mile when a client calls about comfort issues in their home. At first, you think it's a return issue since that is the number one repair when renovating a duct system.

You then think about doing a TESP (Total External Static Pressure) test to check fan airflow and establish a baseline of how the HVAC system currently operates.

Once you've done the necessary initial testing, visually inspected and checked the existing duct system sizing, you can discuss how an Air Upgrade would increase fan airflow and decrease TESP in terms the customer understands.

On July 1, 2019, this magazine published an article named "[Improve System Performance Using the Two-Foot Rule](#)." I wrote it because it was something I was taught in my early career by a grizzled old sheet metal mechanic who wanted me out of his hair. I have tested it and proven it works because it's based on basic airflow

principles. This is a follow up to the part of that article that discussed installing takeoffs **18 to 24 inches On Center** when using an extended or reducing trunk line.

Let's assume that as a high-performance contractor, you have a process/protocol you follow when you receive an airflow or comfort complaint from a client.

NCI has produced several "Tech Tips" to help with this process. First, let's look at NCI's "[Guide to Enhanced Duct Installation](#)." This is a checklist you can use to train your installation crews as well as an evaluation tool after completing a project.

## MAKE BETTER CHOICES

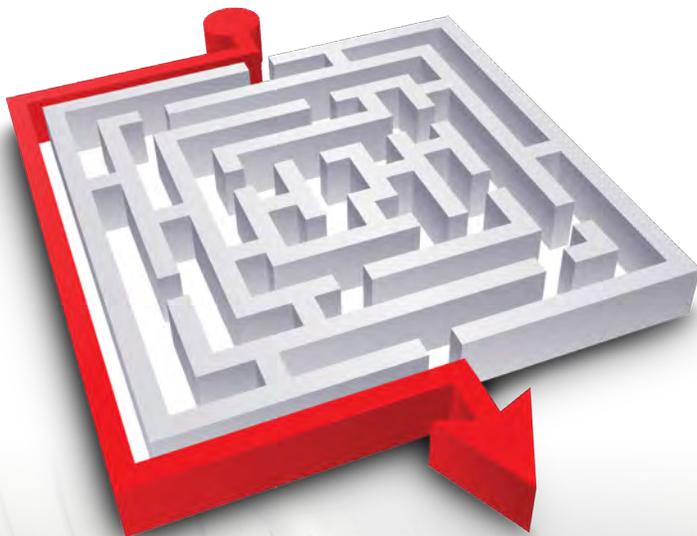
Things to consider so you can make better choices when renovating a duct system:

**Return Side of the HVAC System:** Verify return grille/filter sizing. (**Remember 1 CFM In = 1 CFM Out**). Review *NCI Filter Sizing Procedure* which states **Required Airflow (CFM) ÷ Field Rated Velocity (FPM) = Required Area in Sq.Ft.** for the air filter (Review NCI Tech Tip: *Determining Maximum Allowable Velocity for a Return Filter*).

- Size all return duct components for the required airflow using *NCI Duct Sizing Tables*.

Seal the joints with duct mastic and insulate appropriately. If using flex, pull tight (less than 4% compression) hang with less than 1/2-in. sag every 4 ft. (review [Air Duct Council Green Book, Flex Duct Standard](#)) and the NCI Tech Tip: *Another Way to Hang Flexible Duct*).

The components for a return upgrade include: Return Grille, Return Box/Can, two duct collars, flex/pipe, return plenum sized to handle no



more than 300 to 400 feet per minute (FPM) in return velocity.

Also, NCI has *Generic Return Grille CFM Recommendations*. Please note that NCI recommends you use metal adjustable elbows or **Flex Duct Saddles** instead of bending the flexible duct.

If a media filter is attached; NCI recommends you use a minimum size cabinet — 25-in. x 20-in. x 4/5-in. (good up to 1200 CFM per three-ton condensing unit. If bigger, add another filter cabinet)

Make sure there is a six to 12-in. transition from the media cabinet to the air-handling equipment. Return velocity should be between 300 to 400 FPM. NCI suggests using a maximum filter pressure drop budget for **Gas Furnaces** of .10-in. w.c., for **Air Handlers**, .15-in. w.c.

- If you have multiple returns **Do Not Forget** to add Air Volume Control Dampers to balance the return air duct upon completion. These will be needed to balance the HVAC system.

### Supply Side of the HVAC System:

Are all the supply duct components sized correctly? Let's start with the first supply fitting off the air-handling equipment. Depending on the layout; upflow, horizontal or downflow, here are some suggestions (See Figure 1).

- All Figure 1 fittings may be used interchangeably, in most situations. Another reference to consider using is NCI's *Duct Fitting for Measurements Worksheet*. It's designed to help contractors who need fittings but do not have sheet metal shops and outsource to a sheet metal fabrication shop.
- Upgrade the trunk duct as needed. In many cases, upsizing the first four to six ft. to handle all required airflow, then re-attaching or adding branches, can decrease static pressure significantly. Reseal ductwork with mastic and verify the duct wrap insulation is rated at a minimum R-8 or meets local building codes.

**NOTE:** **ACCA Manual D** suggests not to run any given size of trunk duct



more than 24 ft. Then reduce to avoid friction rate and static pressure issues due to effective length.

- There is a SMACNA fabrication note about when to transition. Be careful not to decrease the transition/reducer size by more than 4-in. This lowers the pressure drop of the fitting and allows the required air to drop by at least 200 CFM. Review **Tech Tip: Sizing for Low Pressure Drop Duct Fittings**.

- Make sure all branches have volume dampers installed. This is necessary once you completed the renovation and need to balance the HVAC system.

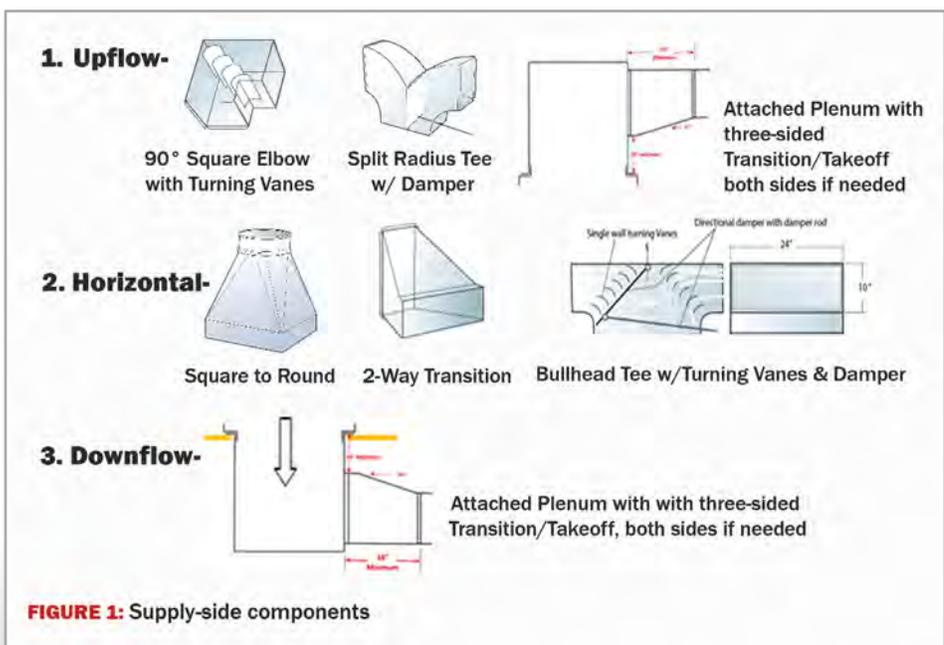
- When re-attaching branch runs, follow the **Two-Foot Rule**. NCI recommends upsizing the takeoffs by at least an inch if using round collars or saddle airtites. When installing takeoffs on a rectangular trunk, always use side or top takeoffs.

**NOTE:** Air pressure is always highest on the sides.

- We have discussed flex duct on the return side, but I would like to point out the supply is a little different.

The flex duct should be attached securely to the boot with the inner core pulled tight. The shorter the branch run, the better. Try to keep it to 15 ft. or less. There will be less chance for the compression to go over 4% (based on a **2004 Flex Duct Study** published by Texas A&M).

The study found that if the compression increased to 15%, the friction rate



doubled causing decreased airflow to the register.

**NOTE:** If the flex is over 15 ft., NCI suggests adding the appropriate amount of round pipe to complete the outlet run.

● Boot selection can be critical. Remember that the **Equivalent Length** (EL) of a 90° boot is 80 ft. According to [ACCA Manual D - Group 4](#): ceiling/diffuser boxes could be **EL = 35 - 60 ft.** Choose carefully. Maybe look at straight boots (EL = 10 ft.) and an off-the-shelf (supply house) four-segment/gore adjustable elbow (EL = 20 ft.), if you can make it fit in the space. This probably won't work in a finished basement because most joists are 7½-in. deep.

● Finally, don't forget the **Terminal Device**, which is called the supply register. Check the **throw, spread, face velocity, noise criteria, and CFM.** Registers are not ornaments; they are a component of a sophisticated, well-designed HVAC system.

I have tried to give you enough information to improve static pressure and airflow, so go out and fix something!

Each one of these components will decrease the TESP a little but together can extend equipment life and improve how the whole system works.

One more word of caution, please do a room-by-room load calculation to verify equipment size and required airflow for each room.

Also, ask lots of questions and listen to the customer's response. They

don't speak your language, but they live with the issues and called you because they want it fixed.

If you decide you would like a better understanding of what I covered, I suggest you schedule a date with NCI's [Duct System Optimization Class](#) and get certified. I am always available to answer questions. 

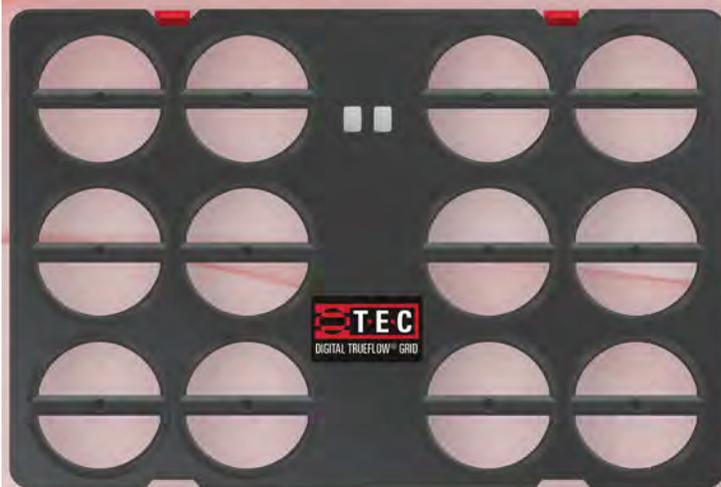


**John Puryear** has a background in duct design, sheet metal fabrication, and installation in both commercial and residential HVAC. He currently serves the industry as an instructor for the [National Comfort Institute](#)

(NCI). If you're a contractor or technician wanting to learn more about duct airflow, design, or renovation, contact John at [ncilink.com/ContactMe](mailto:ncilink.com/ContactMe).

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# Marketing Analytics for HVAC: Turning Numbers into Insights

**B**eing an HVAC contractor in the digital age means you likely have some online presence. Maybe you have a company website. Or perhaps you dove headfirst into the world of Facebook, Instagram, TikTok, or all the above. In any case, having a digital presence puts your business on customers' radar when they need an HVAC contractor to repair, upgrade, or replace their system.

Having a strong, deliberate online presence can bring additional sales to your company. However, getting customers to engage with your company online isn't as simple as creating a social media page or website and writing posts to your heart's content.

You need to look at numbers and draw conclusions about your marketing strategies to get customers' attention. It's a lot like gathering static

pressure and airflow readings when diagnosing a problem in the field.

Just as you test and measure in the field and analyze those readings to help inform your diagnostic process, you can look at statistics and analyze them to forge a marketing strategy that brings actual results. That's called "marketing analytics."

## WHAT IS MARKETING ANALYTICS?

Broadly speaking, marketing analytics is how we convert measured numbers into insights we can use to make decisions.

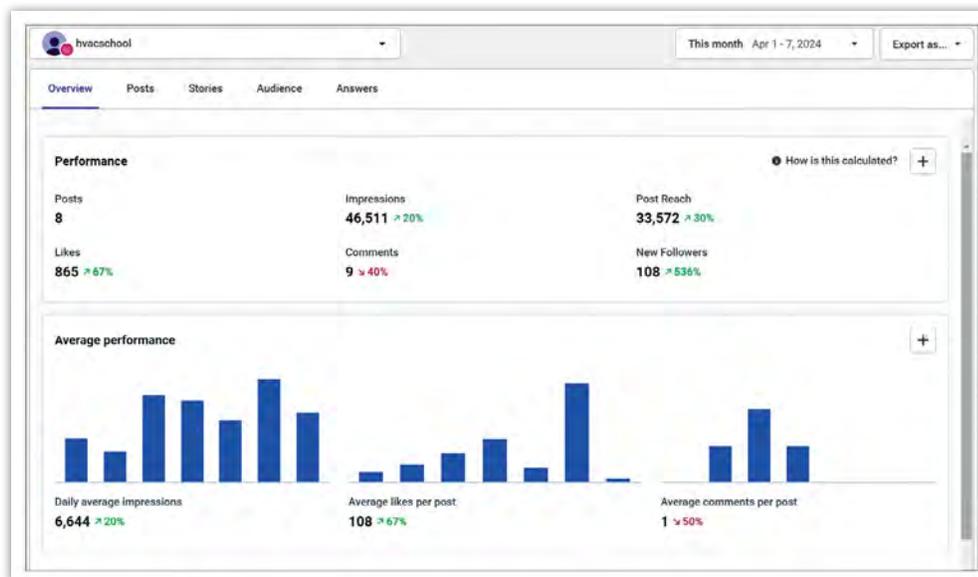
It's a skill HVAC technicians already use in the field. When they go to a customer's home and measure static pressures, the numbers read on the gauges or apps might not mean much to the average person. But your technicians can tell if the HVAC system has high, low, or normal pressure.

We attach a meaning to those numbers by comparing them to what's normal, which informs our diagnostic processes.

Let's say you measure a total external static pressure of 0.9-in. w.c. when the maximum rated pressure drop is 0.5-in. w.c. Your average Joe won't know what a pressure drop of 0.9-in. w.c. means, but professional HVAC technicians will know that it's high! The high static pressure will inform the technician's next move as they attempt to diagnose the problem—and,

eventually, fix it.

The same principle applies in the digital world.



[Buffer](#) (screenshot above) and [Hootsuite](#) are examples of social media management software that can provide analytics reports.

We can see how many people **liked** our posts or **subscribed** to a newsletter. Still, those numbers don't help educate and reach potential customers unless we understand what they mean.

Now, if we notice trends where before-and-after photos get more likes and comments than sales infographics, we'll know to post more before-and-after photos to interest more customers.

Generally, marketing analytics could be as simple as watching trends in how many **likes, comments, clicks**, etc. we receive per post on our website or social media outlets.

We're taking numbers, understanding what sorts of insight they give us about the health of our marketing

strategies, and using them to decide future steps. That sounds like what we'd do to diagnose an HVAC system or prepare a duct upgrade, doesn't it?

**BASIC METRICS**

There are a few metrics you'll likely come across in the world of marketing analytics:

- **Bounce** – In [Google Analytics \[GA4\]](#), the bounce rate refers to sessions that are not engaged (see *Engagement* below). In email marketing, bounces are failed deliveries.
- **Click** – An instance where someone clicks on a link in your social media posts, emails, or websites.
- **Engagement** – A measure of interactivity with your content. If some-

one likes or comments on a social media post, that counts as engagement. On websites, specific criteria may signify if a user is engaging with the content (for example, spending 10 seconds on a page, scrolling down 90% of a page, or viewing at least two pages on a website).

- **Fans, Followers, or Subscribers** – People who receive updates from your social media page, blog, or newsletter.
- **Impressions** – In social media analytics, impressions are the number of times a post appears on someone's feed; it does NOT necessarily measure engagement. (It's like the number of cars that pass a "Garage Sale" sign, regardless of how many people pass it



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multiple times or end up going to the garage sale.)

● **Likes (or Reactions)** – The number of people that interacted with the “Like” function on a social media site (or all reactions, including “Love” and “Angry” for Facebook).

● **Reach** – In social media analytics, reach is the number of unique people who saw a post or page. (Unlike impressions, reach would be the number of unique license plates of cars that drove by a “Garage Sale” sign.)

● **Session** – In some analytics software, a session is a collection of user behavior across their experience on a website, including the number of page views and engagement statistics.

● **Users** – This term is broad in Google Analytics [GA4] and refers to anyone who visits your site; Google Analytics sorts users into a few different categories based on their behavior, including:

- **Total** (all users)
- **New** (first-time users as indicated in the code)
- **Active** (engaging with the site within a specified date range in the report)
- **Returning** (involved in at least one previous web session on your site, regardless of engagement).

● **Views** – In terms of website analytics, views refer to the number of times a page is loaded on your site, whether it’s from an internal referral (another page on the site) or an external referral (such as a search result on Google). Regarding social media or YouTube videos, a view is any time someone watches a video, reel, or short.

● **Visitors** – The number of times your website is reached from an external source (e.g., from a search result

on Google or a Facebook link).

## COLLECTING DATA FOR ANALYTICS

While marketing analytics can be daunting at first glance, you can start simply. You don’t need software to collect basic data about user engagement on your website or social media platforms.

You can see how certain social media or blog posts performed by looking at how many likes or comments each post received. You may notice that posts of a specific format, length, or topic tend to receive more attention than others. It would stand to reason that something you’re doing in those posts resonates more with potential customers.

However, keep in mind that the data can mean different things; a post may have gotten more attention because it was posted at a different time of day when more of your followers or subscribers were active.

For that reason, it’s a lot easier to have software that tracks and compiles this information into reports; [Buffer](#) and [Hootsuite](#) are examples of social media management software that can provide analytics reports.

Such software shows things like engagement statistics, but they can also show you the best days and times to post social media content, as well as how often you should post, based on historical data.

When you have all the data in front of you, you can see which post times are most likely to result in the broadest reach and which post topics or formats get more engagement than others. With the numbers—and the insights—at your disposal, you can

develop your marketing strategy.

## MARKETING ANALYTICS FOR COMPANY WEBSITES

The same principles apply to websites. You can use software like Google Analytics [GA4] or a plugin from your website host (like [WordPress](#)).

We use WordPress for [HVAC School](#) and receive data about how people interact with the website via their [JetPack](#) plugin.

This feature is basic by comparison to [Google Analytics \[GA4\]](#), but it allows us to see how people use our site, what pages they’re viewing, and how they found the site (e.g., from search engines like Google or links on other websites), among other things.

This information can tell you what people want to see on your site and what they typed into a search engine (like Google) to find your site. Both things are great pieces of data to help generate sales leads down the line. The data can help you identify potential customer pain points that you can help alleviate with your services.

For example, prospective customers will likely search for “HVAC contractor near me” or “AC repair near me.” However, some prospective customers actively seek home solutions and might use more specific queries, like “duct renovation near me.” If your business provides the services the customers are searching for, you can use this data to shape your messaging by ensuring your web content contains the keywords customers search for.

Google Analytics [GA4] also allows you to configure your reports to collect data from specific locations. You can use this to your advantage by collecting data only from your service area. If

you're a contractor in Seattle, the web activity of a user in Miami isn't going to generate sales leads. You can filter their data out and analyze the data that will help you generate sales leads.

**DATA ANALYTICS FOR NEWSLETTERS AND EMAIL CAMPAIGNS**

You can manage newsletters and email campaigns in bulk with software like **Mailchimp** or **Hubspot**. We use Mailchimp at HVAC School to automate tech tip notifications and send emails for specific events (like upcoming webinars and the HVACR Training Symposium).

Some plans allow you to see the analytics of your most recent campaigns, including how many people opened your email, clicked on links in the email (and which links they clicked), and unsubscribed upon receiving the email.

In cases with clicks and opens, you may also see unique clicks and opens, representing how many individual

users opened the email or clicked on something. That way, a handful of users who click on things repeatedly won't skew the data.

Let's say you send an informative email about the importance of good static pressure and provide and include a link to a service request form, contact form, or FAQs on your website. When you look at those clicks in your analytics panel, you can easily gauge existing customers' interest in that service by seeing how many people click on the form.

On the other hand, many people could unsubscribe from an email that seems like an aggressive sales pitch. You might not know to change your approach unless you see many unsubscribes in your analytics panel.

**WHAT TO DO WITH ANALYTICS IN THE LONG RUN**

We know what analytics are and how to get the data we need—great!

Now, what do we do with that data?

In some of our previous examples, you can see what's working and not working in the short term to make quick fixes or explore a formula that seems to work so far.

In the long term, you can use analytics to appeal to people **you** want to work with. As you figure out what your company can offer to interest prospective customers who would be a good fit, you can attract more of those customers and solidify your company's identity in the process.

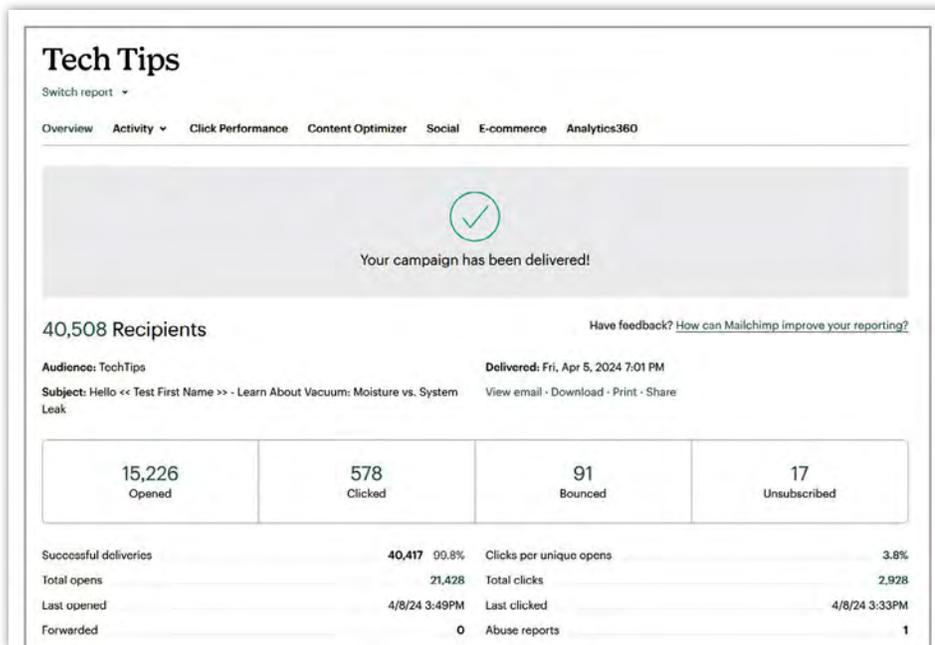
Using analytics to drive your online marketing lets you deliberately develop your company's image by referring to specific insights—not by posting haphazardly. You get to see which messages gain traction online. Then, you can decide how to attract customers who are a good fit for you with the insights you receive.

In addition, online messaging about your services, pricing, service processes, etc., lets customers know if your HVAC business is right for them and will address their specific pain points. That said, your business won't address the pain points of every single prospective customer.

**BIG MISTAKE: TARGETING EVERYONE**

It's normal to want to cast a wide net to get as much business as possible. However, some customers just want someone who can get their A/C unit running; these customers will likely not be interested in advanced diagnostics or upgrades, even if those items would improve their comfort and their systems' longevity.

Some customers won't be willing to pay the prices you ask for a thorough



Here is a screenshot of HVAC School's MailChimp email campaign software. We use this to automate certain campaigns, to announce Mail upcoming events, and to track the subsequent data.

system diagnosis. That's okay — customers have different goals, and you, the contractor, don't have to try to please everyone.

Keep that in mind when you craft the messages you want the public to see. Sure, an email or post about a \$59 duct cleaning special might get more clicks than an informative piece about how poor ductwork can keep an HVAC system from living up to its full potential, but is the \$59 duct cleaning special really the service you want to provide?

Instead, focus on the messages that resonate with the people you are best equipped to serve. Then, nail down the online habits that get people to pay attention to your business.

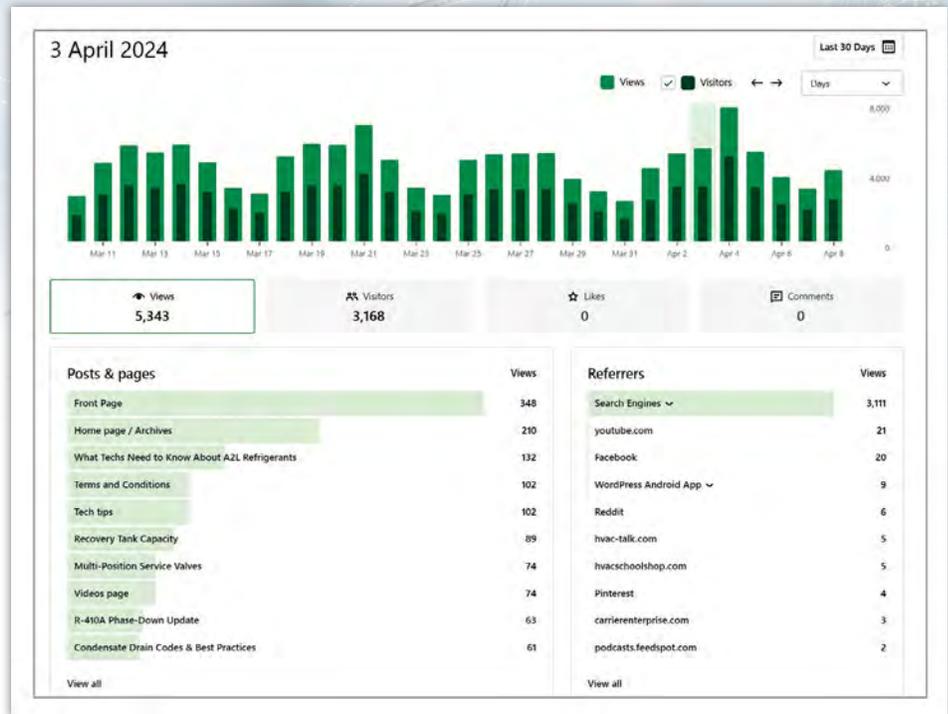
## ANALYTICS FOR THE **HOW**, NOT THE **WHAT**

More web traffic, clicks, and engagement on your site or social media is good. However, it shouldn't entirely dictate your business model or the content you post.

For example, the HVAC School website analytics consistently show that A2L training is among our most highly sought-after content. At least one A2L-related tech tip consistently ranks in our site's top 10 most-visited pages on any given week.

If web traffic was the most important thing to us, we may as well go all in and change our name to A2L School. But getting clicks by itself is not what we set out to do.

We aim to share field-applicable training about several aspects of the HVACR trade. *That* is our "what." The results of that goal aren't tangible since HVAC School is a free source, but we still focus on making our



Sample screen of HVAC School's analytics showing their website data. This information can then be used to fine-tune content delivery to satisfy reader's interests.

content have the highest reach possible.

However, we've put that into practice on our [YouTube](#) channel with successful results. When explaining scientific concepts and detailed service procedures, we've noticed that our 3D videos outperform our other content regarding views and likes.

Those analytics tell us that people love these videos (or maybe they're more likely to share them with apprentices), and more people find them helpful.

After we saw that this new video format made a positive difference for our audience and our overall reach, we started creating more 3D videos to show detailed installation and service procedures.

## WHAT ABOUT ME, A HIGH-PERFORMANCE HVAC CONTRACTOR?

Just as zeroing in on A2L training isn't HVAC School's "what," the \$59 duct cleaning special isn't your

company's "what." Will an email advertisement for that \$59 duct cleaning get more clicks? Probably, but clicks aren't the most important thing.

You're offering advanced diagnostics—and possibly some radical design solutions—to help homeowners. Your work helps them address why their HVAC equipment is reaching only about half its potential. Focus on *that* messaging, but pay attention to the content delivery to attract customers willing to pay for your services.

Do your customers click on links to your company's request for service form through Facebook posts with before-and-after photos?

Do you have videos of technicians performing tests in the field or of senior techs explaining the science behind the service? That's the information you can get from analytics, and you can embrace it to drive your online messaging.

If the analytics show that customers in your market like time-lapse videos of jobs well done more than other content, and leads to an uptick in request forms being filled out, then you'll know to share more of those time-lapses on your social media!

If your newsletter subscribers aren't opening emails with a lot of text, you know to change to something more digestible or visual.

**IF YOU DON'T MEASURE ...**

Just as it can be a bit overwhelming to think about all the readings you need to take as an HVAC technician, all the numbers involved in marketing analytics can be daunting at first. Clicks, views, visitors—it really can be overwhelming. You may collect data

analytics from several sources simultaneously: your website, mailing list, and social media.

But just like when you start testing for static pressure more often, looking at your marketing analytics will help you start seeing trends. By the way, just as Bluetooth-compatible HVAC measurement apps hint at whether your readings are high or low, many analytics platforms will show you increases and decreases in the strength of your marketing efforts over time.

Once you get familiar with your numbers and understand what they're trying to tell you, you can see them as valuable indicators for your marketing strategy.

As with anything we measure in the field, the idea is to convert numbers

into insights that help determine the next step.

You can get them from various sources, each with different pricing and options, but they can help you pin down what's grabbing your audience's attention so you can generate more leads and share your solutions with more customers. 



Emily Gutowski is the technical writer and content editor for [HVAC School](#) (founded by Bryan Orr), in Clermont, FL. She has occupied this role since 2020, the same year she graduated from the University of Florida with her Bachelor of Arts in English, and a minor in mass communication. Emily can be reached at [ncilink.com/ContactMe](#).



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# Tech Talk Doesn't Close More Sales

**W**hile often overlooked, HVAC systems play a crucial role in ensuring the well-being of occupants in residential, commercial, and industrial spaces. From maintaining a comfortable temperature to improving indoor air quality, HVAC systems offer many benefits that enhance our daily lives.

Over the years, I've learned that the world of HVAC is confusing from a consumer's perspective. That is a given. But it can be very unclear to those involved in it, too. From how equipment actually works to the science behind heat transfer, there is so much technical language. As we become better at discussing HVAC systems, that jargon can and often does become part of our everyday speech.

At Canco, we try to eliminate confusion by showing rather than explaining. Our National Comfort Institute (NCI) mentors always discuss systems and processes. That includes creating and sharing documentation with customers to help explain what we are doing. So, we made our own forms, which NCI's late Rob Falke helped us build.

## SHOW NOT (NECESSARILY) TELL

Furthermore, we always look for other tools that can help simplify the technical aspects of testing, diagnosing, and solving HVAC comfort issues. One recent tool we started working with is the measureQuick mobile app.

With this tool, we can more efficiently do real-time field testing, and the reports measureQuick produces will help us better explain what we found and what those findings mean to our customers.

That's bumped up my level of system field diagnostics and my ability to provide prescriptions

to customers for remedies. Our two installation crews will also be using this app to verify that we deliver what we sell, which is safety, health, comfort, and efficiency.

As a salesperson, first I explain how these tools help us determine the health of their ductwork and why that is important. Then I explain how we use national guidelines to compare our measurements and testing results. This is how I can better help them understand how their system is operating now and what we can do to improve it.

Only then do I move into the importance of airflow and why air upgrades and duct renovations are a solid way to get their systems to peak operating efficiency and comfort.

We call this approach the Canco Air System Performance Verification, and this process helps us to sell more air system renovations.

## SELLING STARTS WITH UNDERSTANDING, NOT TALKING

Selling heating and cooling solutions to consumers can be like speaking an entirely different language. And many HVAC contractors often struggle with effectively communicating information and expectations to their customers on sales visits. The gap between the deep technical knowledge of those who sell HVAC services and products and the average consumer is huge. This gap can create some unique communication obstacles working to close on sales.

NCI taught us to always start by discovering customer needs. That means asking them questions. The customer can tell you more in a few minutes than you could ever find out from the basement looking at a piece of duct.

The customer can tell you what they're experiencing, what they want, and what they need. At



Whether talking to customers during a sales visit, or visiting with attendees at a local home show event, the key is to listen, ask questions, and invite them into a relationship versus transactional discussion. And steer clear of falling into technical jargon speech.

**Canco**, we spend a lot of time developing processes to help us provide customers with what they want. The funny thing is that most don't even know they want safety, health, comfort, and efficiency.

But when I finish explaining what we will do and why, when I show them how we can improve their situations, they realize they want and need those four things.

In classes and articles I've read, this is called developing a relationship. Building a relationship with your customers changes things. You go from your relationship being based on transactions (or the cheapest price/fastest installation time) to one based on trust.

Relational customers listen to us, ask questions, and want to know more. During my sales presentation's first 15-20 minutes, I ask questions and then listen to their answers. I talk less and spend more time taking notes in the first 20 minutes.

### IT'S A CULTURAL THING

It never dawned on me before, but communication is a cultural thing. For us, the culture is our high-performance approach, and it's taken years to get it going, but I see it making a difference.

Again, it's not easy. Even today, I must simplify how I talk to customers and focus on showing instead of

telling. It takes a lot of effort.

What disheartens me is how so many companies claim to operate above par but settle and provide average or below-average service. They like the status quo. That's not us. We don't want the status quo.

We want to show our community that we're better than just the guy who sells boxes.

### TIPS FOR SIMPLIFYING TECH TALK

The good news is that the owners of Canco go out of their way to provide me with the tools and training I need to be successful at this. Here is what I learned, what I practice, and what is working for me and my company:

- The truth is most customers want to understand what they are buying and why it benefits them. Translating HVAC jargon into ideas that customers can comprehend is an art that doesn't come naturally to everyone. I take time to create a list of the most common talking points in my sales approach and write out simplified, relatable responses for each.
- Less can be more – I struggle with falling into the trap of talking jargon. It is second nature – after all, I've spent years selling HVAC and training in its technical aspects. My nature is to overshare that wealth of industry knowledge, thinking I am educating the customer.

While consumers want to feel confident in their purchase choice, they are easily overwhelmed by a salesperson or technician sharing a firehouse's worth of information. Today, I work hard at trimming my sales conversations down to only what is necessary for the homeowner to understand the benefits. Once I do that, I can complete the sale.

- Bundling – I find success in offering various products and services that we can bundle to benefit a customer (service agreements, financing options, extended warranties, IAQ, etc.).

When offered separately, the sale becomes more complex in customers' minds. Bundling these services together into set purchase plans can simplify customer choices. They can make clear, confident decisions faster, and the salesperson can close more sales.

### VISUAL AIDS

Using visual aids is the fun part for me. I follow Canco's six-step sales process. I show the customer the NCI form with their name and telephone number on it (it's customized just for them). It shows how an HVAC system is supposed to work and what we do to test and measure to find any problems. I guide them through it. I put an addendum to it if I want something to stand out for them.

Typically, that addendum is a sheet

of paper with headers for safety, health, comfort, and efficiency. Beneath each header, we describe what we provide in each area for them. I leave that with the customers while I begin testing in their basement.

That's proven powerful because when I come up from the basement, the customers usually are reading that form. They're engaged. I then ask them what they think about the information they just read.

Their response is usually very positive. They'll say, "I'm really glad you're doing this. No one else does this stuff."

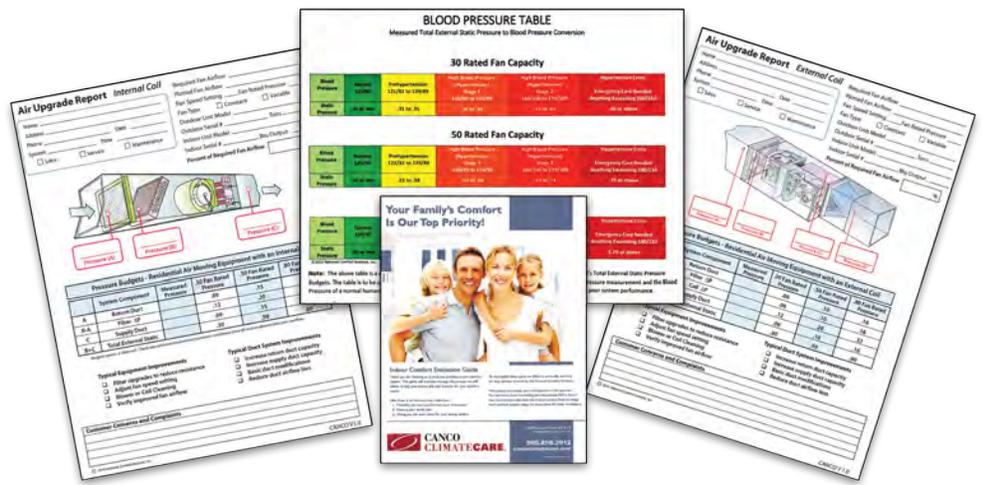
This seems to wean out transactional customers, who we don't want anyway. I think NCI taught us about firing customers. Sometimes, our pricing or the way we do things wean them out. They don't understand. I do my best to educate them in under two hours, but sometimes that is futile.

We also use analogies to help explain what we do and what we measure and test on their systems. Using analogies, such as comparing static pressure to blood pressure, makes things much less techie and more understandable.

Plus, I take a lot of pictures. I learned this from **Tom Whitman**, who called it *evidencing*. I take photos on my cell phone and iPad to show customers what I'm doing and what I found during my presentation. In this way, I can teach them about their system.

I also draw pictures now (something else I learned from Whitman). That's been a godsend. It seems weird for me to draw a picture to explain how a customer's system works. But most customers thank me for showing them in a way they understand.

Hand-drawing pictures showing how air moves throughout their home helps



## Visual Sales Aids

make sense of their issues and allows them to decide to buy from me. I often don't even ask for the order. They say, "When can you get started, and what kind of deposit do you need?"

The result of this show-versus-tell approach is having a closing rate, on average, around 40 to 50%.

### STORYTELLING IS SO POWERFUL

Everybody loves a good story. Sharing anecdotes or real-life examples to explain and illustrate our practices and technologies is also a great way to build customer relationships. Because we practice High-Performance HVAC™, we can make the invisible visible for customers.

Where most people **look through** the air and **breathe** it, we can **see** it by testing and measuring air within the ductwork. Customers are amazed, especially when we show them airflow numbers. We show them how we can see what it's doing. What other contractor can do that?

At this point, I can talk about the tools we use, the training we undergo, our certifications, and what that means in terms of providing them with solutions to their comfort and energy issues. Most customers then get it and see that virtually no other contractor offers this level of service.

I've gone as far as showing them our readings and measurements, but

most customers, in my experience, don't care about that. What they do care about is the evidence I gather, the pictures I share, and the explanation of the difference between what we found compared to national standards, much in the way doctors or car mechanics do.

I then end the story of their HVAC system by asking them if they can see how our proposed changes can make a difference for their family.

This is how Canco builds trust and relationships with potential customers and maintains those relationships with existing ones. Again, it's all about communication and education.

None of this stuff just happens. It takes commitment. It takes training. And most of all, it takes practice. Training is critical to making sure that everybody is on the same page. It's also a great way to find better solutions together. 



**Will Horner** is the sales manager at **Canco ClimateCare** in Newmarket, Ontario, Canada. He joined Canco in 2005 and is a firm believer in training. He has taken all the HVAC design courses

at The Heating, Refrigeration Air-Conditioning Institute of Canada – Skilltech Academy. Horner holds current designations as a Residential Air System Design Technician and Residential Hydronic Design Technician. You can reach him via [ncilink.com/ContactMe](http://ncilink.com/ContactMe).

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## Late-Breaking 2024 HVAC Summit News



NCI's 21st **Annual High-Performance HVAC™ Summit** is coming! It is the gathering place for high-performance contractors across North America and

is the only event focused on servicing, selling, and delivering High-Performance HVAC systems. Summit 2024 is September 10-13 in Asheville, NC.

**Registration is open** and **room reservations** are starting to fill up.

This year's theme is **OUTPERFORM! Make High-Performance HVAC™ Your Secret Weapon for 2025 and Beyond.**

Join fellow High-Performance HVAC contractors in Asheville to explore ways to outperform your competition, delight customers, and lead your marketplace as you set your priorities for 2025 and beyond.

The 2024 conference includes 11 breakout sessions. This month, let's focus on two of them:

**The Air Upgrade Cure: A Simple Solution to HVAC Equipment Failures:** NCI's Vice President of Training, David Richardson, will present this session and focus on two of the most common issues for equipment failures: excessive external static pressure and improper airflow.

He will show you how to correct these problems with Air Upgrades via testing, diagnosing, and creating a predetermined scope of work.

Also, Bryan Orr, president of Kalos Services and HVAC School, will present **How to Solve the Top 10 Inverter Installation Issues.** Inverter tech isn't new, but newer products hitting the market today

are causing concern because technicians are still learning about it.

Bryan will share the most common inverter issues technicians may encounter in the field, and how his HVAC company solves them to provide HVAC systems that operate at peak performance.

If you want to see all 11 sessions in detail, go to [ncilink.com/SummitSessions](http://ncilink.com/SummitSessions). If you have any questions, call **800/633-7058** and have our Customer Care representative help you.

## NCI Member Martin Hoover is ACCA's New Chairman

Congratulations to NCI member Martin Hoover on his recent appointment as chairman of the [Air Conditioning Contractors of America \(ACCA\)](#).



Hoover is co-owner of [Empire Heating and Air Conditioning](#) in Atlanta, GA. He has been a member of National Comfort Institute since 2004.

With more than 40 years in the HVAC Industry, he has been recognized with many awards including several American Standard, Amana and Daikin Dealer Awards; Contractors 2000 Performance Award; Conditioned Air Association of Georgia Contractor of the Year; and ACCA's 2020 Distinguished Service Award.

Congratulations to Martin Hoover.

## Welcome NCI's New Partner: Shop-On-Fire

National Comfort Institute (NCI) is pleased to announce the addition of another partner to our *Member Rewards*



*Training Incentive Partner Program (TIPP).* Welcome to Jeremiah Webb's **Shop On Fire**, a national coaching organization focusing on CSR Training and Coaching, Technician Sales Training and Coaching, and Leadership Training and Coaching.

If you have any questions about membership, our TIPP program, or Shop On Fire, contact one of our NCI Customer Care Representatives at **800/633-7058**.

## Adam Mufich is NCI's Newest Instructor

National Comfort Institute (NCI) is pleased to announce the addition of Adam Mufich to its instructor corps.

Mufich's family has been in the HVAC Industry in the Chicagoland area since before the 1970s. His grandfather was the chief engineer at several notable buildings in Chicago, including the historic Palmer House Hotel. His father first worked for Trane Comfort Corps in the 1970s, then opened a residential HVAC business in the early 1990s.

Adam worked for his father, then started A-Team Heating and Air in 2012. A-Team was dedicated to solving customer comfort issues by delivering the highest level of craftsmanship possible.



Mufich holds or has held certifications with NATE, NCI, Geothermal Alliance of Illinois, and ACCA.

Please join us in welcoming Adam Mufich to the NCI team.



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## Advertiser Index

Arzel Zoning Technology, Inc.   <a href="http://www.ArzelZoning.com">www.ArzelZoning.com</a> .....	5
Baker Distributing Company   <a href="http://www.BakerDist.com">www.BakerDist.com</a> .....	24
Daikin Comfort Technologies North America, Inc.   <a href="http://www.northamerica-daikin.com">www.northamerica-daikin.com</a> .....	25
Duct Saddles   <a href="http://www.DuctSaddles.com">www.DuctSaddles.com</a> .....	18
Evergreen Telemetry   <a href="http://www.EvergreenTelemetry.com">www.EvergreenTelemetry.com</a> .....	2
Lazco Corporation   <a href="http://www.Lazcocorp.com">www.Lazcocorp.com</a> .....	9
R.E. Michel Company   <a href="http://www.REMichel.com">www.REMichel.com</a> .....	14
Sauermann   <a href="http://www.sauermanngroup.com">www.sauermanngroup.com</a> .....	22
TEC (The Energy Conservatory)   <a href="http://www.energyconservatory.com">www.energyconservatory.com</a> .....	12
To Your Success   <a href="http://www.ToYourSuccess.com">www.ToYourSuccess.com</a> .....	24
Tru Tech Tools   <a href="http://www.TruTechTools.com">www.TruTechTools.com</a> .....	9, 24



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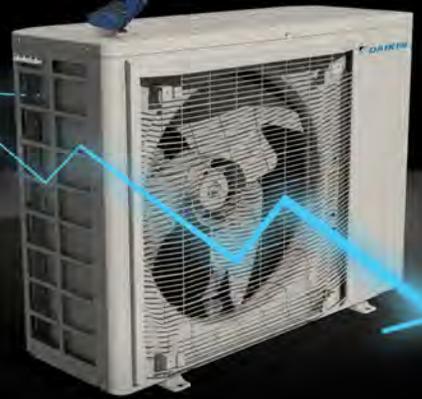
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# OUTPERFORM With Us at HVAC Summit 2024!



**Dominick Guarino** is publisher of *High-Performance HVAC Today* magazine and President & CEO of National Comfort Institute, Inc. He can be reached at [ncilink.com/ContactMe](https://ncilink.com/ContactMe)

Our theme for National Comfort Institute's (NCI) **High-Performance HVAC™ Summit** on September 10-13 in Asheville, NC is **OUTPERFORM!!** The all-new format focuses on the newest tech and best practices for integrating High-Performance HVAC into your business approach.

At last year's Summit we spoke about a new spirit of collaboration we wanted to foster among companies that are truly focused on raising the bar for the HVAC industry.

These conversations were timely in the face of the onslaught of major new technology challenges, ranging from A2L refrigerants to inverter-based HVAC systems, new heat-pump technology — and more.

I am excited to report that since then there has been unprecedented collaboration between NCI, manufacturers, distributors, and a number of organizations who produce tools and services focused on raising the bar. Many of these new initiatives will be shared this September.

Our goal this year is to help you navigate the many new challenges mentioned above, and seize the opportunities that invariably come with these rapidly changing times in our industry.

## AN EVENT FOR EVERYONE

We invite you to join other like-minded HVAC professionals as we work together to help you outperform your competition and delight your customers with high-performance solutions.

This event is open to everyone. Whether you're just exploring this approach, or want to take what you've learned from NCI's training to the next level, this conference is for you!

We're confident owners, managers, salespeople, technicians, and installers will gain a ton of value, knowledge, and new relationships from

this one-of-a-kind event.

The High-Performance HVAC Summit is not just another HVAC conference. It's the **ONLY** industry event 100% focused on helping your business succeed in selling, installing, and servicing systems that outperform 90% of the current installations across North America.

## CONFERENCE HIGHLIGHTS

Here's just a sampling of this year's conference:

- **Ten different workshops** laser-focused on delivering proven, measured performance, and helping you achieve the profitability you need and deserve. [Click Here](#) for complete descriptions.

- **High-Performance Town:** A hands-on experience featuring operating HVAC systems where you'll work with the most cutting-edge testing and diagnostic technology available today.

- **General Sessions** packed with thought-provoking conversations and announcements, including a **Panel Discussion** with some of the best thought leaders in our industry.

- **Our Keynote Speaker** is not just a highly successful HVAC contractor in his own right, he's also an HVAC education leader helping to raise the bar for our field professionals.

- **NCI's 23rd Annual Awards** banquet recognizing the best in High-Performance HVAC. Might you be one of our next award recipients?

Participants will also be able to interact with our great industry partners who will be available both during tradeshow hours and throughout the conference.

We hope you'll join your brothers and sisters in high-performance to make this not only the biggest and best Summit ever, but the most rewarding industry event you will attend this year!

Click [GoToSummit.com](https://GoToSummit.com) for updates on all the great Summit events. See you in Asheville! 



# CUTTING-EDGE TRAINING

## From The Industry Leader In High-Performance Contracting™

Think you know airflow? Think you know carbon monoxide safety? Think you know how to solve your customer's comfort issues? Be sure. Don't guess. Find the training and expertise you need from the National Comfort Institute (NCI). Only at NCI will you find certification courses like Duct System Optimization and Combustion and Carbon Monoxide Safety, taught by leaders and innovators in the HVAC industry. Find out why NCI says, "If You Don't Measure, You're Just Guessing!™" Visit the link below or call **800-633-7058** to find classes near you.

### UPCOMING NCI TRAINING: MAY - JULY 2024

#### PUBLIC LIVE TRAINING

**Residential HVAC System Performance and Air Balancing Certification Bundle**  
May 21-23: Roswell, GA

**Duct System Optimization and Residential Air Balancing Certification Program**  
May 14-16: Lansing, MI

**Airflow Testing and Diagnostics**  
May 14: Marietta, GA  
May 21: Columbus, OH  
May 29: Eagan, MN

**Commercial Air Balancing Certification Program**  
May 21-23: Lewisville, TX  
Jun 4-6: Oxnard, CA

**Duct System Optimization Certification Program**  
May 15-16: Marietta, GA  
May 22-23: Columbus, OH  
May 30-31: Eagan, MN

**Combustion Performance and Carbon Monoxide Safety Recertification Program**  
Jun 4-6: Foxborough, MA



#### PUBLIC ONLINE LIVE TRAINING

**Residential Air-side Recertification - ONLINE LIVE**  
May 14-15

**Refrigerant-Side Performance Training Program - ONLINE LIVE**  
May 21-22: Part 1  
May 29-30: Part 2

**Commercial Air-side Recertification - ONLINE LIVE**  
June 11-12

**Airflow Testing and Diagnostics - ONLINE LIVE**  
Jun 18-19

#### \*SCE SPONSORED LIVE TRAINING [ncilink.com/SCESchedule](http://ncilink.com/SCESchedule)

**Airflow Testing and Diagnostics**  
May 7: Anaheim, CA **SOLD OUT**

**Airflow Testing and Diagnostics Implementation Workshop**  
May 8-9: Anaheim, CA

**Duct System Optimization and Residential Air Balancing Certification Program**  
May 14-16: Anaheim, CA **SOLD OUT**  
**Commercial System Performance**  
May 29-30: Tulare, CA

#### \*SCE SPONSORED LIVE TRAINING (cont.)

**Commercial Air Balancing Certification Program**  
Jun 25-27: Anaheim, CA

**Test and Certify Ventilation Systems and Economizers Certification Program**  
Jul 16-17: Anaheim, CA

#### \*SCE SPONSORED ONLINE LIVE TRAINING [ncilink.com/SCESchedule](http://ncilink.com/SCESchedule)

**Performance-Based Selling - ONLINE LIVE**  
Jun 4-5: Part 1  
Jun 11-12: Part 2

**Airflow Testing and Diagnostics - ONLINE LIVE**  
Jul 9-10

**Refrigerant-Side Performance Training Program - ONLINE LIVE**  
Jul 23-24: Part 1  
Jul 30-31: Part 2

#### \*\*TECH CLEAN CALIFORNIA TRAINING [ncilink.com/TECHCleanCA](http://ncilink.com/TECHCleanCA)

**High-Performance HVAC Design and Redesign for Electrification**  
May 15-17: Hayward, CA

\* NCI training sponsored/subsidized by Southern California Edison (SCE) for qualified local contractors. \*\* NCI training sponsored by TECH Clean California for qualified local contractors.

Visit [NCIlink.com/ClassSchedule](http://NCIlink.com/ClassSchedule) to view the latest schedule.



# OUTPERFORM!

## Make High-Performance HVAC™ Your Secret Weapon

*Join your fellow high-performance contractors at NCI's Summit 2024 in Asheville, NC this September to explore ways to outperform your competition, delight your customers, and lead your marketplace as you set your priorities for 2025 and beyond.*

**The NCI Summit 2024 will be September 10-13<sup>th</sup> at the Crowne Plaza Asheville Hotel.**

Here is a rundown of the breakout sessions we have planned this year:

- **How to Build a High-Performance Culture in Your HVAC Business** – Presented by John Boylan, Lakeside Service
- **Anatomy of the High-Performance Sales Process** – Presented by Dawn Mroczek, GV's Heating & Air
- **High-Performance HVAC Renovations from Start to Finish** – Presented by Dustin Cole, Cole Air, Inc.
- **How to Take Combustion Testing to the Next Level** – Presented by Mark Hunt, NCI Instructor
- **The Sweet Spot: Where Building Science and HVAC Intersect** – Presented by Rob Minnick, NCI Instructor
- **Customer Communication: Drop the Technospeak** – Presented by NCI Coach David Holt
- **Climate Resilient Heat Pump Strategies** – Presented by Ben Lipscomb, NCI Director of Engineering and Utility Programs
- **How To Solve the Top 10 Inverter Installation Issues** – Presented by Bryan Orr, Kalos Services and HVAC School
- **How to Properly Design with Today's Heat Pumps** – Presented by Adam Mufich, A-Team Heating & Air
- **The Air Upgrade Cure: A Simple Solution to HVAC Equipment Failures** – Presented by David Richardson, NCI VP of Training
- **PerformanceTown – Take Your Testing Accuracy to the Next Level** – Taught by the NCI Instructor Team.



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