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Volume 9, Issue 2

2014 General Meeting Dates

Mark your Calendar!

February 13, 2014

Consol Center Tour
Tour is filled

March 13, 2014

Pittsburgh Building Inspectors
Tambellini's, Bridgeville

April 10, 2014

OSHA and the Contractor
Carmody's, Wexford

May 8, 2014

Fleet Mgmt/Electronics Form
Solutions
DoubleTree, Meadowlands

August, 2014

Date to be announced
Golf Outing

September 11, 2014

TBA
Peter's Place, Bridgeville

September 17, 2014

Community Service Project

October 9, 2014

Collecting Bad Debt
Tambellini's, Bridgeville

November 13, 2014

Employee Drug Testing
Carmody's Wexford

Social Gathering

Latitude 40
Robertson Town Center
Date to be Announced!

Comfort Tools continued on page 7

Comfort Tools

ACCA Members Only: ComforTools(TM) are a series of brochures and collateral materials that you and your technicians can use to educate your customers and possibly "upsell" various services and products. (Not a member? [Join now for instant access.](#))

Each ComforTool covers a specific topic, free of jargon or manufacturer-specific promotional material. The ACCA logo shows that the info is from a non-profit third party, which can put consumers at ease.

ComforTools are designed in an attractive black-and-white format and can be downloaded by our members in PDF format. Each ComforTool can be customized with your company name and contact information — right in Adobe Acrobat Reader (no additional software necessary). Just open the file in Reader and look for the editable fields in the contact area.

(Not a member? [Join now for instant access.](#))

Available ComforTools

» **Locking Caps Guard Against Huffing**

Your air conditioner or heat pump has an indoor unit and an outdoor unit connected by copper refrigerant lines. The refrigerant within these lines is the working fluid that enables the cooling and/or heating of your home. Unfortunately, it was also a contributor to the tragic loss of a young life, which led to recent changes in the model building codes.

» **What Happened To The High Efficiency Furnace Rules?**

For the past year or so, contractors have been alerting customers that on May 1, 2013, it would no longer be legal to install furnaces with an AFUE rating below 90%. They've been encouraging customers who needed to replace their furnaces to do so before that deadline, because installing the higher efficiency furnace would be much more expensive. Now, the deadline has been changed—in fact, the new furnace rules may be rewritten altogether as the result of a lawsuit filed against the federal government. This ComforTool will help explain to your customers what happened and how you were acting in good faith when you were suggesting they install a new furnace before May 1, 2013.

» **Why Is The Price Of R-22 Refrigerant So High?**

The spike in R-22 prices has caused a lot of frustration and confusion for contractors and homeowners alike. To help you explain the price hikes to homeowners, here is a ComforTool handout about how the situation arose and what contractors can expect over the next two years.

» **The Wrong Insulation Can Cost You Money**

Most homeowners don't think much about the insulation in their house and when they do, they think it is all the same. This ComforTool will help professional contractors explain to customers how upgrading their insulation will not only make them more comfortable, but also save them money in the long run on energy bills.

» **High Efficiency + Tax Credits = Savings and Comfort**

25c residential energy tax credits for installing a variety of qualified energy efficient retrofit improvements to the HVAC system, insulation, roof, windows, and doors, or hot water equipment of their primary residence was part of the "fiscal cliff" deal that Congress passed at the beginning of the year. This ComforTool will help contractors explain what equipment may qualify for the tax credits and how installing this equipment can improve comfort to their customers.

» **What Are You Paying For?**

When a customer walks into a store they assume that the products have been marked up and are generally OK with that. However, when they hire a contractor, they don't necessarily understand why one company is charging \$29 and another is charging \$99 for the same service. This ComforTool helps explain what contractors must consider when setting their service prices and where low-cost contractors are cutting corners to be able to offer rock bottom pricing.



Are You Getting the Most (Leads) From Your Website?

If we had 5 cents for every time we heard this from a HVAC contractor; *"My website looks great, but I don't get any leads from it,"* we could retire to the islands tomorrow! With over 350 home improvement companies in our 5 dealer networks now enrolled in our internet marketing program, we've learned a lot about what it takes to generate internet leads for contractors. In fact, we're on pace to generate over 180,000 leads this year for our dealers!

Most HVAC companies we speak with have internet SERVICE companies that are paid thousands and thousands of dollars in fees to build and optimize their websites to get more traffic and hopefully leads from homeowners. The business model for these companies is to spend "just enough" of what you pay them to keep you happy, and keep the rest as profits. The service provider's success is not directly tied to getting you more opportunities to visit with potential homeowner customers.

We think there is a better way – **pay for the performance of your website** - and we suggest you adopt this approach to maximize the return on your investment in internet marketing.

In our model, we build a dealer's web presence and provide tools and systems that allow us to work with our dealers to optimize their sites with the hyper-local, relevant, and recent information that Google really likes! Our goal is to have your site not only rank well in search engines, but also CONVERT visitors into exclusive leads for the services your offer. And here's the best part - we don't get paid a dime until you get a viable lead! Unlike the internet marketing service companies you're using today, we're only successful when we provide you with bona fide opportunities to sell your products and services. AND, we're motivated to get you the MOST leads we can!

So, if you're frustrated about the lack of success (leads = opportunity to sell) from your web marketing investments, consider changing the business model with your internet marketing service provider to one where you pay for performance, not services!

Or, just give us a call at Dr. Energy Saver and we'll explain how our approach works. If you're interested, you can learn about our other "game-changing" marketing programs, sales process, energy modeling software, and much, much more!

You can reach us at 877-479-3637 or visit us at: www.drenergysaver.com/dealership-opportunities.html to learn how joining our network of 70 home energy retrofit contractors can help you integrate home performance into your HVAC business.

Message from the President

America Jobs for America's Heros

The Returning Heroes Tax Credit provides up to \$5,600 to employers for each veteran hired who either has received food stamps for three months in the past 15 months, OR has been unemployed for at least four weeks in the past year.

Now, this new free publication prepared for the campaign by Caplin & Drysdale provides a clear and concise understanding along with step-by-step guidance. It even includes links to the required IRS and DOL forms employers need to submit. Whereas most media articles generalize and leave out key eligibility and filing details, this guide includes what you need to know to decide if your company is eligible and how to file.

- Returning Heroes Tax Credit
- Wounded Warrior Tax Credit
- Activated Military Reservist Credit for Small Businesses
- Federal Empowerment Zone Employment Credit

Visit <http://www.centerforamerica.org> for more details.

SmartWords You Must Remember

"Today is the oldest you have ever been, yet the youngest you will ever be, so enjoy this day while it lasts."

Unknown

Product Spotlight

Mastering Core Service

Learn how to successfully take and pass the NATE Service Core Exam – the fundamentals to general, construction and HVACR-specific knowledge required for certification.

To learn more about this and other tools ACCA has to offer, visit: www.acca.org/store.

» Why Did The Home Inspector Say I Needed To Call In Another Expert?

Many older homes may have preexisting combustion related problems that were never noticed because of the leakage of outside air into the home through cracks, old windows, doors etc. The CAZ test is done to valueate how the sealing done when your home was tightened up will affect your HVAC system and other combustion appliances. This ComforTool helps customers understand what a CAZ test discovers and why more than one professional may be needed to correct any issues.

» Instalación de Calidad Usted Debería Recibir Por Lo Que Pago!

This Comfortool offers Spanish speaking consumers a handy checklist for determining if their contractor will do everything necessary to ensure a quality installation — and demonstrates that “quality pays.”

» The Wrong Replacement Filter Can Cost You Money

It's necessary to the filter in your heating and cooling system, but having the wrong filter can be a costly mistake. Choosing the correct filter will not only save you money, but it will also help your system run more efficiently

» What Is Formicary Corrosion & How Is It Stopped?

Copper based alloy corrosion known as formicary corrosion can cause serious problems in HVAC systems. Finding the causes and eliminating them may not be easy, but with a little help from a professional HVAC company, the problem can be solved.

» You May Need More Outside Air In Your Home

Why do we need indoor air in our homes and how does indoor air become toxic? There are many answers to these questions. This is why it's important for technicians to follow, and customers to understand, ASHRAE Standard 62.2 Ventilation and Acceptable Indoor Air Quality in Low-Rise Residential Buildings.

» What Testing and Balancing (TAB) is and Why it is Important

Don't all brand new HVAC systems come tested and balanced?

The short answer is they all should. A group of industry experts from all sectors of the HVAC industry developed a standard that defines how an HVAC system must be designed and installed if it is going to work properly.

» Quality Installation: Get What You Pay For

This Comfortool offers consumers a handy checklist for determining if their contractor will do everything necessary to ensure a quality installation — and demonstrates that “quality pays.”

» Clean Your Coils

Show your customers how to keep their HVAC systems in shape — all year long — through professional outdoor coil cleaning.

» Carbon Monoxide Safety

Carbon monoxide is serious business. Show your customers how to keep themselves and their families safe.

» Is Your Air Clean?

High-quality filtration can make a big difference for your customers. Show them how it works and how it can benefit them.

» Using Less Energy Won't Leave You Cold

Give your customers these tips to reduce energy costs while maintaining cozy warmth in their homes.» Manage Your Moisture

For maximum comfort, your customers must make sure that the humidity in their home is under control.

» Preventive Maintenance = Savings

Show your customers why preventive maintenance programs save them money, and tell them what they can expect when they participate in a professional maintenance program.

» The Truth About Mold

Share the facts about mold with your customers — and show them that professional HVACR contractors and well-designed systems are the best defense against potentially dangerous growth.

» 13 Is Your Lucky Number

All about 13 SEER and high efficiency equipment for consumers.

» Your Comfort Starts With Comfort Design

Tell your customers, and potential customers, why indoor comfort depends on professional system design from the very start.

Webinars

Does ACCA offer webinars exclusively for their members?

As needed, ACCA offers “Hot Topics” webinars that cover breaking news or items of burning importance to the HVACR industry.

Members may participate in “Hot Topics” at no charge, and as soon as possible after the webinars are held, we then make the recordings available for viewing online.

To learn more about ACCA's upcoming “Hot Topics” webinars visit www.acca.org/members.

2014 OFFICERS Congratulations!

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Did You Know?

That ACCA is an
IE3 organization -
Indoor, Environment
& Energy Efficiency

