



CUSTOMER CASE STUDY
**Mountain View Heating:
After Nearly 30 Years, Still Growing and Improving**



After 20 years at Mountain View Heating in central Oregon, Rick Secor knows a bit about the industry. He serves customers as a Comfort Advisor in the Sales department of the company, and has seen quite a few different heating and indoor air quality issues over the years. When the company began using AirAdvice’s HomeAdvice product in 2005, Rick and his coworkers found a great tool to back them up in their recommendations, as well as help them better inform customers.

Contractor profile:
Mountain View Heating, Inc.
Founded: 1980
Headquarters: Bend, OR
No. of Employees: 30
Annual revenue: \$10 million
Website: www.mtviewheating.com

Family-owned Mountain View Heating has been serving customers in the Oregon high desert since 1980, and they have grown to do just about everything: heating and air conditioning, duct cleaning, humidity issues, solar products, and radiant flooring. They work with both retrofits and new construction, and use HomeAdvice on all types of projects.



Mountain View Heating in Bend, OR

“On our retrofit projects, we like to push the issue and make sure we always let customers know we have the product and use it to actively seek out problems,” says Rick. “On new construction, HomeAdvice has been great at helping us balance out new spaces and determine set points, or if equipment upgrades would make sense.”

On one of their recent retrofit projects, Rick and coworker Sharon Wolse, Sales Coordinator at Mountain View, describe a customer who called in thinking they needed a humidifier installed.

After conducting a test using HomeAdvice, they found that the home actually needed their ducts sealed and cleaned, and that a high efficiency system could save the family a lot in heating and cooling costs. When all was said and done, Mountain View had made an \$11,500 sale with the help of HomeAdvice. “The customer got what they really needed, instead of wasting money on a humidifier,” says Rick.

About AirAdvice and HomeAdvice™

AirAdvice is a Portland, OR company that is an acknowledged leader in developing cutting edge technology and programs for improving the energy efficiency and indoor environmental quality of buildings and homes. The HomeAdvice™ program enables residential HVAC contractors to use automated IAQ and energy assessments to identify problems in the home and to recommend solutions that help their clients to have healthier and energy efficient homes.

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Mountain View offers the HomeAdvice test as a complimentary service to their retrofit customers. As Rick comments, “There is just no reason not to, with the economy the way it is these days. No one has ever told me they don’t want to know how their indoor air quality is.” HomeAdvice helps strengthen Mountain View’s relationship with customers and really shows people that the company wants to help them out with all of their home heating and air quality issues.

“We’ve started giving out a HomeAdvice coupon to customers so that they can share the service with their family and friends. It gives people a good feeling to know they can help out others they care about,” adds Sharon.

Mountain View deals with some unique problems in the high Oregon desert, and has found that HomeAdvice makes it easier to diagnose and fix those problems. First, 20-30% of all of their service calls are related to humidity levels, and many homes deal with carbon monoxide problems because furnaces are placed in garages. “I recently ran a test in a home where the furnace was located in the garage, and both I and the customer were surprised to find that we could see when she arrived home in her car because the carbon monoxide level jumped up—and we could also see that it took a full five to ten hours for those carbon monoxide levels to return to normal,” Rick says. On that project, duct cleaning and replacement fixed the customer’s problem and made their home much safer. “HomeAdvice gave both me and the customer peace of mind,” at the end of the project, says Rick.

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Mountain View Heating is also the only one of their local competitors using the HomeAdvice product to a great extent. It gives them an edge in a few different ways. On one project, they came in with the HomeAdvice test to a newly built home where a competitor had completed all of the extensive ductwork, and found that some of the heating issues were caused by a large hole in that ductwork. With HomeAdvice, Mountain View both established a great relationship with that customer by finding and fixing their problem, and was able to show a flaw in the work of a competitor.

For Rick, the biggest change he’s seen in his work since he started using HomeAdvice is the peace of mind the product gives him and his customers. Sharon agrees, commenting on a recent, rather controversial problem: “A competitor had been spreading a rumor around a neighborhood where Mountain View had installed a number of furnaces that the equipment was faulty. We brought in a HomeAdvice test to a customer and were able to show that everything was working well in the home.”

“I’ve been in the industry a long time, and this product gives me peace of mind. It lets my customers know how they live in their home, and it backs me up,” Rick says. Mountain View plans to continue to use HomeAdvice to back up the company and help their customers live safely, comfortably, and efficiently in their homes.

For more information about Mountain View Heating, visit www.mtviewheating.com

For more information about HomeAdvice, visit www.airadvice.com