



CUSTOMER CASE STUDY

A \$268K Sale! Contractor Profile: Wiegold & Sons - Being Prepared, Not Lucky



Customer profile:
Wiegold & Sons
Years in business: 30+
Headquarters: Naples, FL
No. of Employees: 30
Annual revenue: \$5 million
Website: www.coolguysfl.com

Dave Borowski is the Vice President of Wiegold & Sons, a large HVAC company in Florida. He and his team use the HomeAdvice system from AirAdvice so that they can rely on facts and not luck. There will be no more asking, “Is this the correct IAQ solution? Perhaps we’ll get lucky.” In a business where it’s his job to make people comfortable, guessing is never a good idea. Uncomfortable people are unpleasant people, especially when you’ve been guessing with their money.



With HomeAdvice, Wiegold & Sons can measure and diagnose a home’s air quality and make the appropriate suggestions for a solution. They don’t use the HomeAdvice monitors all the time, but depending on the situation. There are four main ways they market their monitors and get them placed in homes:

Dave has a radio show. Every Saturday, from 8-9 AM, ET, listeners can hear him talk about IAQ issues and energy conservation on www.winkwnog.com. They also send out direct mailers to their many customers.

Service Techs: Every Service Tech is required to fill out a detailed safety and performance check sheet for every home they visit. This serves to qualify the home for potential IAQ solutions. If a problem is discovered, the Service Tech recommends the HomeAdvice test. When a homeowner is interested, a salesperson schedules a trip to talk to the homeowner and places the monitor. They return a few days later to go over the report and present solutions.

Salesmen: They recommend the HomeAdvice testing on their sales calls. They look for homes with problems or homeowners seeking solutions to issues they are having. In any situation where there might be an issue, they recommend a test.

Inbound calls: Occasionally, a customer will call in and ask for an IAQ test. Sometimes they’re just curious about the air they breathe, and sometimes they have a known problem.

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.

airadvice.com

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One case involved a homeowners who had felt sick inside her home for the few years she had lived there. Dave placed a HomeAdvice monitor, and tried to convince her that it was the high levels of chemical pollutants making her sick. Most likely they were off-gassing from the synthetic building materials of her pre-fab home.

Although she was skeptical that that was the problem, Dave convinced her by showing the high pollutant levels on the HomeAdvice report. He recommended installation of a Photronics Ionizer. He even guaranteed her money (\$5,000) back if it didn't work. The evening of the installation, she called crying because she "hadn't felt that good since high school."

In another situation, Dave took a call from a woman who felt sick. She lived in an 11 month old home, so the sales team suspected she was mainly interested in evidence for a lawsuit against the home's builder. So Dave went out to help her himself. She lives in an enormous home, about 50,000 square feet that has 11 systems. Because of the size, he placed four or five HomeAdvice monitors. The carbon monoxide levels in some parts of the home were extremely high.

He inquired about gas stoves, kilns, or other combustion sources. They had none. He figured the test was mistaken, mis-calibrated or something. He took home their floor plan to see if that would present a reason for such high levels of carbon monoxide. After some study, he noticed that the home's actual layout was turned around. The builder had put the living room where the eight-car garage was supposed to be, and vice versa.

One of the job duties of a maintenance worker was to run the engines of all eight of the homeowner's automobiles. Because of the switched duct work, the exhaust was pouring straight into the home. The high levels of carbon monoxide were accurate.

Among service agreements and miles of new duct work, Dave sold them 11 HEPA filters, 11 Photronic ionizers, and 5 humidifiers. The total sale was \$268,000! And the homeowners no longer felt sick, had peace of mind, and improved their quality of life.

For more information about Wiegold & Sons, visit www.coolguysfl.com
For more information about HomeAdvice, visit www.airadvice.com