

# Crank Up Your HVAC Sales

Conditions are favorable for HVAC sales!

**6.6%**

Compound annual growth rate (CAGR) until 2030.<sup>1</sup>

**3 in 5**

consumers are willing to pay more for eco-friendly equipment.<sup>2</sup>

**20-30%**

market opportunity for new unit sales.<sup>1</sup>

Take advantage of these conditions to crank up HVAC sales.

Become an energy-auditing machine.

Customers can get tax credits for 30% of costs up to \$150<sup>3</sup> for energy-efficient home improvements. Help them improve their homes (and environment) by offering energy audits as part of your services.



Offer customers

- Free home energy check-ups
- Precision power cans
- Thermal diagnostics
- Expert energy optimizations

Maintenance & repair to the rescue.

With new parts and increased interest in energy-efficient systems, customers will want preventative measures to optimize their systems.



Offer customers

- Regular maintenance
- Education that empowers customers
- Improve customer satisfaction
- System cleaning
- Parts replacement

Invest in ventilation products.

Ventilation equipment has a projected

**7.2% CAGR.**<sup>4</sup>

With cooling equipment accounting for 58% of total HVAC market revenue<sup>1</sup>, interest in cooling and indoor air quality will lead to an increased demand for ventilation products.



Offer customers

- Heat recovering ventilators (HRVs)
- Energy-saving exhaust fans
- Smart vents
- Air purifiers
- CO<sub>2</sub> sensors

Train to retain.

Center your company culture on shared success and hunger for knowledge. This will help you combat the industry labor shortage and retain skilled workers.

Organizations with strong learning culture have

**30-50% higher employee retention.**<sup>5</sup>



Offer employees

- Incentives for skill set growth
- Public recognition for success
- Expanded training program
- Pitch-perfect onboarding
- Ongoing, easily accessible education
- Frequent microlearning moments