

# The Monroe Igniter

October 2015

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## BREAK A LEG

Matthew Schneider

The leaves are changing color and the temperature is falling. Heating season in Wisconsin is on our doorstep and across the state and the Upper Peninsula, homeowners are turning on their furnaces for the first time. Some of them are experiencing a pleasant result and others are quickly realizing that there is a large investment in their immediate future.

Having been in this industry for twenty plus years, this is the time that I look forward to. All of us have been waiting for this moment to show our expertise to educate a current or potential customer on options for their indoor environment and set a new precedent in their comfort for the next two decades. The stage lights are up and the curtain is pulling back. This is our moment to shine, our moment to impress, our moment to gain or renew a customer relationship that has a tremendous opportunity to transform into additional sales and (most importantly) additional referrals. The question is – are you prepared?

Are you prepared to educate and offer the consumer on all of their options from standard efficiency to ultra-high efficiency, from PSC motors to true variable speed, single-stage to modulating gas valves, non-programmable thermostats to geo-fencing?

Before we go onstage, let's review some of the data that we have learned about consumers purchasing heating and air conditioning systems, being surveyed and reported on in the most recent 2013 American Home Comfort Study. The study is required reading for all of our territory managers and

is over three hundred pages of information that every heating contractor in America should know and utilize to assist them on increasing their sales and satisfying their customers. There are several glaring data points that appear repeatedly in the study about what consumers looking to purchase a comfort system are looking for and why they bought what they bought. I have pulled out some of the most important and want to report on them.

Undeniably, consumers want options. When offered more than one efficiency level of product, consumers spent, on average, \$1,700 more than consumers offered only one option. We have also learned that the traditional Good, Better, Best format is good, but adding in a fourth option is better. When a fourth option is offered, an even larger percentage of consumers will move up in efficiency level. I speak with contractor sales teams around the state every day and I can attest that the worst thing a sales team can do is choose for the consumer what they want to purchase. It will be the single most negative force on their closing ratios and ticket prices. Educate, offer and let the consumer decide is always the best practice!

Undeniably, consumers value comfort over anything else. Contractors in our area do a wonderful job educating and promoting efficiency. The energy rebates have done a great job at honing our skills at preaching about high efficiency products, but con-



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sumers repeatedly put comfort over efficiency as a reason to purchase over and over again. When surveyed, consumers placed comfort over efficiency as the primary reason to purchase a system three to one! In fact those surveyed, without knowing the actual cost to solve the problem, reported that they were willing to spend \$727 on average to increase their overall comfort, where they were only willing to spend \$564 on average to increase their efficiency by 25%. They also stated that one of the leading reasons they did not select a contractor to perform their install is that the contractor “did not have their long term comfort interests in mind”. Let’s start honing our message on how true variable speed technology, modulating gas valves and zoning can positively affect our customers comfort and you will see your sales increase.

Undeniably, consumers are happier and more eager to refer you to their friends and family, as a direct proportion to the comfort performance and efficiency level of the system they buy. Consumers purchasing “Super High Efficiency” systems reported being “very satisfied” 77% of the time. The level of satisfaction drops as the system properties drop. Only 61% of consumers reported being “very satisfied” when purchasing a “High Efficiency” system and the “very satisfied” consumer drops to 39% when purchasing a “Standard Efficiency” system. It should seem obvious that “very satisfied” consumers will go out of their way to discuss their purchases with friends, family and co-workers and friends, family and co-workers are our future clients. In interpreting

the 2013 American Home Comfort Study, it is my opinion that increasing the mix of comfort and efficiency for your clients is the single most important factor involved with increasing your leads. The single most important.

Lastly, it seems like it should go unsaid, but it is easy to forget. Undeniably, consumers are confused as to why contractors do not offer accessories. Consumers reported only three out of ten that they were offered additional accessories such as humidifiers, high efficient filtration and germicidal lights when buying a new system. This conversation rate is remarkably low when one out of three consumers said that they would buy these items if offered. Always keep in mind that consumers are looking to you to “have their long term comfort interests in mind”.

The time has come for us to shine and we can use the data that has been gathered by scientific means to provide a flawless performance, increase consumer comfort, generate a tremendous amount of referrals and increase our ticket prices while giving our clients what they want. The data suggests that at no other time in history have our clients wanted our “best” products more. Let’s give them what they want.

Break a leg!

## PARTS DEPARTMENT

*Rich Taylor*

**W**ith Fall here and Winter right around the corner, now is the time to stock up on all of your cold weather parts and accessories like:

**Universal Controls • Caleffi • And More**

Call, stop in or visit our website at [www.monroeequipment.com](http://www.monroeequipment.com) and place your order today. It’s the right time to get a head start on old man winter!

## GETTING TO KNOW YOU

Barb Beckett

**T**his quarter's person of interest is John Minnick, our Territory Manager for the North & Northwest part of the state. John is a transplant from Texas, which you would know the minute you talk with him. John has lived in Wisconsin for almost 13 ½ years but still has his Texas drawl. Don't you think he would have lost that by now? I understand only about half of what he says when he calls.

John is a single dad who likes to brag about his almost 12 year old son Colton, who statistically speaking, is a rock star on the field as a quarterback for Lake Holcombe CFYF and a catcher for Lake Holcombe Majors. He is a straight "A" student, a jokester and full of life. Gee, I wonder where he gets that from!

Whether John is coaching on the field with his son Colton, fishing, hunting, riding wheelers or anything else Colton wants to do, he enjoys everything they do together. He is also an adrenaline junkie. He raced motocross for 20 plus years, and has a favorite 83' cliff he dives off when vacationing in Jamaica.

John's favorite thing about working at MEI is the people. What he means by "people" is his customers and co-workers. In John's words "I feel a strong sense of connection with the customers and co-workers that I am in contact with on a regular basis. I don't feel like Monroe looks at the employees as just a number any more than I look at the guys and gals I have the pleasure of working for in the field as a number, but more as an asset and an intricate part to each other's business." Well said John!



John Minnick

## PRODUCT OVERVIEW ON TESTO 320

Randy Steffes

**G**ood morning HVAC community. Today I, Randy Steffes, will give you a product overview on the Testo 320 Combustion Analyzer.

The 320 Combustion Gas Analyzer is for residential AND commercial use. It features a bright COLOR graphic display which is very easy to see and understand with simple icons. This rugged, reliable combustion analyzer assures correct combustion efficiency and CO safety the first time, every time.



### Features:

- Field replaceable, pre-calibrated sensors
- Internal memory stores up to 500 tests
- Hardened cam lock probe connection
- Guaranteed leak-free operation and confidence of readings
- Fast 30-Second start up
- Sensor life of two years

**Call me (or any of the other customer service reps) and mention this article and we will give you 5% off your first purchase of a Testo 320!**

## NEW EXTENDED WARRANTY PROVIDER

*Sandy Burns*

**W**e have changed extended warranty providers. The new company is Trinity Warranty based in Itasca, IL. Orders for extended warranty coverage can be placed at the same time you order the equipment or your have up to ONE year after installation to add the coverage.

If you haven't completed the dealer enrollment forms, please do so as soon as possible. A copy of the Dealer Program Guide is attached to this email, or you can find the forms at [www.monroeequipment.com](http://www.monroeequipment.com).

To register for the Monroe Equipment Dealer Portal, visit [me.trinitywarranty.com](http://me.trinitywarranty.com). Under Dealer Portal Registration (on the right side), click **REGISTER**. Choose a username and press enter. Enter all your information – name, account number & email. Create a password and security question. As long as the account number and email address both match with what we have in our system, you will automatically be registered. Your account number was given to you in your welcome email, and the email address is the one you gave us when enrolling. If these don't match, Trinity will review the registration and contact you to get the correct information.

If you have any questions, please feel free to contact Sandy Burns.

## HEAT EXCHANGER INSPECTIONS

*Ken Jung*

**A**ny service technician that has been in the HVAC industry for some length of time has, at some point in their career, been called upon to evaluate a heat exchanger on a forced air furnace. Whether this was done as part of routine maintenance (clean and check) inspection for sale of a property, based on a “no-heat call” or the worst case scenario, that a carbon monoxide alarm has gone off. The question becomes, how do I check or test the heat exchanger. What are the manufacturer's standards? What truly classifies a heat exchanger in a furnace as having failed?

As I looked for truthful and accurate answers to these questions, I quickly found that there is a lot of “opinion” type information out there that is supposed to be so called truthful answers, but nothing factual or documented. A lot of so called professionals have numerous personal opinions, but nothing that is listed as being an industry accepted document or standard.

I was actually somewhat shocked that I could not find any detailed criteria from equipment manufacturers that listed how and what to test on their specific product line(s). What constitutes a heat exchanger failure? Obviously a visual crack or split in the metal would be considered a failure, but what about things

that are unseen relating to furnace heat exchangers? We could have an interesting debate and discussion on this topic that could last days and still not come up with an industry accepted answer. Just like you, I too have my own opinion, but when it comes down to it, that is all it is, an opinion.

The purpose of this article is to provide what documented information, from a nationally recognized organization, that I did find relating to the testing of furnace heat exchangers. After significant searching, I came upon a document from AHRI (*Air-Conditioning, Heating, and Refrigeration Institute - 2009 Guideline for Induced Draft Furnace Heat Exchanger Inspection*) that outlines a five step heat exchanger testing procedure. The document also lists items (like filling a heat exchanger with water) that are not accepted as proving a heat exchanger has failed.

This AHRI document is attached to this email for your review.

I welcome any additional documentation that lists or discusses industry or manufacturer “acceptable heat exchanger testing and standards.”

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## FALL TRAINING SCHEDULE

Lynn Beine

**W**atch your email for our Fall Training Schedule coming out sometime in the next couple of weeks. If there is a class you would like to see on the Training Schedule, let me know!

## Upcoming Events

OCTOBER 15, 2015 - *Menomonee Falls Training Center*  
EPA Certification Testing (Section 608)

NOVEMBER 26, 2015 - *Menomonee Falls & Oshkosh*  
Closed for Thanksgiving

NOVEMBER 28, 2015 - *Menomonee Falls & Oshkosh*  
Closed for Thanksgiving Weekend

DECEMBER 24, 2015 - *Menomonee Falls & Oshkosh*  
Closing at 12:00 p.m. Noon for Christmas Eve

DECEMBER 25 & 26, 2015 - *Menomonee Falls & Oshkosh*  
Closed for Christmas

DECEMBER 31, 2015 - *Menomonee Falls & Oshkosh*  
Closing at 12:00 p.m. Noon for New Year's

JANUARY 1 & 2, 2016 - *Menomonee Falls & Oshkosh*  
Closed for New Year's

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MONROE EQUIPMENT, INC. N50 W13941 Overview Drive, Menomonee Falls, WI 53051  
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