

New Product Makes Zoning Existing Homes a Shoe-In!

In last month's edition of the Aprilaire Advantage you read about a profitable sales opportunity- **Zoning Existing Homes**. We discussed the homeowner's desire for improved comfort, the need for your company to distinguish itself in an ever changing marketplace and even offered some tips on applying zoning in existing homes.

Well here is the greatest tip of all- sell Aprilaire zoning for existing homes!

Aprilaire is breaking open your service and replacement revenue stream for Zoned Comfort Control with the introduction of the industries first "slip-in", spring-return, round zone damper.



The Aprilaire Retrofit Zoned Comfort Damper is designed to "slip-in" to the 6" branch run of an existing, rigid metal duct system, eliminating the need for costly duct system modification or time consuming installation of standard "shell-type" dampers.



Imagine trying to install a "shell" type damper here!



Installation is a cinch — each damper installs in about three minutes.

- 1) Adhere the supplied adhesive backed template to the duct
- 2) Cut out the diamond shaped opening
- 3) Insert and secure the damper using screws or straps



Let's face it, the reason more new homes aren't zoned to begin with is that builders may not be willing to invest in IAQ and adding it later has been a huge hassle. The

Aprilaire Retrofit Zoned Comfort Damper is the technology advancement that turns the tables in the homeowner's advantage.

Reliability is assured because there are no gears to "jam" or fail and like all Aprilaire Zone Dampers the spring-return operation assures a fail-safe installation.

It's now economical to zone homes with 10, 20 or even 30 branch runs or more. The system installs without any special training or special tools, so this is a product you can start selling immediately! ■

Phone Training + Ads = Dehumidifier Success

Joe Needham of Princeton Air Conditioning in Princeton, NJ is having tremendous success selling the Model 1700 Whole-House Dehumidifier.

Last year, Princeton A/C used a combination of direct mail to his customer base and newspaper advertising to generate leads. They sold over 50 units using an approach that combined smart marketing and a diligent sales effort.

Needham found that by qualifying the leads over the phone before setting an appointment they were able to weed out those callers who were only interested in a room dehumidifier.

“An important part of the selling process is to avoid discussing the cost of the Model 1700 over the phone,” said Needham. “Present the benefits of the Model 1700 to the consumer in their home, and explain how the features of the Model 1700 eliminate the undesirable effects of excess humidity. Once consumers are aware of the comfort issues and problems caused by high humidity, they are more receptive to the solution offered by the Model 1700 and are willing to pay for the value of whole home dehumidification.”

To address the homeowner perception of risk, they offered a money-back satisfaction guarantee, and used the Hobo data loggers



to show their customers that the 1700 was working. They even offered financing with every quote, to help address the cost issue.

This year, Princeton just started to re-run the same successful newspaper ad from last year and after less than a week has already received five leads and has set a couple of appointments. They also plan to run the same direct mail as last year. ■

Tips For Summer Sales from Charlie Greer Seminars

Summer is a time of great discomfort, and the HVAC industry can have the single greatest impact on summer comfort with:

- High-Efficiency Air Conditioning
- Whole House Dehumidifiers
- Zoned Comfort Control
- Programmable Thermostats

Top salespeople almost never quote the “bare minimum,” which would be defined as “equipment only.” Always quote accessory items. Recommending these items distinguishes you as someone who is more interested in solving their comfort problems than someone whose only concern is just to get in and get out.



Don't base your sales presentation on how much “extra” these products cost. These products don't cost “extra.” They pay for themselves in terms of reduced electric bills and preservation of the home and its furnishings.

But, who says they have to “pay for themselves” anyway? Try basing your entire presentation on “comfort.” That's what it's all about. ■

***“Always Quote More Than
The Bare Minimum”***

“This One is Just Right” HVAC Automation For Light Commercial Buildings

The History = One Size Fits All

We have all used the expression “Use the right tool for the right job,” this old saying has never been more true than in the world of building automation.

In the past, it was fairly easy to determine if a building was a candidate for an automation system. One first looked at the size and complexity to determine if it warranted a system. Are there a lot of air handling systems in the building, what other systems (security, lighting, etc) can be automated? Based on the initial cost and energy savings, will the system provide a quick payback (ROI)?

Often the overlooked question was “Can the building owner/facilities manager work with the system?” This one simple question caused more systems to be overridden or replaced as they got older.

This way of thinking served the industry well for many years, drawing a very distinct line between building automation system candidates and those who, simply put, weren’t, until now...

The Right Tool for Your Light Commercial Jobs

The recently updated HVAC Automation System from Aprilaire is unique to the industry. It is designed with the light commercial and small building owner in mind. It is not as full featured as the large controls companies’ offerings, but provides the right level of control for these smaller applications. It provides control over one of the single largest energy using components in any building - the HVAC equipment. This is accomplished through the use of programmed set-back and access control. The system operates as any programmable thermostat does, but it is programmed and accessed through any computer or computer network. The system goes a step further by adding multi-level access control, a web browser based user interface, monitoring sensor display, humidity control options, local (at the thermostat) adjustment options or limitations, and it even tracks equipment operation.

Can the Owner/Facilities Manager Work With It?

The Aprilaire HVAC Automation system tackles the question “Can the owner/facilities manager work with it?” head on. By being an intuitive point and click system, anyone with basic computer skills can learn to operate this system, usually with only 30 minutes of training or practice.

Aprilaire		HVAC AUTOMATION		PROJECT REQUIREMENTS	
Date: _____		Project: _____		Location: _____	
Contractor: _____		Distributor: _____			
Basic System Components (Required)					
Part Number	Description	Application Details	Quantity	Model	
<input checked="" type="checkbox"/> Model 8870	Communicating Thermostat	Requires 1 per zone of HVAC control. Controls Heat/Cool or Heat Pump, Single or 2-Stage Equipment. Isolated RH and RC terminals.	_____	8870	
<input checked="" type="checkbox"/> Model 8825	System Controller	Required 1 per 16 thermostats. Provides centralized control up to 16 thermostats. Provides energy management settings, and schedules for thermostats. For Applications over 16 thermostats additional units are required.	_____	8825	
<input checked="" type="checkbox"/> Model 8818	Distribution Panel	Requires 1 per 8 thermostats. Distributes power and communications for up to 8 thermostats. For applications over 8 thermostats additional units are required.	_____	8818	
<input checked="" type="checkbox"/> Model 8027	Plug-in Transformer	Requires 1 per Distribution Panel. Powers distribution panel and thermostats connected to distribution panel. Additional Distribution Panels requires additional Plug-In Transformers.	_____	8027	
Optional System Components					
Part Number	Description	Application Details	Quantity	Model	
<input type="checkbox"/> Model 8061	Surface Mount Remote Temperature Sensor/ Support Module	See guidelines on back cover	_____	8061	
<input type="checkbox"/> Model 8051	Flush Mount Temperature Sensor	See guidelines on back cover	_____	8051	
<input type="checkbox"/> Model 8053	Surface Mount Temperature Sensor	See guidelines on back cover	_____	8053	
<input type="checkbox"/> Model 8062	Surface Mount Remote Humidity Sensor/ Support Module	See guidelines on back cover	_____	8062	
<input type="checkbox"/> Model 8052	Duct Mount Remote Temperature Sensor	See guidelines on back cover	_____	8052	

How Hard Is It to Quote, & Is It Cost Effective?

The issues of quoting and cost can be answered very quickly, go to www.aprilairecontractor.com and download the Aprilaire HVAC Automation work sheet, follow its simple fill-in-the-blanks approach to create a bill of materials, give it to your local Aprilaire distributor and you will see just how affordable this system is.

So far everything we have talked about has been focused on the end user — your customer. But, what about you, the installer?

How Simple Is It, Really?

The Aprilaire HVAC Automation system is unique in one very large way, it is truly thermostat based. It installs exactly like a standard thermostat: R,W,Y, & G. This means very limited training is required to get your techs up to speed, and reduced installation time over other systems, both of these mean more money added to your bottom line!

No, the Aprilaire HVAC Automation System is not a one-stop-shop for all of your applications, but it is the **right solution for your light commercial applications**, so the next time you work on a church, a day-care, a print shop, a warehouse, a café, etc., use the solution that is “just right”. Contact your local Aprilaire distributor, your Aprilaire Territory Manager, Aprilaire 1-800-334-6011, or check it out on the web at www.aprilairecontractor.com, for more information. ■



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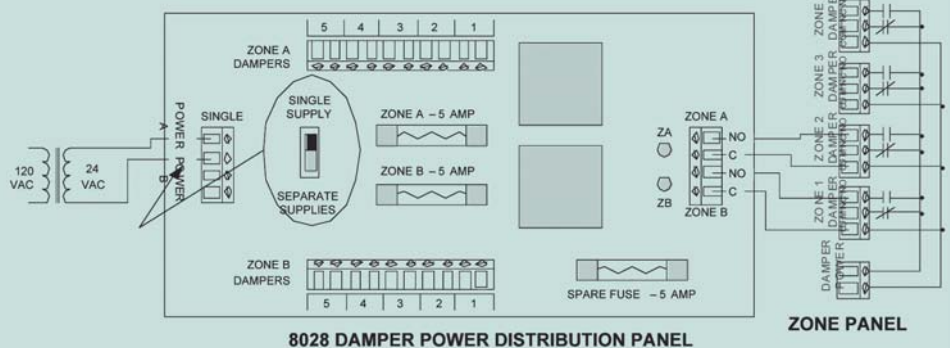
New Zoning Accessory SALES OPPORTUNITY

Having read the featured article of this issue, you may be wondering how you manage wiring and powering the increased number of dampers that are now possible for typical, retrofit zoning applications?

Fear not! Aprilaire has developed a device that avoids the need for an array of field supplied relays and the associated wiring nightmare.

The Model 8028 is an inexpensive, convenient way to wire up to 20 dampers for zoning applications. Each damper position (labeled 1 through 5 below) can accommodate up to 2 dampers each of which are controlled by the existing damper outputs of any Aprilaire Zoned Comfort Panel. Integrated LED's simplify trouble shooting and the panel even has fuse protection built in.

For complete technical and installation information please contact our technical support staff at 1-800-334-6011. ■



Let Us Know...

We welcome any comments and suggestions that you may have.

Please direct them to ndk@aprilaire.com (refer to Dealer Newsletter in the subject line).