

HOME  
83

1:15

VISITOR  
82

This MARCH, there's more than one

**SWEET 16**

to look forward to.

TWO-STEP **16 SEER** SYSTEMS

Your business can score big by selling systems that provide superior comfort, humidity control and better indoor air quality.

### THE HOME COURT ADVANTAGE

**RELIABILITY**



Consistent Temperature throughout home



Low monthly operating costs



Reasonable purchase price

### HAVE A GAME PLAN FOR SELLING IT TO YOUR CUSTOMERS.

Introduce the concept of air quality

Discuss efficiency standards

Connect the dots between efficiency and comfort

Define comfort

Define different tiers of systems in terms of comfort

### HIGH PERCENTAGE SHOTS

for selling comfort.



**88%**

**56%**

**2x**

of satisfied homeowners say their contractor discussed high-efficiency system alternatives

of homeowners shop for comfort and energy benefits

**16+ SEER GROWTH VS. 16< SEER SINCE 2010**

**16 SEER** could really be your **SWEET SPOT**

Win the transition game with 16 SEER.

**It's a slam dunk!**

