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This MARCH, there's more than one
SWEET 16

to look forward to.

TWO-STAGE **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%

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

56%

of homeowners shop for comfort and energy benefits

2x

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!

