

Up To Date

Spectroline Counter Day

See the best leak sealant and UV dyes in action.

The manufacturer will be showcasing the product at all three Bay Area Sigler Wholesale Distributor locations.

- April 10 in Concord
- April 11 in S San Fran
- April 12 in San Jose

Bar-B-Que Lunch

All three Bay Area Sigler Wholesale Distributors will be hosting a customer appreciation bar-b-que with great food, vendor exhibits and prizes.

- April 25 in S San Fran
- April 26 in Concord
- April 27 in San Jose

Spring Training

Classes are already underway! Four new classes are being offered in the Bay Area with a wide range of topics that will appeal to service technicians, installers, salespeople and dealer principals. Please register today.



What's New on SiglerTV

24VNA9 (5 videos)
Basic System Analysis (7 videos)
(the password is swd)

An additional 23,000 sqft warehouse in San Jose to ensure better selection and availability throughout the region

A New Selling Strategy for 2017

As we enter the peak selling season of the year, what's your strategy? Do what worked in the past? Or try something new to grow your business? If we look to what others are doing well, it's impossible to ignore the recent success of the retail channel in our marketplace. What can we learn from competitors like Home Depot, Lowes and Costco? What do they do well that is appealing to homeowners?

The Power of "Free"

While many people believe there's no such thing as "Free," that word still has an amazing effect on consumers. Do you offer anything free to your homeowners? What if you packaged \$1000 into your bid and gave the consumer a choice of several "Free" items?

1. 60 Months of Free Financing
2. 3 Years of Free Maintenance
3. Free 10 Year Labor Warranty
4. Free Infinity Air Purifier

With social media and your online reputation being so important, getting homeowners to say nice things about you is critical. An article in the *Journal of Marketing* found that people who got a

product for free talked about it 20% more than people who got coupons or rebates.

Yes, You Need to Offer Financing

According to a study on major purchases, you may be losing 48% of your bids because you're not offering financing. Yep, the majority of consumers will pay another way, but the study found that 26% would go to a similar business offering financing and 19% would not make the purchase if financing was not available.

There are a lot of companies that make financing easy and painless for you and your homeowner. Try it for a month and see what happens. Present your three system options only with a monthly price. Does your closing ratio increase? Does your average sale price rise? Are you able to sell higher tier products?

Selling Tools

What selling tools do you use when presenting options to a homeowner? There are two different apps in the Sigler Wholesale Distributors 2017 Programs Guide that can give your presentation a more professional and polished look.

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Featured Products



Sigler Wholesale Distributors is proud to now carry Spectrolin products, the world leader in ultraviolet and leak detection technology. Their Cool Seal line of products blocks leaks in compressors, condensers, evaporators, O-rings and hoses. A single dose can add years to older, out-of-warranty systems that leak small amounts of refrigerant.

SPE-CS-100CS

Cool Seal EZ-Ject Kit assembly with two cartridges, hose, fitting and injector

SPE-CS-1CS

Cool Seal cartridge

Also in stock are the versatile, multi-dose UV dye systems.

SPE-OPK-40EZ/E

Complete leak detection kit with two cartridges, injector, flashlight and glasses

SPE-EZ-4/ECS

Fluorescent dye cartridge



When you're not using Carrier's Infinity Series equipment, you have several choices for zoning. A great option is ZoneFirst. While you may not recognize the name, ZoneFirst was the first company that successfully developed and marketed HVAC Zoning Systems back in the 1950's. Their zone board can be used with any non-communicating thermostat and the dampers are easily connected with telephone wire (25-feet included).



During the month of April, buy one ZoneFirst system from Sigler Wholesale Distributors and get one free! Limit one per customer and this unfortunately does not apply to customers with special new construction pricing.

Technical Tips

Q: What's the best way to avoid TXV restrictions?

You get a call from the customer saying their AC isn't cooling. A quick check of the system shows low suction pressure, high superheat and normal to slightly high sub cooling. After replacing the TXV and drier, operation returns to normal. So what caused the problem to begin with?

If the installer did not purge the air from the system prior to and during brazing, you may have discovered the culprit. When air is present inside the copper tubing and heat is applied, carbon deposits are formed inside the tubing. Since R-410A is a great solvent, the deposits are quickly cleaned off the copper and head straight for the TXV

where they tend to collect and restrict the flow of refrigerant through the valve.

Using a conventional nitrogen pressure regular to purge while brazing can be difficult because it is tough to regulate the flow at a low enough level. So what's the fix? Using a Nitrogen purging hybrid regulator. The presets allow you to pressure test up to 500 PSI, purge at a rate of 25-35 CFH and braze at a rate of 3-6 CFH. Check out the VN-500 Hybrid Regulator from Sigler Wholesale Distributors.

Remember, anytime you open a system, replace the drier too!