

## Up To Date

### 2013 Incentive Trip

*Reservations are now being accepted for the January, 2013 dealer incentive trip to the Dominican Republic.*

### Cool Cash

*The Cool Cash incentive has ended. All dealers must complete their installations by July 15 and homeowners must claim all rebates by 4:00 PM on July 31.*

### Free Honeywell Hat

*While supplies last, buy any two jugs of R-22 or R-410a refrigerant and get a free Honeywell hat.*

### What's New on SiglerTV

*Check out these new videos on SiglerTV.com:*

- *Modulating Furnace Control Options*
- *Control Options for 2-Stage Outdoor Units*
- *2-Stage Furnace Control Options*
- *Friedrich Products*
- *Infinity G Terminal*

*The password is swd.*



## This Issue

Up To Date

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The Paradisus Punta Cana resort,  
site of the 2013 incentive trip

## Sell More: Easy Add-On Sales

During this busy summer season, don't overlook easy opportunities to enhance your sales. Here are some add-on items to consider discussing when you're in the customer's home.

**Exhaust Fans:** Homeowners may not think about their exhaust fans. However, an upgrade of their existing fans would enhance their air quality, improve their bathroom/laundry room appearance, and possibly eliminate annoying fan noise.

**Ductwork:** Existing ducts may not be appropriate for a new system – especially if you're adding air conditioning to an existing heat-only installation. Regardless, dirty ducts can contribute to several health problems for the homeowner and their family. Consider upgrading to new ducts, maybe even with R-8 insulation to minimize heat transfer in the attic. For the ultimate in flex duct quality and performance, consider Everclean by Thermaflex.

**Air Filtration/Purification:** After a brief explanation, many homeowners will opt for an upgrade from their cheap 1" disposable filter. You might want to consider a Good-Better-Best approach

with a 4" cartridge filter and the Infinity Air Purifier. Not only will you better filter their air, but their system will stay cleaner and operate longer at peak performance. Remember, the Infinity Air Purifier can be installed on any system.

**Safeties:** Is your new furnace installation directly above an expensive rug or a 50" television? Consider an AquaGuard 2-in-1 solid state water sensor. It may not be something you want to offer as an option, but instead include it in the sale. You'll then want to make sure the homeowner knows you're thinking about them and their home.

**Maintenance Agreements:** There seems to be general consensus among HVAC dealers that service agreements play a vital role in retaining customers – not to mention what they do to improve both cash flow and work flow. A successful Factory Authorized Dealer in New York uses an "opt out" approach when offering maintenance agreements. They always include a maintenance program with a new installation which automatically renews each year. Paying for the next year's service contract is a "given," just like paying the utility bill.

# Sigler

Wholesale Distributors

THE PRODUCTS YOU NEED  
THE VALUE YOU DESERVE

## Concord

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Jimmy Hilton x8512  
Jimmy Lightfoot x8502

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Pete Martinez x8406  
Tricia Maychrowitz x8404

## Regional Manager

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## Technical Support

Greg Sanchez x8405

## Marketing

Sabrina Sahota x8514

## Credit & Accounting

Debbie Russitano x8418

## Administrative Support

Duvi Moreno x8605

## Featured Products

### Friedrich

Summer is here, and many of your customers may need room-by-room or spot cooling options. Sigler Wholesale Distributors stocks several products from Friedrich which can meet these non-traditional needs.

Kühl Room Air Conditioners and Heat Pumps are the industry leaders in room air features and design. You can learn more by watching the Friedrich video online at [www.SiglerTV.com](http://www.SiglerTV.com).



Other Friedrich products stocked locally include the Chill brand of room air units, PTAC units and portable air conditioners.

### Everclean Flex Duct

No other residential flexible duct comes close to EverClean's feature package. For homeowners and contractors who want a superior duct product, think of EverClean!



Why is EverClean better? The anti-microbial properties resist and inhibit the growth of mold and mildew to help improve indoor air quality. The fiberglass core provides efficient air delivery and quiet performance while the heavy spring steel wire helix assures dimensional stability and resists rust. On top of all that, there is a lifetime warranty to the original homeowner!

Through the month of July...  
**Buy Two Boxes of Everclean  
and Get One Free!**

Limit one free box per customer; offer is on the box of lesser or equal value.

## Technical Tips

### Q: Why do I always overlook the simple stuff when we're busy?

When the heat is on, by both Mother Nature and the customer, sometimes it's the simple things that get overlooked. Here's a short reminder list of the things that can be taken for granted, but shouldn't be when you need to get in and get out.

**Replacement motors:** Spin the shaft before you leave for the jobsite. Also verify voltage, rotation, and capacitor.

**Replacement compressors:** Open the box before you get to the job to ensure what's on the outside label coincides with what is actually in the box. Check the connection stubs for damage (transit related denting), and

verify capacitor and pin connector/plug assembly. It's also not a bad idea to ohm the windings to ensure the motor is sound prior to installing the compressor. Make sure you have a replacement liquid line drier and consider a new contactor.

**Tools:** Bring some vacuum pump oil, two sets of gauges (you never know when one is going to misbehave), different style batteries for each of the different electronic devices you own and an "extra" shirt for just in case.

While this list is far from complete, it's a good starting point to help keep you on track during crunch time.