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**Contact:** Tom Kupfer  
PMG Public Relations  
Phone: (802) 863-3929 ext: 106  
E-Mail: tom@PeopleMakingGood.com

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## **GREENHOMES AMERICA FRANCHISEE FEATURED IN *HVACR BUSINESS* ARTICLE**

*- ABC Cooling & Heating's Jerry Unruh attests to value of partnering with GreenHomes America when breaking into Home Performance -*

**IRVINE, CA** — At the end of last year, Jerry Unruh, owner and president of ABC Cooling and Heating Services, Inc, a 55-year-old residential heating, ventilation, and air conditioning enterprise with multiple locations in northern California, began exploring the possibility of offering Home Performance services to his customers. After weighing the options, Unruh decided to purchase a franchise from the country's leading provider of Home Performance services, GreenHomes America.

"We are an environmentally-conscious company and always aim to provide the most energy-efficient, environmentally-friendly options to our customers," explains Unruh. "With federal, state and utility incentives fueling our market and California's initiatives to drive 40% energy reduction by year 2020, we agreed it's never been a better time to begin providing Home Performance services to our customers."

**Why GreenHomes America**

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ABC Cooling was not initially looking to participate in a franchise. With decades of experience in the HVAC and Plumbing industry and many successful years of business, Unruh hoped his company could figure out Home Performance on their own, get it up and running in a short period of time and see a quick return on their investment. Unruh and his team conducted many months of research on Home Performance, but found it to be quite confusing, especially since not many companies currently offer it.

Nonetheless, they started down the Home Performance path. Shortly after, they began reading about the success of GreenHomes America and saw this company as a true expert in the Home Performance market. "Through our research, we found that GreenHomes America is a company with all the ingredients to the 'secret sauce,'" Unruh notes. "I am very familiar with GreenHomes America's parent company The Linc Group, since several of my friends on the commercial HVAC side are a part of the Linc Service Network and have been for many years."

Unruh spoke with Princeton Air, a Linc Service and GreenHomes America franchise, who launched the Home Performance model in just 90 days after partnering with GreenHomes. Princeton Air confirmed that after partnering with GreenHomes they beat their projected numbers just after their first year.

The return on investment was just one reason becoming a GreenHomes America Home Performance Contractor was a leap in the right direction for ABC Cooling.

"In today's economic climate, time and resources are two precious items," says Unruh. "We felt that GreenHomes America had the start-up time down to the tee." Unruh adds that they also help answer the questions that a company may not even know to ask, which helps avoid costly mistakes due to inexperience. And as a part of The Linc Group, GreenHomes America also partners with leading vendors, which enables them to offer their companies and franchises nationally negotiated, discounted prices.

### **The Start-Up Process**

According to Unruh, once ABC decided to become a GreenHomes America franchise, the start-up process was incredibly seamless.

First, ABC Cooling received its Building Performance Institute (BPI) accreditation, had several of its staff certified as Building Analysts and designated a Home Performance manager. Next, ABC used GreenHomes' consultation and training processes to get its sales staff, field personnel and customer service representatives up to speed. Then, the company ordered new branded trucks and began hiring additional field labor.

Once ABC was trained and ready to provide its Home Performance services, they launched a marketing campaign and took advantage of GreenHomes' marketing expertise and samples, national web presence and publicity opportunities.

"GreenHomes America's process ensures a smooth transition into the Home Performance industry," explains Unruh. "They spend the time that is needed training the entire staff on the ins and outs of how to manage a Home Performance contracting business. They personally visit the new franchise's offices and job sites to conduct training as well as invite the new company's staff to join other locations for training sessions."

"We didn't want the first homes we did Home Performance work on to be a training experience for our customers who trust us. With GreenHomes, we were able to train our advisors, sales staff, production crews and management along side their experienced staff. This made the all around experience that much easier and efficient," Unruh states. "We thought they would have some training materials, but what they provided in support was far more than training materials. They provided a detailed, step-by-step launch plan that has everything in it and is set in the order of priorities with anticipated completion dates."

Unruh added that GreenHomes America's commitment to assisting its franchises goes well beyond the start-up phase. "GreenHomes provides us and all of their franchises with ongoing marketing support and consultation. They supply each franchise with documented procedures, job descriptions, forms, software and scripting for field and office staff.

## **Choosing Home Performance with the Customer in Mind**

ABC Cooling's goal is to keep their customers for life. Through their maintenance contracts, 24/7 repair services, quality installations and now Home Performance offerings, they are confident they will be able to succeed and provide their customers with the best-in-class services and environmentally friendly, energy-efficient solutions for their homes.

"This is an opportunity to take our relationship to the next level. We can now do so much more to find energy savings by improving our customers' homes in places customers don't even realize," explains Unruh. "Not only energy savings of significant amounts, but improvements in the health and safety of their homes. We have talked to our customers and they are very interested in the whole-home performance concept and what it means to them."

## **Looking Ahead**

When an HVAC company makes the decision to add Home Performance services, it's not just another service to offer customers. Being skilled in efficiency and Home Performance crosses over into all aspects of providing HVAC services to customers.

"We don't see us selling some HVAC and then some Home Performance. Everything we now do will be through the eyes of Home Performance," notes Unruh. "We have already begun transforming our way of thinking. We will never install HVAC in the same manner nor will we talk to customers in the same way about how to make their home more energy efficient or healthy and safe."

Now that ABC Cooling has taken the dive into the Home Performance pool, they hope to achieve a number of things, including:

- Increasing average job sizes from \$6,000 to \$15,000.
- Offering a unique competitive price advantage over their local HVAC competition.

- Having the ability to offer new products that lower utility bills and improve comfort well beyond what a typical HVAC company can deliver.
- Seeing an increase in jobs during the typical “off” seasons, since Home Performance is not driven by seasonal conditions.
- Decreasing the number of callbacks and warranty issues, since comfort issues are being solved.
- Being prepared for emerging utility and government initiatives that provide incentives to homeowners who are interested in the deeper energy saving retrofits.

With their GreenHomes America partnership and their new arm of service offerings through Home Performance, ABC Cooling’s outlook is to “enjoy the future” through their customers’ satisfaction, financial successes and their continued effort to do their part at protecting the environment.

Unruh concludes, “Home Performance is here to stay. Few companies have yet to figure that out, but they will. It is the direction of the future.”

To view the entire article in *HVACR Business* please follow this link: <http://bit.ly/cQv8uw>

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Irvine-based GreenHomes America is the premier industry-accredited, single-source provider of home performance contracting (HPC) in the U.S., with locations nationally. GreenHomes America offers an award-winning home improvement service that significantly enhances the comfort, energy efficiency, and air quality of existing single- and multi-family homes. GreenHomes America delivers a full line of home performance and HVAC services including comprehensive home energy audits, high-efficiency air conditioners, furnaces, boilers, and water heaters, insulation and air-sealing, windows and doors, indoor air quality, and solar systems. We guarantee to save homeowners at least 25% on their energy usage. GreenHomes America works with *Home Performance with ENERGY STAR*, is a Building Performance Institute (BPI) accredited organization, and is a founding member of Efficiency First. For more information on GreenHomes America, call 1.877.867.2833 or visit [www.greenhomesamerica.com](http://www.greenhomesamerica.com).