

THE HOMEOWNER'S GUIDE TO HIRING SERVICE CONTRACTORS

***How To Guarantee
You Never Suffer
By Hiring the
Wrong Company***

Prepared For You By:

VREDEVOOGD

HEATING & COOLING

THE HOMEOWNER'S GUIDE TO HIRING SERVICE CONTRACTORS

How to Guarantee You Never Suffer By Hiring the Wrong Company

Nobody likes to have a negative experience with a service contractor when they need new equipment or repair work done on their home. However, it is a fact that tens of thousands of homeowners every year file complaints with the Better Business Bureau, the Federal Trade Commission, and other local business authorities because of negative experiences they had with a local service contractor. Too many homeowners have suffered needlessly because they did not know what you are about to learn here.

This guide was put together to help you ensure that you never have a negative experience when hiring a heating and air contractor. In this guide, you will learn exactly what to expect from your contractor, what to avoid, and what questions to ask before you hire any company. Finally, you will be provided with a quick checklist that you can use before you make a final decision and hire a contractor for your home.

A light blue thought bubble with a white outline, containing the text "I wish I never would have hired that company!" in a black, cursive font. The bubble is connected to the woman's head by three smaller circles of decreasing size.

I wish I never would have hired that company!

Problems With Heating and Air Contractors

Negative experiences with heating and air contractors usually occur in one of these three areas:

1. Problems with money or costs.
2. Problems with the quality of work performed.
3. Problems with the actual company employees who came to the house.

Let's go over these 3 areas really quickly so that you are equipped with the knowledge of "what goes on out there," and so you can be better prepared to hire the right company.

Problems with Money or Costs

The majority of heating and air contractors prepare their order forms with legal jargon that protects them and puts the homeowner at risk. For example, it's not uncommon for homeowners to pay money upfront (i.e. a down payment) and then never have the job completed. If the company is not licensed and insured, then you'll



never get your money back. Furthermore, if you are not completely satisfied with the work that was done, or the equipment that was installed, you'll probably never get your money back because the company is protected with legal loopholes in the order form that you signed. In order to protect yourself from these problems, you must do the following:

- Never hire a company that requires any payment upfront.
- Never hire a company that is not licensed, bonded, and insured.
- Never hire a company who has a long list of "fine print" on their order forms.

Problems with the Work Performed

Unfortunately, it is not uncommon for a service contractor to service your home while still leaving you unsatisfied. Usually, the problem is that the necessary repair goes unfixed, new equipment doesn't live up to expectations, or it simply takes too long to make the repair. These problems typically come as a result of poor training, a lack of expertise, and the unavailability of parts. To avoid these problems, be sure to ask your contractor the following questions:

- What type of training do you give your employees?
- How many years of experience does your average technician have?
- Do you have your own parts warehouse?

Training is the most important responsibility of a quality service company. A respectable heating and air contractor will usually spend more than

\$12,000 per technician on expert training that continues on a monthly basis to ensure that their technicians live up to quality standards. Additionally, a technician should have at least 3 years of experience or more before they are allowed to work on your home. Finally, it's critical that a company has their own parts warehouse so that they can finish your job as quickly as possible, even if you call late at night or on the weekends (when many parts suppliers are closed).

Hey @\$#%&, I'm here to fix your heating and air system.

Problems with the Actual Employees Who Come to Your House

It's a statistical fact that heating and air conditioning service and repair is the second most widely taught trade in prisons across the country (plumbing is number 1). What this means is that a huge percentage of service contractors who are



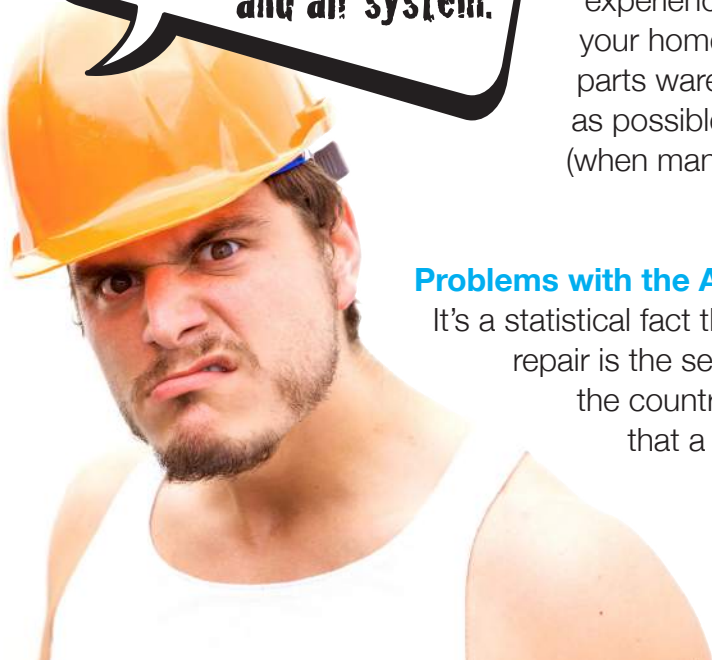
Never pay upfront



Never hire the unlicensed or uninsured



Avoid companies who have fine print



entering into people's homes are actually ex-cons who learned their trade while serving time in prison. As a homeowner, you need to not only protect your home, but also your family. Common complaints in the industry include technicians having bad hygiene, being inappropriately dressed, using profanity while working, leaving a mess in the house, and just plain making the homeowner feel uncomfortable.

To avoid these problems, you must only work with a company who does a criminal background check and drug test on all employees. A reputable company will also have a standardized dress code and profanity ban to ensure that a peaceful and respectable environment remains in your home.

When A Guarantee Is Not A Guarantee

The term "guarantee" is used so often today that it can mean just about anything. For example, 3 different companies can all offer you a "Satisfaction Guarantee," but when problems arise after the work is done, you get 3 different responses. For example:

- Company A guarantees your satisfaction, so they come back to your house to try to fix the problem and then charge you for upgrades or other repairs. *Translation— they guarantee they'll keep coming back until you get sick of calling them.*
- Company B tells you to contact the manufacturer. *Translation— they guarantee that they'll pass the buck off to the manufacturer, who may or may not solve the problem to your satisfaction.*
- Company C actually returns to your home to solve the problem, and if you are not satisfied with your service, they offer you a refund to ensure you do not lose any money and if you're not satisfied with the performance of your newly purchased system, they'll replace it at no charge. *Translation— an actual bona fide MONEY BACK Satisfaction Guarantee.*

Since Companies A, B, and C will all use the term "guarantee," it's important for you to ask the following 2 questions before you hire a service contractor:

- Can you please explain your satisfaction guarantee to me?
- If I'm not satisfied, will you actually give me a refund to ensure that I do not lose any money? Will you replace a poorly performing new system?

Don't do business with a company that will not guarantee their work with bona fide, money back, Total Satisfaction Guarantee.



Never hire a company that doesn't offer a genuine MONEY BACK guarantee. A "satisfaction" guarantee isn't good enough. You deserve your MONEY BACK if you're not satisfied.

An Unbelievable Fact That You NEED To Know

Did you know that it is actually possible to have a lien put against your home simply because you hired the wrong heating and air conditioning contractor? Not only is this true, but it actually happens right here in Michigan more times than you'd want to believe. The reason for this is simple—if a contractor does not pay for their equipment upfront before they install it in your home, the manufacturer of the equipment has the right to put a lien against your house in order to receive payment. If this happens to you, you'll be forced to pay for your equipment twice!

The only way to ensure this does not happen to you is to work with a company that is a “cash-liquid” company meaning that they own every single piece of equipment that they install. To protect yourself, ask your contractor if they actually own the equipment they are installing in your house, or if they are using payment terms with their suppliers.

Vredevoogd Heating & Cooling

Vredevoogd Heating & Cooling is here to help. We have built our business by ensuring that our customers never endure any of the grief typically associated with heating and air companies. Consider the following:

MONEY ISSUES – Never a Problem With Vredevoogd Heating & Cooling

To protect our customers from negative experiences involving their hard earned money, Vredevoogd Heating & Cooling has implemented the following:

- We will not take any money upfront. You don't pay for the job until you are completely satisfied.
- We don't have any fine print on our order forms.
- We are fully licensed, bonded, and insured.

PERFORMANCE ISSUES – Never a Problem With Vredevoogd Heating & Cooling

We gave one of the highest satisfaction rates in the industry! How do we accomplish this and maintain such incredible consistency? The answer is in our training and service processes. Again, Vredevoogd Heating & Cooling does the following for the sake of our customers:



We have great training for all of our employees which includes:

- Understanding of engineering analysis and formulas so we can determine the BTU per hour of a furnace (only the gas company knows how to do this), and calculate how much you spend down to the penny per hour.
- Extensive training with industry experts and supply vendors including equipment manufacturers and consumer protection companies like the Better Business Bureau.
- We invest over \$20,000 into each employee.

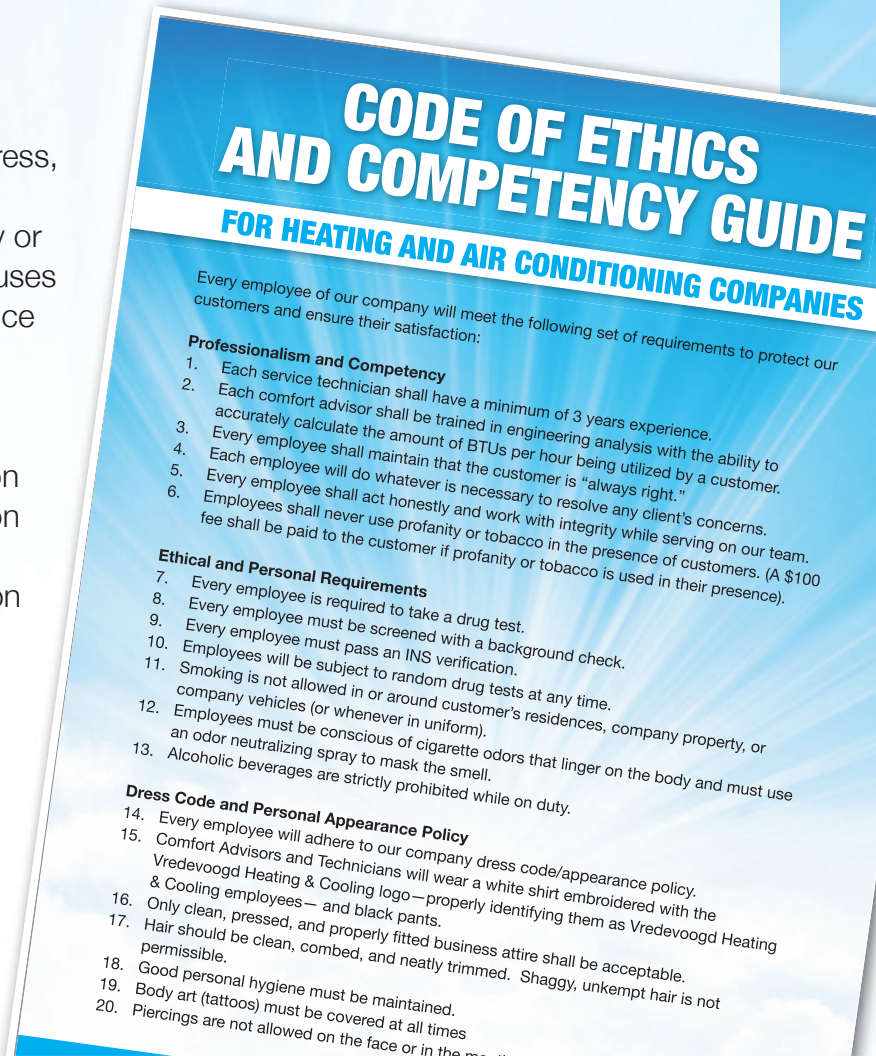
Furthermore, we offer a bona fide MONEY BACK Satisfaction Guarantee. *If you are not satisfied with your repair, we will give you a refund and if you're not satisfied with the performance of your new system from us, we'll replace it at no charge!*

PROBLEMS WITH THE TECHNICIAN – Never a Problem With Vredevoogd Heating & Cooling

We protect each of our customers from any potential negative experience with an employee by being the only company certifying all of our technicians in the *Code of Ethics and Competency Guide*. This comprehensive guide protects the homeowner by qualifying each employee on 20 requirements including:

- A full background check, INS verification, and drug test on each employee.
- A complete set of standards for dress, grooming, and hygiene.
- A strict ban on the use of profanity or tobacco (if one of our employees uses profanity or tobacco during a service call, we will pay you \$100).

You can download your own copy of this *Code of Ethics and Competency Guide* on our website. This homeowner's protection guide has been provided for you by Vredevoogd Heating & Cooling. In addition to this guide, you can visit our website at vredevoogd.com to download our Code of Ethics and Competency Guide and to watch our educational videos for homeowners.



Checklist—Ask the following 11 Homeowner Protection Questions

Before you hire a service contractor to work on your heating and air conditioning system, be sure to use this checklist and ask the following questions to avoid any potential negative experiences:

	Our Company	Other Companies
Does your satisfaction guarantee include a guarantee to give a refund if I'm not satisfied with my repair? (answer should be yes)	✓	✗
Do you have fine print and legal jargon on your order forms? (answer should be no)	✓	✗
Do you own outright every piece of equipment that you install? (answer should be yes)	✓	✗
How much do you invest in training into each of your employees? (should be at least \$12,000 in training)	✓	✗
Do you have your own parts warehouse? (answer should be yes)	✓	✗
Do you require payment upfront? (The answer should be no.)	✓	?
Are your employees all background checked, INS verified, and drug tested? (answer should be yes)	✓	?
Do you have a dress code and ban on the use of profanity? (answer should be yes)	✓	?
How many years of experience does your average technician have? (should be no less than 3)	✓	?
Are you fully licensed, bonded, and insured? (answer should be yes)	✓	?
Do you pull a permit on every job that requires one? (answer should be yes)	✓	?

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