



Air conditioning maintenance means more business for you and better performance for your customers

Though selecting the right air conditioning unit and installing it correctly is certainly key to cooling efficiency and performance, some customers fail to realize proper upkeep and maintenance are just as important. Focus on Energy's Efficient Heating and Cooling Program understands that through yearly equipment tune-ups, an HVAC contractor can extend the life of air conditioning equipment, help reduce customers' utility bills and increase business through ongoing customer contact.

There are many common problems with air conditioning units, which when addressed can lead to better, more efficient performance. Dirt on condenser and evaporator coils may prevent air from correctly flowing across them. Proper cleaning will improve dehumidification and lessen how hard the equipment works to cool a home, resulting in longer lasting equipment and lower utility bills for customers. In short, just a few minutes of cleaning on your part can result in money saved for your customers.

Refrigerant levels should be checked and if necessary, corrected at all tune-ups. Proper refrigerant charge will protect the compressor from possible damage, ensure efficiency and boost cooling performance.

If the system does not meet recommended manufacturer measurements, action should be taken to correct it.

It only takes one cracked or damaged motor mount, electrical wire, fan blade or belt to wreak havoc on the entire system. Typically the damage results from weather, dirt, age and regular use. Fixing these components before they break will allow the unit to operate more effectively and deter future maintenance issues, including a possible breakdown and emergency call-back.

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Vibrations in an air conditioning unit may cause undue stress and possible damage to the unit. Leveling the condenser and the condenser pad will prevent the unit from vibrating, in turn keeping the refrigerant lines from kinking from too much slack or cracking from the strain of being pulled away from the building. Leveling will also ensure the hot air being emitted from the condenser does not blow back onto the house, adding heat gain to the home.

For more information about Focus on Energy's Efficient Heating and Cooling Program, including ways to become a partnering contractor, call 800.762.7077, or visit focusonenergy.com.



Installing solar hot water systems can help grow your business as well

With a public awareness campaign and financial incentives provided to customers, Focus on Energy aims to double the number of Focus co-funded solar hot water installations in Wisconsin over the next year. As an HVAC contractor, you have the opportunity to take advantage of the growing demand for solar hot water systems by becoming a Full Service Installer.

Partnering with Focus on Energy as a Full Service Installer will help you differentiate yourself from competitors and help attract new customers. In order to receive a financial incentive for the installation of a solar hot water system, a customer must work with a Full Service Installer partnering with Focus on Energy. This exclusivity helps partnering Full Service Installers stand out from others in the business and become even more valuable to their customers. In addition, with each new solar hot water installation exists the opportunity to assess a customer's standard plumbing and HVAC equipment, possibly leading to additional work.

To find out how to reap the benefits of being a Full Service Installer partnering with Focus on Energy, call 800.762.7077, or visit focusonenergy.com/reyellowpages.