



# Dealer FAQ

## What are the benefits for my customers?

Balanced temperatures in the home (reduces hot/cold spots); Provides cleaner and safer air circulating in the home; Reduces energy consumption; Reduces wear and tear on HVAC equipment.

## What are the benefits for my business?

New revenue stream; Provides a “competitive advantage” in the market; High Gross Profit: +60%; High Net Profit: +30%; Provides excitement in the market; Fewer call backs to customer’s homes; Keeps crews busy all year long; Increases sales for high-efficiency systems because equipment can perform “as advertised” when the ductwork is sealed with AeroSeal.

## How does this compare to sealing ducts with mastic?

AeroSeal provides on-site certified and measurable results; Crew knows results prior to leaving the job site; AeroSeal guarantees product for 10 years; Less labor intensive as mastic (up to 75% less man-hours); Can seal inaccessible and invisible leaks.

## Can I sell it?

Successful AeroSeal dealers drive leads for duct sealing internally with team members that are in the home and answering the phone; Service technicians should be able to produce a minimum of 1 qualified lead per tech per week; Dealers who upgrade equipment, sell IAQ accessories, duct cleanings or insulation are successful at selling duct sealing.

## How difficult is it to implement into my business?

We provide a “Pathway to Profitable Growth” step by step training program; We provide organizational alignment and coaching support to dealer team based on position and training required; We do recommend an ‘AeroSeal Champion’ designated for the team.

## How much does it cost?

On average, start-up equipment cost ranges from \$600 - \$1200 per month based on equipment solution for your business; Direct costs per job average between \$200 and \$400. This includes materials, license fee, and

supplies; Average break-even is about 35 revenue producing jobs; ROI for equipment purchase is as low as 6 months.

## What type of residential home will it work on?

AeroSeal process can work on older (retro-fit) applications and residential new construction; AeroSeal will seal any type of duct work: metal, flex, duct board and building cavities; AeroSeal can seal attic, basement, garage, and crawl space applications.

## How long will a job take?

Depends on three key factors; type of duct work, amount of leakage, and productivity of crew; Average retrofit applications are in/out of home in 3-5 hours; Average new construction dealers seal 2-3 homes per day.

## How do you determine how many dealers are in a market?

The dealers in a market are based on multiple factors; focus of dealer (HVAC/Duct Cleaning/Home performance/Retro/New construction), market demographics and growth projections; The market saturation is based on number of seals in a marketplace vs. number of dealers; On average, in retro fit applications, the number of seals per 100,000 population is 100 seals per year per machine.

## What support do you provide us after we purchase the machine?

Support for Success; Two days of Sales & Marketing training (Pricing to meet your financial targets, How to educate the consumer, How to generate leads, scripting, business planning, marketing and collateral; Two days of on-site Technical training (hardware, software, and application in 2 designated homes); Program support: National Consumer Financing, Regional Training opportunities, etc; Ongoing coaching support targeted to CSR’s, Service Technicians, and Sales Representatives and owners. Dedicated account manager to support your success.