

WORKING TOGETHER

Parts and people. In the news.

February 2008 Edition

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SHARPEN UP

Valuable insight from Ed Gancarz, principal of the SHA+RP Institute.

DON'T GET SOAKED

Totaline vacuum pumps save money.

STUMP JIM FLYNN

See if you can find a motor that Jim Flynn can't identify.

SMART STORAGE

Just what are you going to do with all those Totaline tools? How about a free Toolbox!

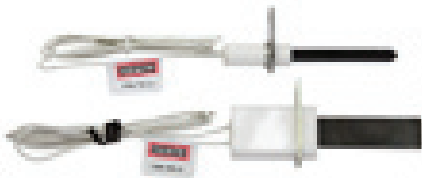


TOTALINE®

Got a light?



Just 2 generic igniters match most furnace and boiler brands.



With just two Totaline® generic igniter models, you can replace literally hundreds of original equipment igniters on all major brands of equipment. Keep 2 on your truck at all times.

FREE

Get a **FREE** Totaline® multi screwdriver

With online offer completion & proof of purchase (2008 invoice showing both P694-700-2-1 and P694-700-4-1 generic igniters from a Totaline distributor.) Simply log on to www.totaline.com and click on the link to "Free Stuff" for full details and follow the instructions. While supplies last. (one per person - certified HVAC/R professionals only)



— 20 Years —



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February may be the shortest month of the year, but this issue of *Working Together* is packed full of more news, Totaline tips, and *Free Stuff* than even our first issue. Why? Because there's a lot happening at Totaline!

For instance, February is the perfect month to think about treating yourself to some new Totaline tools. With the purchase of a complete set, you'll get a free Totaline toolbox — a great way to carry not just your new Totaline tools but all of those meters and gauges that you don't want to get knocked around. We're also offering free mechanics gloves when you purchase a Totaline vacuum pump, and a free wireless outdoor temperature sensor with the purchase of two Totaline TotalTouch® thermostats. Look for more information in this issue, or go online to www.totaline.com and click on *Free Stuff*.

Our Stump Jim Flynn column has received its first question, so don't miss Jim's helpful answer on the subject of motors. And keep the questions coming; we need to keep Jim busy! Plus, don't miss helpful HVAC/R business tips from Ed Gancarz, principal of the SHA+RP Institute.

We hope you're having a busy and productive winter season. It's only the second month in our 20th birthday year, and we're still celebrating, so make sure to take advantage of our *Free Stuff* offers — the gifts will keep coming all year long.

—Mike Dziok, Totaline marketing manager

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The Total Package!



Specially designed to withstand the rigors of HVAC/R repair and installation, Totalline® tools help you be the pro you are.

EZ Digital Multimeter

Take the Totalline EZ Digital Multimeter. Blown meters? Now a thing of the past. Switch from ohms to AC or DC volts without twisting the dial.

Stop into a Totalline store and see for yourself how the entire line of Totalline tools can make your job easier.

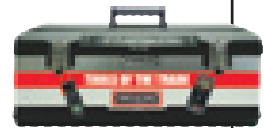


Download the entire Totalline tools catalog on our "FREE TOTALINE TOOLBOX" offer page!

FREE!

Totaline® Toolbox

Get a FREE Totaline® Toolbox with online offer completion & proof of purchase (2008 invoice showing purchase of all 7 of the above Totaline tools from a Totaline distributor.) Just log on to www.totaline.com, click on the link to "Free Stuff" for full details and follow the instructions. While supplies last. (one pair per person - certified HVAC/R professionals only)



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DON'T GET SOAKED THIS SPRING: TOTALINE® VACUUM PUMPS SAVE MONEY

It might not feel like it just yet, but spring is on the way, meaning a surge in air-conditioning installations and repairs for HVAC technicians. Technicians can prepare for the spring rush and save money with new vacuum pumps from Totaline.

"Totaline vacuum pumps offer great quality at a great price," said Jay Seitz, Totaline motors and heating aftermarket supplies product manager. The pumps, which come in sizes to accommodate virtually any job, match popular pump brands in quality and features, but are less expensive.

"Techs need to know there's an alternative out there. There is no reason to spend a lot of money on a pump," Seitz said. "The Totaline vacuum

pump is an affordable, reliable option for HVAC technicians for everyday residential air-conditioning unit repair or installation."

Beginning Feb. 1, contractors and technicians can receive a free pair of mechanics gloves with online vacuum pump offer completion and proof of purchase. "These gloves were our most popular giveaway item last year, so customers should act fast," Seitz said.

To receive the free gloves, visit www.totaline.com and click on the *Free Stuff* link to find out more. The gloves will be shipped directly to contractors' and technicians' homes or offices.

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**BIG
display.**



**BIG
opportunity.**

**When they get what they need and save money,
you make money**

Totaline high-tech TotalTouch® thermostats are super easy to use, highly responsive and appropriate for residential systems or multiple-stage commercial environments (from one to five stages).

Loaded with Features:

- Large display for easy reading
- Positive or negative screen for night viewing
- Programmable extra output
- On-screen installer message
- Calculates kWh of use and HVAC total cost
- Wireless outdoor sensor
- 2-wire installation (P286-1600)
- Simple mode for non-programmable usage to hide all advanced features
- 5-year warranty

The TotalTouch® thermostat offers all-inclusive, user-friendly installation and complete integration with gas, oil, electric, heat pump, air conditioning and multistage HVAC systems.

FREE!

Wireless Outdoor Temperature Sensor*

Get a FREE Totaline® wireless outdoor temperature sensor with online offer completion & proof of purchase (2008 invoice showing purchase of any 2 Totaline TotalTouch® thermostats from a Totaline distributor.) Just log on to www.totaline.com, click on the link to "Free Stuff" for full details and follow the instructions.

*While supplies last. (one pair per person - certified HVAC/R professionals only).



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STUMP JIM FLYNN



Totaline Training Manager Jim Flynn answers your questions about Totaline and the HVAC/R industry.

The Mystery Motor

Q: Can I bring a motor to a Totaline store without the nameplate information and get a replacement?

A: Yes, you can! Here's why: through our comprehensive Totaline training program, we train our counter sales associates to identify eight key motor points that will allow them to select a suitable aftermarket replacement motor. Those eight key points are:

- | | |
|----------------------|------------------------|
| 1. Motor diameter | 5. Number of speeds |
| 2. Motor type | 6. Mechanical features |
| 3. Motor speed (RPM) | 7. Rotation |
| 4. Horsepower | 8. Voltage |

Once we identify those eight characteristics, we are able to go to the Totaline parts catalog and make the appropriate replacement selection. Your motor mystery is solved while you wait. And if for some reason we don't have a suitable replacement in stock, the warehouse is only 24 hours away. You'll get your part the following morning.

Our counter sales people are here to help you get what you need and get back to the job — fast. They know compressors, motors, thermostats, IAQ and everything in between. So no matter what your mystery, it's no match for Totaline.

Thanks for the question, and keep sending them in!

James.Flynn@carrier.utc.com

Jim Flynn is Totaline's training manager and has 30 years of experience in HVAC/R. Every month, we challenge readers to Stump Jim Flynn with a question about Totaline and the industry. Contact him at James.Flynn@carrier.utc.com.

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HIGH ENERGY COSTS? THE TOTALINE® TOTALTOUCH® THERMOSTAT IS MONEY IN THE BANK

With high energy costs on consumers' minds, the programmable Totaline TotalTouch® thermostat might be just what their checkbooks need. And beginning this month, technicians and contractors can receive a free gift while helping their customers save money.

By purchasing two TotalTouch® thermostats, techs can receive a Totaline wireless outdoor temperature sensor. "It's a win-win offer," said Jay Seitz, Totaline motors and heating aftermarket supplies product manager. "Customers get what they need and technicians sell thermostats and get a free sensor."

With the TotalTouch® thermostat's easy-to-program features, making sure heating or cooling systems run only when they need to is almost effortless. The TotalTouch® thermostat has a large touch screen and is

loaded with more features than more costly thermostats. It completely integrates with gas, oil, electric, heat pump, air conditioning and multistage HVAC systems and has a five-year warranty. Other features include a positive or negative screen for night viewing and a programmable extra output to run additional devices such as lights. The thermostat also calculates kWh of use and HVAC total cost.

"The TotalTouch® thermostat, with such advanced features, makes comfort solutions more cost effective," Seitz said. "It's something that techs can offer to all their customers as a money-saving solution."

To take advantage of the free wireless outdoor temperature sensor offer, go to www.totaline.com and click on the *Free Stuff* link. The sensor is shipped directly to the contractors' and technicians' homes or offices.

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THE BUSINESS SIDE OF HVAC/R

Running your own HVAC/R business can be challenging says Ed Gancarz principal of the SHA+RP (Successful Heating Air Conditioning and Refrigeration Professionals) Institute. The business side of HVAC/R can feel overwhelming: how much do I charge someone for a service call? How much money do I want to make? What does it cost to run my business?

Through the SHA+RP Institute, Gancarz, who has 27 years of experience in the HVAC/R industry, trains contractors in the business skills that can help them be successful. “Many HVAC/R businesses come and go,” said Gancarz. “And it’s not because of their technical abilities. It’s the business side of the equation.” They just don’t make enough money, he said. Too often, contractors charge customers only what they think the market will bear, he said. “But if the market will bear only so much and your cost structure is higher than that, then the clock is ticking on your business,” he said.

Gancarz outlines three ways to increase profits:

- Manage the costs of running your business. Always look at its cost structure and know what it is. Has your insurance increased? What are your fuel costs? Make sure to get quotes from multiple companies so you know

you’re getting the best price for services.

- Make sure you are getting the most value from your suppliers. Volume purchases or a unique transaction may be an opportunity to save money.
- Price for profit. You can’t reduce costs forever; at some point, you’ll have to raise your prices.

“You have to ask yourself, do you want to make money or do you want to make a living?”

Often with new business owners, “the business is not necessarily run as a business — it’s a living,” Gancarz said. “You have to ask yourself, do you want to make money or do you want to make a living?”

Gancarz, an MBA who spent the majority of his career with a Fortune 50 company, also recommends looking at what parts of your business bring in the most money. Take, for example, the new construction bubble that burst last year. Many contractors, Gancarz said, are in trouble because their main business was new

housing. “If you put all your eggs in one basket, then you’re going to be in trouble when there’s a downturn.”

Contractors should cultivate more service calls and service agreements with clients — they generate revenue and are beneficial to the homeowner. It’s also a great time to get involved in IAQ products, he added; consumers are interested in and familiar with IAQ, and there’s money to be made while helping customers.

By paying attention to the business side of their business, HVAC/R contractors can be highly successful, Gancarz said. “The talent pool in this industry is very shallow — it doesn’t draw people the way the auto industry or technological fields might,” he said. “If you’re good at what you do, you have the opportunity for lifetime employment in this industry.”



Edward Gancarz is the principal of the SHA+RP Institute. Their services include small business consulting and training, individual and group coaching, organization development, call center management and marketing and selling support.

Phone: (315) 263-1234
E-mail: egancarz@tcny.rr.com



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You'll go gaga for our new baby!



Introducing the new Totaline® Vacuum Pump

The newest addition to the Totaline "Tools of the Trade" family, the Totaline Vacuum Pump is the HVAC/R professional's best friend. Affordable, reliable, built to last and available in three sizes: 3 CFM, 5 CFM and 7 CFM.

FREE!

Totaline® mechanics gloves

Get FREE Totaline® mechanics gloves with online offer completion & proof of purchase (2008 invoice showing purchase of specified vacuum pumps from Totaline. See site for details.) Just log on to www.totaline.com, click on the link to "Free Stuff" for full details and follow the instructions. While supplies last. (one pair per person - certified HVAC/R professionals only)



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GET MORE FROM TOTALINE® TOOLS: HIGH QUALITY, LOWER PRICE, AND A **FREE** TOOLBOX

Totaline Tools of the Trade are just what technicians need on the job every day, and beginning Feb. 1, they can receive a free Totaline toolbox when they purchase a set of tools.

"All seven Totaline tools are equal in quality and features to popular products from competitors, but cost less," said Jay Seitz, Totaline motors and heating aftermarket supplies product manager. "And we offer some of the best warranties in the business. The entire line carries a three-year warranty, versus most of our competitors who offer just one." The AC Safety Volt Check has a lifetime warranty, he added.

Additional tools required for the free toolbox offer include the Clamp On Tester with Digital Multimeter, Digital Manometer, Dual K-type Thermometer,

Non-Contact Thermometer, Digital Pocket Thermometer, and the extremely popular Totaline EZ Digital Multimeter. The meter changes from AC, DC, and OHMs automatically. The only switch contractors have to push is the on/off switch – a nice advantage when contractors are busy and working on multiple jobs.

The free, rugged toolbox has room for all the Totaline Tools of the Trade, and can accommodate additional items. "It protects meters and other tools so they don't get banged around," Seitz said. "This is definitely something that technicians will like."

Go to www.totaline.com and click on the *Free Stuff* link to take advantage of the offer. Follow the directions and make the required purchase. The toolbox will be shipped directly to contractors and technicians.

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