

# HVAC Advantage

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## WE HELP HVAC DEALERS ACHIEVE MAXIMUM ROI FROM THEIR CUSTOMERS.

From your perspective, they're your customers. From their perspective, you fixed it, and they forgot. We help HVAC dealers stay "top of mind" with the most profitable source of business: their current customer base.

We've been helping HVAC contractors keep in touch with their customers since 1988. We offer existing programs pre-approved for manufacturer coop, or we can create a custom mailer designed specifically for your company.

### VALUED CLIENT, UNIONDALE, NY

"I had a customer call up today asking for an estimate on a boiler in response to a coupon featuring boilers. The customer told me, 'I never knew you guys did boilers. I thought you just did A/C.' So we are getting response from the newsletters. We're very happy with it and our customers are happy, too."

### VALUED CLIENT, NAPLES, FL

"We feel it helps customers, gives them information, coupons and we get a lot of calls from people. We get more business from our customers with the newsletter. It keeps our customers informed and up-to-date on what is happening in the industry. We have gotten good response from the specials we have run. We have also gained new customers from the newsletter and by current customers passing the newsletter on to others."

### VALUED CLIENT, SACRAMENTO, CA

"The newsletter triggered calls from customers who hadn't contacted us in a couple of years. We also received some response to coupons, but I feel the fact that people received a newsletter really helped a lot."

## Portfolio

### CHANGING SEASONS

*Changing Seasons* is a quarterly newsletter available for any HVAC dealer, and is specifically approved for COOP funding from Lennox. The newsletter costs less than \$1.00 per copy, which includes all design, layout, custom information, printing, postage... Everything!

### COMFORT ON THE HOMEFRONT

*Comfort on the Homefront* is a quarterly newsletter available for TRANE dealers. It was designed in 2004 under the guidance of TRANE in order to be eligible for COOP funding. Check with your rep for COOP approval. The newsletter costs less than \$1.00 per copy, which includes all design, layout, custom information, printing, postage... Everything!

### COMFORTWISE

If an existing newsletter program is not right for you, we can create a custom publication specifically for your company. We can even create multiple versions of the newsletter to communicate with unique markets.

## Your HVAC Team



Your HVAC Team includes Sherry McKinley, Mary Ann McKinley, Sue Franklin and Gary Stevener. Together they have more than 75 years of combined experience publishing newsletters for HVAC dealers nationwide. Sherry founded The Newsletter Company in 1981; Mary Ann joined the team in 1987, and Sue came on board in 1997. Gary Stevener retired from the US Navy after 23 years of service and assists with sales and marketing.