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Fall 2005**

TABLE OF CONTENTS

RIGHT-SALES STRENGTHENS SALES	1
STRAIGHT TALK ABOUT 13 SEER	1
TRADE SHOW SCHEDULE	2
GETTING SEERIOUS ABOUT 13 SEER	3
DELIVERING COMFORT SOLUTIONS	4
A SUPPORTIVE ALLIANCE	4
RIGHT-SALES, RIGHT CHOICE	5
UPCOMING TRAININGS	6
AWARD-WINNING RIGHT-SALES SPECIAL	6

RIGHT-SALES STRENGTHENS SALES FORCE EFFORTS IN THE FIELD

Wrightsoft's fully integrated software suite, Right-Suite Residential™, was recently enhanced with the introduction of **Right-Sales™**, an in-home selling solution used on a laptop or tablet PC in the field as a sales aid and designed for use in the office as a management tool. The ten-module Right-Suite Residential, which converges around an object-oriented drawing module, automates the design and calculation processes for residential and small business projects.



As Bill Wright sees it, proficiency in sales and marketing are core skills that contribute to rapid and continuing development of all companies. Yet, many HVAC contractors do not have formal training in sales and marketing and do not maximize opportunities to grow their businesses. Wrightsoft, he notes, developed Right-Sales to fill that gap and to provide all users with a competitive advantage.

Right-Sales enhances productivity in several ways. It formalizes the company message and image and standardizes company presentations and provides a management tool to evaluate the performance of each sales person.

(Continued on page 5)

STRAIGHT TALK ABOUT 13 SEER: WHAT ARE THE RULES?

By: Karim Amrane, Director, Regulatory Policy
Air-Conditioning and Refrigeration Institute

Reprinted, with permission from Contracting Business and ARI, from the May 2005 issue of ARI Magazine

On January 22, 2001, the US Department of Energy (DOE) published in the federal Register a final rule on energy conservation standards for Residential Central Air Conditioners and heat Pumps. The rule increased the minimum efficiency standard for residential central air conditioners and heat pumps from today's minimum standard of 10 SEER (seasonal energy efficiency ratio)/6.8 HSPF (heating season performance factor) to 13 SEER/7.7 HSPF for equipment manufactured on or after January 23, 2006.

Now with that deadline just around the corner, many HVAC contractors are scratching their heads, wondering:

- Exactly what equipment is covered?
- How long can I purchase 10 or 12 SEER units?
- What about my existing inventory? Can I still install less than 10 or 12 SEER units after January 22, 2006?

To shed some light on this important issue, here are answers to some often-asked questions.

(Continued on page 2)



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Straight Talk....(Continued from page 1)



What Equipment Is Covered by the Standard?

The equipment covered by the regulation includes both split-system and single-package residential air conditioning systems and heat pumps. Air conditioning systems must be rated at least 13 SEER, and heat pumps must have a rating of 13 SEER and 7.7 HSPF.

Exceptions to the Rule

The DOE has granted a temporarily lower SEER rating for through-the-wall air conditioners and heat pumps, stating that their manufacturers need additional time to redesign the systems to meet the higher efficiency rating.

For example, for split-system, through-the-wall air conditioning units, the minimum rating is 10.9 SEER, and for heat pumps, 7.1 HSPF.

For Single-package, through-the-wall units, 10.6 SEER is the minimum rating for air conditioners and 7.0 HSPF for heat pumps.

However, on January 23, 2010, the minimum efficiency of these units will be 12 SER/7.4 HSPF. Furthermore, through-the-wall products:

- may not exceed 30,000 btuh in cooling capacity;
- may not contain special weatherization features that would allow them to be installed totally outdoors; and
- must be marked for installation only through an exterior wall.

The DOE also limits the size of the area used for condenser air exchange in order to limit these classes to those products intended primarily for replacement applications.

Space Constrained Products

Also exempt from the 13 SEER ruling are "space constrained" units. The DOE granted these products a lower efficiency rating of 12 SEER/7.4 HSPF, as it felt their redesign would be cost-prohibitive for manufacturers.

The DOE defines a space-constrained product as a central air conditioner or heat pump:

1. that has rated cooling capacities no greater than 30,000 btuh;
2. that has an outdoor or indoor unit having at least two overall exterior dimensions or an overall displacement that:
 - (i) is substantially smaller than those of other units that are:
 - (A) currently usually installed in site built single-family homes; and
 - (B) of a similar cooling, and, if a heat pump, heating capacity; and
 - (ii) if increased, would result in a considerable increase in the usual cost of installation or would result in a significant loss in the utility of the product to the consumer; and
3. of a product type that was available for purchase in the U.S. as of December 1, 2000.

In addition, ductless mini-splits don't automatically qualify as space constrained and are subject to the 13 SEER/7.7 HSPF standard, unless they meet the above definition.

Small Duct High-velocity Systems

When the 13 SEER standard was originally published in 2001, it stated that small duct, high-velocity systems, such as units manufactured by Unico and SpacePak, had to meet the 13 SEER rating.

However, the DOE then recognized that these products wouldn't be able to meet the 13 SEER standard and proposed to provide relief through changes to the federal test procedures.

Therefore, the DOE advised the manufacturers to file for an "Exception Relief" waiver, which they were granted. As a result, small duct high-velocity systems manufactured by Unico and SpacePak are required to meet a minimum rating of 11 SEER/6.8 HSPF.

What's Next?

So, with all of these facts and figures in hand, what does it mean for contractors? Can they still purchase and install a residential central air conditioner or heat pump with an efficiency standard less than 13 SEER after January 22, 2006?

The answer is yes. A residential central air conditioner or heat pump with an efficiency standard less than 13 SEER can be purchased and installed after January 22, 2006. However, it must have been manufactured prior to January 23, 2006.

This means manufacturers, distributors, and contractors have the ability to sell their inventory of 10 SEER to 13 SEER residential central air conditioners and heat pumps, as long as they were manufactured before January 23, 2006.

However, as manufacturers gear up to produce equipment that meets the 13 SEER standard, lower SEER supplies are expected to dwindle.

Therefore, contractors not already offering 13 SEER and above products will need to get ready to as well. This includes training technicians, reconfiguring marketing materials, and even rethinking their sales approach on how to upsell equipment.

In addition, there has been speculation that cities and states could incorporate the standard into their building codes, making 13 SEER mandatory in new construction.

Fortunately, there's a wealth of information available. Associations and organizations such as the Air Conditioning Contractors of America (ACCA) and the Air-Conditioning and Refrigeration Institute (ARI), as well as distributors and the manufacturers themselves, can all help make the transition much smoother. As with any change, a proactive instead of a reactive approach will be the key to success.

Getting **SEER**ious about 13 SEER

The new requirements of 13 SEER/7.7 HSPF will certainly have an impact on your business going forward, but to what degree? We were interested to find out some of your major concerns and whether or not this will change your sales technique or how you will separate from the competition to gain an advantage in the market?

"While we sell using the good-better-best model we also sell on comfort issues of the consumer and always recommend the system that is best suited for their home. We test systems continually, and with more than 10,000 service calls a year, we've found that what's more important than the higher efficiency unit, is the duct work and whether or not it can handle the higher SEER system. In order to achieve the best results this has to be considered and presented to the consumer otherwise we are selling a system that doesn't deliver the quality that we promised. So while the new requirements to 13 SEER will not change our sales technique, we may have to adjust our message, further educating the consumer in order for them to make the best decision."

Jack Westenbarger, Vice President
Acree Air Conditioning
Tampa, FL

"In respect to New Construction, the change to 13 SEER is going to be a real interesting learning curve and I am curious to see how the industry will adapt to this change. Of course the greatest issue to derive from this change will be on pricing, which has been further compounded by the recent price increases in raw materials."

Roquey Schofield, Vice President of Central Texas
Big Tex
Austin, TX

"To make 13 SEER pay off, you have to sell to homeowners differently. Sure, you'll still talk energy efficiency. But you'll also sell aesthetics, comfort, acoustics, humidity control, healthy indoor air, warranty, service, financing — even color and college logos. Done right, there's more gross margin at 13 SEER and above than at 10 SEER.

Good-Better-Best selling will still exist. But it won't mean 10-12-14 SEER. It will mean a professional presentation to homeowners, selling beyond efficiency. That means changing homeowners' perception of HVAC to a value added, aesthetic part of the home. Not a box that heats, cools, is replaced when it fails, and needs bushes around it. In other words, it's time to sell premium products' appeal, your reputation, customer relationships, and the expert installation and service you provide.

So don't be afraid of 2006 and 13 SEER. Welcome it. Because it's the catalyst for HVAC pros who know how to sell — and deliver energy efficiency combined with a high-quality indoor environment — to sell like never before."

Andrew Fracica, York Brand Manager

To support your sales approach, the new Right-Sales module is the perfect vehicle to assist dealers in this 13 SEER transition, helping you to increase sales, involve the customer, improve closing ratios, while producing automatic professional proposals.

The program was developed specifically to help improve your sales performance and management while shortening the sales cycle with a repeatable sales process, which is adaptable as your business evolves. With Right-Sales you'll be able to get closer to your customer and get ahead of your competition.

DELIVERING COMFORT SOLUTIONS



After years of working at Trane, Jim Ruby decided to pursue his entrepreneur-driven spirit and purchase Arizona Comfort Systems, an established HVAC company. Considered an aggressive goal, Jim set out to double the business in a 5-year span, a goal he ultimately achieved in 3 years.

With a focus on Southern Arizona's residential market, (60% New Construction, 30% Remodel and 10% Service) Jim Ruby explains that what sets him apart from the competition is that he focuses on value and not price. "I try to solve people's problems, not just sell air conditioners. I never consider my customers to be short term customers, they are always long term customers in my mind."

Establishing a relationship with customers allows Jim to surpass the competition and be more successful in the HVAC industry. "I recently met with a former customer to quote on her second house. I worked on her first house 2 years ago and quoted \$2000 higher than the competition, but she still chose me over the rest. Extremely pleased with that system, she came back to have me quote on having the same system installed in her second home. Considering my last quote, she knew that I would still be higher than the competition, but her only thought was, I wonder what they (the competition) left out."

"I deliver value to my customers and Wrightsoft is the vehicle that helps me to create that value. I don't think that I could be doing this or enjoy the success I have today, without it. My closure rate of 95% in the custom home market, says it all. "

In the past 12 months Jim estimates that he has successfully completed over 400 jobs in new construction, and about 100 in the replacement market. Familiar with Wrightsoft from his early days with Trane, Jim has been using Right-Suite everyday since he bought Arizona Comfort Systems.

"It's a very versatile software program. I try to think "out of the box" with some of my designing and Right-Suite gives me that freedom, I haven't seen any other software that is remotely comparable." Jim recognizes that the major benefits of using Wrightsoft include; time savings, accuracy, ease of use and the presentations for the customer. "When I show the customer their house with the load calculations, proposed equipment with cost comparisons, and information about our company, it allows me to establish the value, sell jobs, and remain profitable."

"We understand the market and what our customers want. My employees are trained to be one-man crews so that multiple people are not on the job site. We are also strongly committed to on-going training for our staff so that we can offer the customers the best product and service available, and that's what Arizona Comfort Systems delivers for every customer."

Learn more about Arizona Comfort Systems at

<http://www.azcomfort.com/>

A SUPPORTIVE ALLIANCE

What began as any normal Trane Dealer meeting quickly evolved into a mentor support group of Arizona based companies. While waiting in line for the buffet dinner a select group of Trane Dealers decided to forgo the rest of the meeting and meet at a nearby restaurant. During this impromptu dinner meeting, the discussion turned to a shared understanding among the attending dealers, that delivering quality products and services to the customer was paramount. "Being aligned with Trane and actively involved with their training, business programs, and other elements, allowed us to provide a higher standard in quality, which differentiated us from others in the market," stated Jim Ruby of Arizona Comfort Systems. Based on these guiding principles, the Arizona Excellence Alliance was formed. "While we were sitting at the restaurant the idea struck us that we should use each other as mentors to set an example of how companies should work with one another and to provide assistance to the next generation of companies in the HVAC industry."

Collectively the group, which currently consists of 8 HVAC companies throughout Arizona, is worth \$16 Million in annual revenues. "We honor and support one another and our businesses, as well as provide or acquire our own training, business practices etc. It is very costly to grow your business, and we find that if one of the group is committed on making the investment, there is usually another member of the group

(Continued on page 6)

RIGHT-SALES RIGHT CHOICE

Over the last 3 years we have grown at an average rate of 30-35%. And while growing the business is still our top goal, we also knew that we wanted to adjust our current sales process.

I spent a lot of time researching and considering various HVAC sales presentation software systems. Right-Sales is so far ahead of the pack that it can not be compared to anything else currently available. Right-Sales is an industry-changing product. Like all other Wrightsoft products, it is an integral part of our business and has had a tremendous impact on our sales and profitability. Right-Sales is so effective as a sales tool that every contractor will have to have it in order to succeed or even to remain in business. I am thoroughly convinced that Right-Sales will become the most sought after revolutionary HVAC product ever developed.

The business plan that I put together calls for a 50% increase in add-on and replacement sales. Since seeing what Right-Sales can do for us in our sales efforts, I am changing my projections and sincerely planning on growth of 150% to 200% in that area.

Tom Beaulieu
President and Owner
Bay Area Services

Right-Sales....(Continued from page 1)

"A Wrightsoft survey determined that HVAC contractors who provide load calculations and take the time to explain the benefits that a particular design using specific air conditioning equipment and products will achieve more sales, have a higher closing ratio, and attain a higher rate of customer satisfaction than otherwise," Wright noted. "So we decided to help guarantee that contractor sales personnel could do just that with an in-home selling module that provides a repeatable sales process that presents the company, each time out, with a consistent yet customizable sales message."

"Right-Sales is designed to assist contractors to separate from the competition, involve the customer and increase sales," stated Chris Edgren, Vice President of Sales for Wrightsoft. "Considering the minimum air conditioning and heat pump manufacturing standard is about to change to a minimum 13 SEER/7.7HSPF, this will have a profound impact on the industry and how contractors sell to homeowners. Everything from current inventory levels and how they will stock the slightly larger units, to increased costs, to the way contractors now have to readjust their sales approach, now has to be considered."

The module, which uses templates and data from the evolving proposal to populate a formal, professional-looking properly organized sales and marketing presentation, enables contractors in the residential replacement market to sell on perceived competency and value-added quality of service rather than strictly on price.

Together, the sales personnel and client click through the built-in customer-preference questionnaire. Using customer responses about wants and specifications, the sales person simultaneously and efficiently builds both the design and the proposal, with projected costs immediately apparent. By participating actively in the process, customers are sure to get the products and configurations they need to achieve their goals, Wright points out. Changes in layout design, insulation values, and equipment selection reflect immediately, making what-ifs a snap to evaluate with respect to

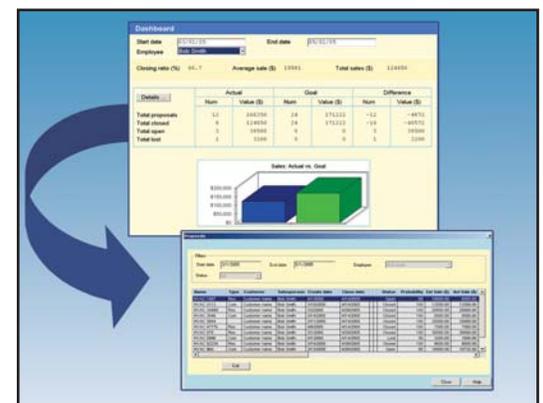
pricing, energy analysis, and projected payback. The module accepts uploaded product data from any participating dealer, distributor or OEM. An integrated link to the Internet-based Right-Catalog™ provides up-to-date real-time pricing from partnered companies.

In a customized sales presentation that can be as flush with information as the presenter wants, the software user may take advantage of PowerPoint slides and short company or manufacturer videos, digitized product cut sheets and catalog pages, and web pages holding other data that can bolster a sales position. It is easy and quick to click to load calculations and comparisons of good, better and best equipment selection and operating costs (maximizing upselling opportunities), and add any decisions or changes to the evolving proposal.

The module's sales management capabilities enable owners and managers to set goals, track closing ratios, and monitor individual or company-wide sales performance against previously established sales goals in numerical or graphical format, with data available by employee, territory, and date range. Authorized users can also update sales goals in response to or anticipation of changes in market forces.

And down the pike...

Bill Wright feels that integrated software can and should be the digital backbone for HVAC businesses large and small and steers the company to continue applying technology in new and beneficial ways.



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Supportive Alliance....(Continued from page 4)

that has already been there and can short cut the process, share his experiences and point out the down sides.

Decisions are based on a group consensus and the requirements to join are few but strict. Members must use Wrightsoft for their Manual J and Manual D calculations. Every member must also maintain excellent credit and have a good reputation for doing the right thing. In fact written into the by-laws of the organization, any of the members can review the general ledgers of each company in order to make sure that they remain in good financial standing. While the information remains confidential, should any of the companies experience problems the other members consider it their duty and privilege to provide assistance in turning things around.

Learn more about the Arizona Excellence Alliance at <http://www.azxl.com>



"It seems as if everyone who attends one of our meetings, wants to become a member." Jim continued, "We offer such a supportive environment that I see this group growing in the future. We believe in the McDonald's theory that if you go to anyone within the group, you'll get the same treatment, warranties, quality products and the promise to deliver. The Arizona Excellence Alliance is working to make a difference and bring up the level of the industry so that success is guaranteed."

AWARD-WINNING RIGHT-SALES SPECIAL!

Act now and save on the latest award-winning software by Wrightsoft! For the second consecutive year Wrightsoft has won in the Contractor Services and Software category of the Dealer Design Awards contest, this year for Right-Sales.

Offering an innovative approach to assist the contractor in selling more efficiently, Right-Sales is a vehicle for reducing the cost of sales, enabling the contractor to move away from selling strictly on price to providing a value-added approach that is best suited in the new 13 SEER world.

Find out why Right-Sales is being hailed as *"the most sought after revolutionary HVAC product ever developed!"* Contact Wrightsoft Sales at **800-225-8697** for the *NEW* brochure or reference **NLTR905** to order Right-Sales for **\$150 off** of the list price.



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