



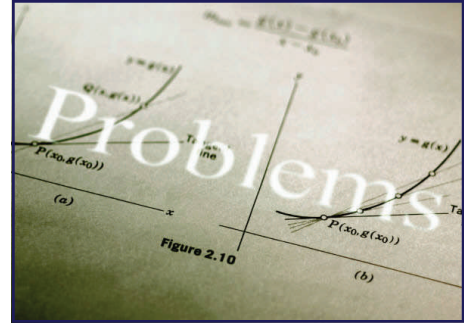
Comfort Institute, Inc. (CI) is an international indoor comfort research, training and consumer protection organization based in Bellingham, Washington with trainers and offices located throughout the United States and Canada.

Comfort Institute provides contractors across North America with the tools and training to go beyond the box, and satisfy common HVAC problems found in homes as stated below.



HVAC Business Problems

- The Competition Is Getting Tougher
- The HVAC Business Is Still Extremely Seasonal
- The Labor Crisis Is Reaching Extreme Proportions
- Marketing Costs Are Becoming Extremely High



Comfort Institute's programs are specifically engineered to help you solve these HVAC business problems.

Differentiates You From The Competition

CI Total Comfort Contractors incorporate The **"Whole House Comfort Checkup"** process giving the CI contractor a Unique Competitive Advantage. It gets the homeowners' attention. It differentiates the Comfort Consultant from everyone else. It slows the buying process down, and cements the trust and confidence relationship. And it creates a customized solution that that will truly solve their problems. And many times even getting paid to do so.

Creates Profitable Slow Season Work

Government and utility research studies have found: over 90% of homes and duct systems have problems worth fixing. CI Total Comfort Contractor service and maintenance technicians offer the *Whole House Comfort Checkup* to these clients. By promoting it during the busier seasons, the company creates an inventory of qualified sales leads with a long shelf life.

The Labor Crisis

CI Total Comfort Contractors attract the best technicians. Good technicians want to work for companies that truly want to solve their customers' comfort problems and put systems in right. They also enjoy having access to "beyond the box" training and instruments that take them to the next level.

The Marketing Crisis

CI Total Comfort Contractors gain a top quality, problem solver reputation. This greatly increases client loyalty and referrals; reducing marketing costs.

HVAC contractors supported by Comfort Institute recognize Equipment and accessories alone can't solve comfort, unhealthy air and high utility problems

New high efficiency heating and cooling equipment rarely operates at it's rated performance.

Today's more educated and sophisticated homeowners ultimately want safe, healthy, clean and comfortable homes, not just metal boxes that put out hot or cold air.

The vast majority of these sophisticated homeowners are "value buyers". They **will** pay more, provided they are shown the value

What Makes CI Contractors Different

The Whole House Approach

HVAC contractors supported by Comfort Institute “go beyond the box” to diagnose and solve, IAQ and comfort problems. They have invested in the training and diagnostic instruments needed, have become air distribution system and thermal envelope specialists, and understand that “The House Is An Interactive System”.

These contractors can solve **comfort problems** other contractors can't. They know the best ways to make hot and cold spots comfortable, such as rooms over garages, second floor bedrooms, or cold and drafty TV rooms. They know how to control humidity year round.

They can also solve **IAQ problems** other contractors cannot. They know why new filters and duct cleaning often don't reduce visible dust, and what needs to be done to really make a difference. They can diagnose and solve carbon monoxide and back-drafting problems. They have learned how to put the V (ventilation) back into residential HVAC.

In addition they know how to install new high efficiency equipment so that it **operates at the rated performance**. How to properly size new equipment, and solve pre-existing duct and thermal envelope problems. They know how to ensure new equipment actually saves money on utility bills.

In short they have evolved into *Total Comfort Contractors*. This provides a powerful Unique Competitive Advantage over 99% of the contractors in the industry.



Comfort is like a three legged stool: all three legs must be strong to be able to provide it!

Our Contractor Support Mission

Comfort Institute's **Contractor Support Division**'s mission is to help all quality conscious residential HVAC service & replacement contractors improve their problem solving ability – and profits – through Whole House & Air Distribution Diagnostics & Repair.

Comfort Institute's advanced **Membership Program** is creating a limited competition network of the best Total Comfort Contractors in North America. CI Members make the Whole House Approach the foundation of their comfort business, using proprietary marketing and sales systems.



What Comfort Institute Offers

Comfort Institute offers everything you need to successfully incorporate the Whole House Approach into your HVAC business. After consulting with you regarding where your business is at and where you'd like to go with the Whole House Approach, your CI Regional Manager will put together a recommended package to get you there.

Diagnostic Testing Instruments

- Retrotec Infiltrometer Blower Doors
 - TSI and Anor Air Flow Capture Hoods
 - FLIR Infrared Cameras
 - Retrotec Cool Smoke Puffers
 - Retrotec & Testo Digital Pressure Gauges
 - Retrotec Duct Air-tightness Testers
 - Testo Carbon Monoxide & Combustion Analyzers
 - Infrared Thermometers, Air Velocity Meters, Hygrometers
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Intensive Classroom Training & Certification

Held around the country, these highly acclaimed classes shares the secrets to solving comfort, IAQ and efficiency problems. Classes that are offered...

- Basic Building Science
 - Air Balancing and Duct Design
 - Advanced Psychrometrics, Dehumidification & Ventilation solutions
 - Crawlspace retrofitting
 - CO Analysis and Certification Protocols
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Technical DVD Training Program

Training classes and workshops are essential, but many of the technical skills needed are actually better learned from manageable bite size pieces of information on DVD. Trainees can learn at their own pace, and review as often as necessary. With over 40 titles and a new DVD every month CI Contractors can keep their company up to date on the latest training. For a complete list of DVDS contact Comfort Institute Inc.

Sales Presentation and Lead Generation Material

CI has available a number of marketing and sales aids to help you generate leads and sales. For example: Comfort Checkup Consumer Brochures, Presentation-Proof Binder, Audio Cassette Tapes, Slide Presentation for Service Groups, and more. (Additional advanced sales training and marketing systems are available to those participating in the advanced Membership Program.)

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