

Survey of Major Yellow Pages Advertisers *

Air Conditioning Contractors / Equipment & Systems

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Residential/Commercial/Apartments/Industrial/Institutional Sales/Service/Installation New or Existing Construction Central Air Systems (Custom) Window/Portable AC Units Energy Efficient Systems Commercial Refrigeration Repairs-All Makes & Models Walk-In Freezers/Coolers Wall/Floor/Transom Units Gas Conversion/Energy Zoning Conditioning Humidifiers Recover/Recycle Refrigerants Power Duct Cleaning	Split-System ACs - Ductless Humidifiers/Dehumidifiers Centrifugal/Reciprocating Chiller Repairs/Add-on Systems Industrial Water Treatment Plumbing Services (List) Systems Design/Inspections Computer Room Specialty Air Duct/Furnace Cleaning Compressors/Compressors Rebuilt Heating - Furnaces, Boilers, Heat Pumps, Electric, Radiant Geothermal Systems/CFC Retrofit Split Systems/Self-Cleaning Systs Mechanical Systems / Condensers	Parts/Coils/Cooling Towers/Rooftop Units Rehab and Code Violation Correction Coil Cleaning/Dryer Vent Cleaning Water Heaters/Water Softeners AC for Homes with Radiators – Mini-Ducts Solar Systems/Attic Fans/Swamp Coolers Maintenance/Service Agreements Air Purification - Air Cleaners/Filters Appliances Reconditioned/Serviced Thermostats/HVACR Controls Ventilation/Blowers/Electronic Air Cleaners Serving Offices, Factories, High Rises, etc. Kitchen Exhaust Systems/Water Heaters “Allergy & Asthma Sufferer Specialists” Furnace Tune-Ups			
Key Brand Names:	Air Temp Amana Amer. Std. Atlas Brant Bryant	Carrier Coleman Comfortmaker Day & Night Feders Friedrich	Frigidaire GE Heatwell Heil Holland Holly	Honeywell Janitrol Kenmore Lennox Patco Payne	Power-Vac Puron Rheem Ruud Tappan Tempstar	Trane Unico Weil-McLain Whirlpool Williamson York ETC. ETC.
Confidence Factors:	Years in Business Area Assns / Up-Front Pricing Licensed (#) / Insured/Bonded (Most) Factory Parts on Trucks Guarantees/Warranties 24/7 EMERGENCY SVC	Factory Trained/Authorized Engineering Credentials Brand Affiliation/Information ACCA Certified Contractor Specialty-Com'l, Energy Svg, etc. Expert Design/Installation	Certified to Recover & Recycle Refrigerants Technicians – Photo IDs, Drug Tested Utility Approved/Family Owned/BBB Environmentally Conscious / Firm Quotes 1 Year Free Svc/Service All Makes & Models EPA Certified/EPA-Approved Disinfectants			
Convenience Factors	Days/Hours to Call Same Day or One Day Service Radio Dispatched Trucks (No.) Website/E-Mail Address	Areas Served/Multi-Locations Location Data - Showroom Free Estimates (New Installations) Prompt Job Start/Completion	Toll-Free/Fax Number/Free Brochure Online Bookings – Service/Sales/Appts Credit Cards / (100%) Financing Invitation/Inducement to Visit Website			
Special Services or Extras:	Preventive Maintenance Marine Units/Buses Free 2nd Opinion-Compressors Air Conditioner Rentals Emergency Cooling Systems	Senior/Handicap Discounts “We Service All Brands” Energy Savings Measurement No Charge for Travel Time Parts/Advice - Do-It-Yourselfers	Mobile Home Systems/Ice Machines Carpet/Drapery/Upholstery Cleaning Re-Tubing / Sheet Metal/Custom Fabrication Contractor/Landlord Discounts No Extra Charge - Evening/Weekend Calls			
Typical Related Headings:	Air Cleaning & Purifying Eqpt Furnaces	Heating Contractors Plumbing Contractors	Refrigeration Equipment - Commercial Air Duct Cleaning			

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