

Worried
About
This
Year's
Profit?



We Can Help You Dominate Your Market

With billions of dollars being spent in the home services industry, the market is ripe for recognizing success in the heating and air conditioning business. In the past, what the market has lacked is a dominant, national brand – one that millions of customers turn to with confidence to meet their needs. This is no longer true. Seizing the opportunity, One Hour Heating and Air Conditioning™ has created a dominant brand in the North American and Canadian markets. We've done this using a unique selling proposition combined with proven effective marketing and management business systems that will help you build your heating and air conditioning business now and in the years to come, helping you achieve market dominance and business success.

The Proven One Hour Heating and Air Conditioning™ Business System

At the heart of our company is a unique selling proposition that speaks directly to the needs of our customers who place a great deal of value on time. Millions of customers across the country are desperately seeking timely service, with repairs made as soon as possible and at a time that works with their busy schedule. And, they want more than just lip service. They want a company that backs up their promises with professional delivery:

- On time, consistent service they can rely on
- Repairs explained simply but thoroughly
- Professional, courteous and highly-skilled technicians
- A brand they can trust

One Hour Heating and Air Conditioning™ is the nation's first heating and air conditioning service company to promise: *"Always On Time Or You Don't Pay A Dime!"*®. The competition simply hasn't been able to provide this service, so how can we?

One Hour Heating and Air Conditioning™ provides the keys to operational excellence that allows franchise owners to dominate their marketplace and fulfill the promise of on-time service or it's free through the following:

THE TEAM

Creating a positive and professional atmosphere that attracts the best and most qualified employees.

THE TOOLS

Proven tools to build a company with transferable value that has a greater opportunity for a beneficial exit strategy.

THE TRAINING

Training at our Franchise Academy teaches every aspect of the heating and air conditioning industry, covering everything from the technical aspects to the communications and administrative operations of the company.

THE EXPERTISE

Providing a proven operating system with ongoing support to improve company sales, profit and value.

THE MARKETING

A proven marketing and management system that increases business revenue.

THE BRAND

Providing the nationally recognized One Hour Heating and Air Conditioning name, logo and message, each developed to capture and retain top-of-mind consumer awareness resulting in more customers and greater profits.

How the System Works

One Hour Heating and Air Conditioning™ has perfected a successful business system for franchisees with methods to deliver daily, monthly and annual service, management and sales based on repeatable systems, standards, processes and procedures.

The system is a carefully planned and executed step-by-step roadmap to success that will provide management guidance for decades. Benefits of becoming an One Hour Heating and Air Conditioning™ franchise are as follows:

- **National Brand recognition and marketing with a powerful consumer message.** Our marketing is proven to drive substantial revenues, often doubling and tripling revenues for new owners within the first few years.
- **Exclusive territorial rights to the One Hour brand in your area.**
- **Complete turnkey operations (OPx) - Operational Excellence,** a step by step guide on how to run your service business.
- **Paid tuition for all staff to Success Academy every year for all core classes –** you can send all of your employees to our immersion training programs as often as you like. We train over 2,000 owners and employees per year through Success Academy.
- **Online training for staff that can be used between classes** allows you to access our resources anywhere at any time.
- **Access and use of all of our proven marketing and sales programs** including TV, radio, yellow pages, newspaper, direct mail, billboards, internet, call centers.
- **SuccessWare operating software for dispatching, call taking, and inventory control** included as part of your initial franchise fee paid. You can purchase SuccessWare as an independent contractor at a cost of (\$9000).
- **ASP server solutions provide you server and backup for computers** in the event you lose power or lose your internet connection.
- **HVAC Agent agency that recruits for new employees for you** (no charge to you).
- **Patented pricing systems for service and repair** (StraightForward Pricing Guide®).
- **Patented Persuasion selling System for Comfort Advisors** to use for replacements leads.
- **Full hands on Support from Franchise Business Consultant (FBC)** to implement, train and hold you accountable for achieving the goals and budgets you have established. His coaching comes from a business that manages 3 million a week in installs in our retail division.
- **Annual site visits from Consultant at no charge to ride along with techs and help you improve your business.**
- **Customized daily tracking software for business Key performance indicators** (Daily Managers Report).
- **Development and implementation of your marketing plan, and 5 year business plans.**
- **Coaching to write a detailed budget for 2008 for your service department.**
- **Answer Annie Program to enhance call takers performance and improve closing rates –** unlike anything else in the industry.
- **Phone Facts call tracking and voice recording software for Call Takers –** cutting edge performance evaluation, training and marketing tools.
- **Rights to use the One Hour National website and option for personal landing page.**
- **Success Blueprint step by step getting started conversion online program** based on your conversion schedule and progress.
- **Access to Model Centers to send your staff to ride along with the nations top performers and learn from the best** (no charge).
- **Annual franchise system wide events for training, networking, brainstorming and hands on classes and business sessions** (Congress, and Brand Dominance and Brand Voyage).
- **4 day training in Sarasota to kick start your franchise called Clockwork University.**
- **Cross marketing with our other brands in your marketplace to save advertising cost and overhead expenses.** Many of our franchise owners have reduced their costs dramatically by cross marketing with all three brands, referring business to one another and spending their dollars inside of a local marketing Co-op to get access to television, radio and other resources they could not afford on their own.
- **Service Agreement program with a highly valued coupon membership program to help lock in your repeat business.** (Comfort Club)
- **Leaders of the Organization have deep industry background** many owned and operated HVAC companies themselves.
- **Exit strategy option allows you to build brand equity** so that owners who want to exit the business can maximize their asset value.

Buying Power Benefits

We have 97 Buymax vendor partners to help you save money on overhead cost. Here are just a few:

- Goodman Rebate Program 7.4% back on all equipment purchases
- Goodman National Ceiling Price on equipment (best price in the nation guaranteed).
- Discounts on tires 34% off BFGoodrich and Michelin Tires (company wide).
- Up to \$5000 dollar savings on F150 and Cargo Vans thru Ford Motor Company.
- Business Insurance Savings on General Liability, Worker's Comp, and Auto.
- Staples office supplies thru online catalog with an average savings over 60%.
- Yellow Pages savings thru CK Yellow pages saves you a minimum of 5% off the best price you can get for ads locally. Many owners have saved up to 50% while doubling their current advertising.
- Exxon Mobile fleet accounts save 5 cents on every gallon.

How the Brand Works

At One Hour Heating and Air Conditioning™, we've done the work to establish brand dominance in the marketplace – an instant benefit to you. Before we decided on our company name, logo and tagline, we did a lot of research into the science of marketing and building a brand to ensure we made wise choices.

The name choice, One Hour Heating and Air Conditioning™, is the result of a market survey of 1,600 residential service customers that found most customers see heating and air conditioning technicians as honest, frugal and hardworking. One Hour Heating and Air Conditioning is commonly known, and the uncommon association with heating and air conditioning is what grabs consumers' attention.

The One Hour Heating and Air Conditioning™ tagline conveys an instant benefit to the consumer – you can rely on us, we're going to be there right away when you need us. We have trademarked punctuality in the heating and air conditioning industry and we own it in the marketplace.

Our unique selling proposition "Always On Time Or You Don't Pay A Dime®" uses proven scientific research to present the most powerful and memorable message through an easy-to-remember rhythm that stays in a consumer's mind after limited exposure.

Consumers generally hold brands to a higher standard and a higher degree of credibility. The One Hour Heating and Air Conditioning™ Company is an established brand and more credible choice over an independent shop in the minds of consumers. That's the power of the scientific and strategic marketing of One Hour Heating and Air Conditioning™.

THE ADVANTAGES OF BEING A ONE HOUR HEATING AND AIR CONDITIONING™ FRANCHISEE

- Learn how to generate greater revenue in the most efficient way
- Discover benefits and retirement programs like those found at large corporations
- Access state-of-the-art, private label equipment at affordable prices
- Avoid costly business "surprises" using our proven systems and business process software applications
- Strengthen your brand identity through our strategic marketing and communications efforts wherever a franchise is located
- Offer superior customer and technical service through our various training programs or our new Franchise Academy
- Provide a full guarantee for all worked performed
- Freedom to gain control of your business and your life

About Our Parent Company

One Hour Heating and Air Conditioning™ is owned by Clockwork Home Services, Inc. Clockwork Home Services establishes and builds nationally branded franchises for the home services contractor market. Led by a senior management team of entrepreneurs with collective expertise in marketing, branding and franchising for home services, Clockwork Home Services aims to build national brands for nearly all services that are performed in or around the home. With nearly 400 existing national branded franchises, Clockwork Home Services is well on its way toward helping small business owners and contractors gain a measure of financial comfort, success and happiness.

The Time is Now to Become the Top Heating and Air Conditioning Company in Your Market

If you're ready to be in business for yourself and want to put the strength of the One Hour Heating and Air Conditioning™ brand, resources and business assistance to work for you, **please call David Bloom, Vice President, at (866) 574-7431, ext. 534** to learn more about how you can become a One Hour Heating and Air Conditioning™ franchisee and become the leader in your marketplace.