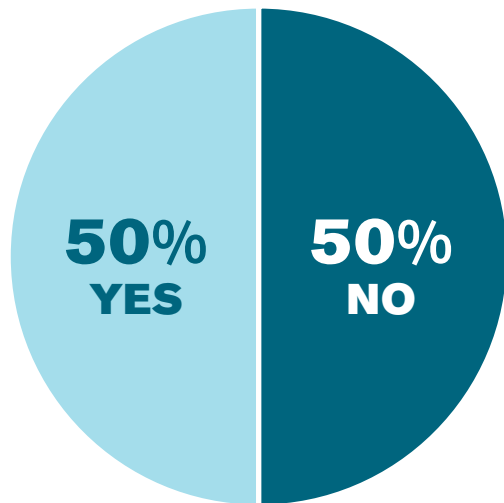


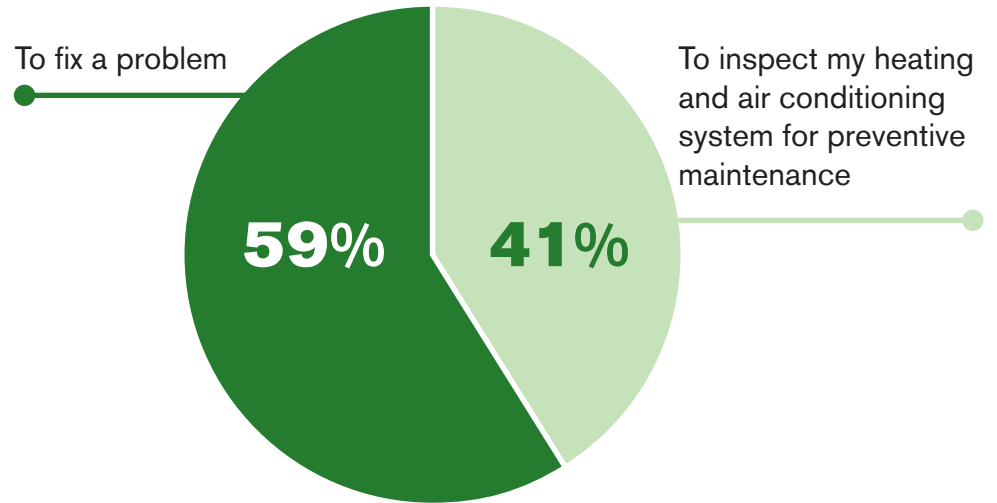
Preventive Maintenance and Homeowners

Preventive maintenance can prolong HVAC system life, avoid costly system failures, and keep those systems running efficiently. A 2021 survey from The Colling Media Snapshot Survey revealed that an increasing number of homeowners are recognizing the importance of preventive maintenance. The company polled 571 homeowners from across the United States.

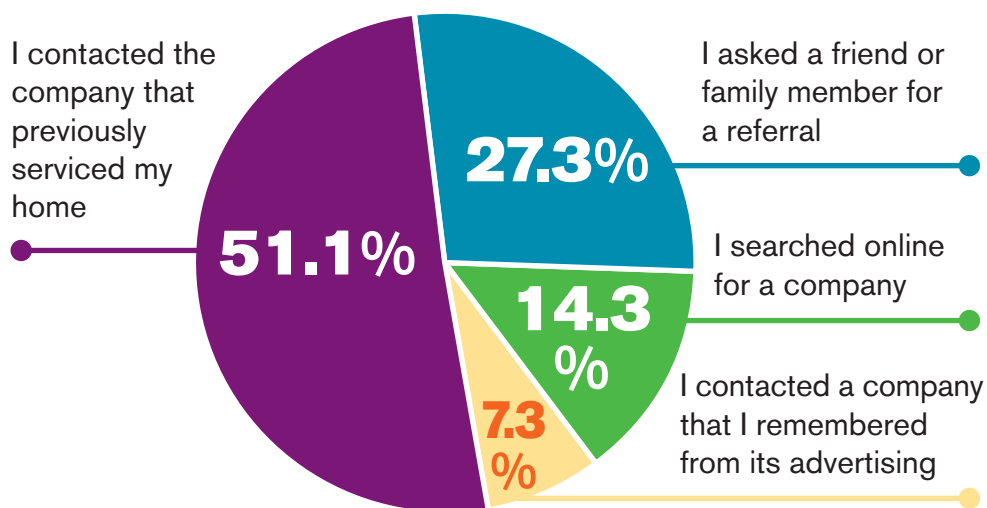
Did you have a preventive maintenance inspection service on your heating and air conditioning system in the past 12 months that was not related to a problem?



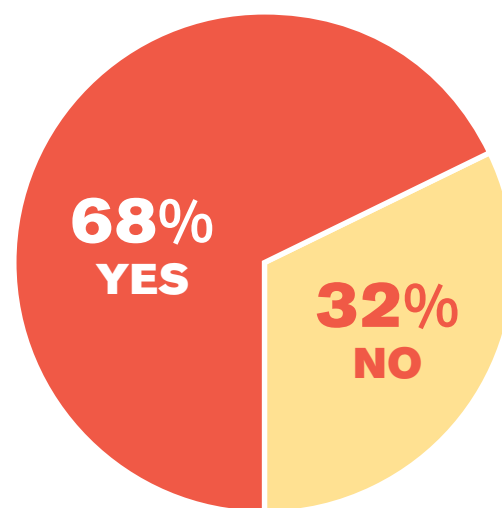
Think about the last time you had a heating or air conditioning service company come to your home. Was it to fix a problem or perform a preventive maintenance inspection?



Think about the last time you had a heating or air conditioning service company come to your home. How did you decide what company to call?



Were you aware that most heating and air conditioning companies offer preventive maintenance inspection services?



“When most consumers need HVAC service, they either turn to the last company they hired, or they ask a friend or family member for a referral. But nearly a quarter of consumers rely on advertising awareness and online searches for HVAC firms. That means 26.5 million households actively search for an HVAC company when they require service, and that’s a golden advertising and marketing opportunity for HVAC companies that are serious about growing their business.”

– Brian Colling
CEO of Colling Media