

Selling Residential Service Agreements (Panel Discussion)



Panelists

Robert Tuck

*Atlas Heating & Air Conditioning
Oakland, CA*

Brian Fluetsch

*Sunset Air Inc.
Lacey, WA*

Dennis Schindler

*Scott Lee Heating Co.
Fenton, MO*



Moderator

Richard Spinelli

*Bryant Air Conditioning
Contractors
North Babylon, NY*

Robert Tuck Robert was born into a HVAC family. When he left the University of California at Berkeley with a Bachelor of Science degree in Conservation of Natural Resources in 1972, he was sure he would never work for the family company. Four years later, after four jobs that included stand-up comedy and radio broadcasting, the family called him to service and he answered. He has worked in all aspects of the business over the last twenty-five years and currently owns and operates the Oakland office as a separate corporation.

Brian Fluetsch Brian has been with Sunset Air since 1976. Throughout his high school and college years, he gained broad practical experience by working in the field. In 1981, he began working full time managing the service department. Later, in 1985, he began selling residential new construction and retrofit systems. As of 1993, he has served as vice president of operations overseeing the residential and service divisions.

Dennis Schindler Dennis is the service manager for Scott-Lee Heating Company and has been in that position since 1991. He manages 18 service technicians, all of the sales staff, customer service, service agreements, extended warranties, and workers comp insurance.

Richard Spinelli Richard began working for his father, a large mechanical contractor. For nine years he learned all aspects of the HVAC industry by working in his father's service department, where he also spent time as a project manager. He purchased Bryant Air Conditioning Contractors (a 47-year-old company) in 1987. Since he purchased the company, Richard has been committed to providing his customers with the best-built and most efficient systems that are the latest in design and priced competitively.

PRESENTATION OVERVIEW: Three experienced SMACNA contractors from around the country will share their thoughts and experiences about their service agreement programs in a facilitated panel discussion format. Hear about their successes and struggles as they talk candidly about what works and what doesn't in their markets.