

# Cold-Climate Air Source Heat Pumps

## Post-Install Business Sales



**NYSERDA**  
New York State Energy Research  
and Development Authority

Cold-climate heat pumps are effective and efficient for heating and cooling. Their function relies on proper care and servicing. Maintenance affects a heat pump's efficiency, longevity, and reliability. **Service plans are the best way for both homeowners and contractors to ensure heat pump system maintenance and performance.** Explore the advantages of service plans for you and your customer.



### Why should you sell a service plan?



**Steady Revenue:** When installations are at the core of your business, service plans can reduce the ebb and flow of installation work. The labor hours needed to fulfill service plans can be scheduled **to fill time in the shoulder seasons** or when installation jobs finish earlier than projected. Customers with a service plan are more likely to return to you for unscheduled service needs.



**Relationship Building:** On average, HVAC systems only need to be replaced every 15-20 years. Service plans provide an opportunity to build a lasting relationship. Whether mitigating a comfort need, answering a homeowner's questions, or upselling with other products, the **hands-on in-person time with a customer** provided during service visits are invaluable and can separate you from the competition.



**Referrals:** You can win over additional business from a customer and earn customer referrals by keeping a customer's heat pump operating efficiently. **Customers value trusted relationships, ongoing support, and system longevity.** You will be able to win additional business through word of mouth by establishing yourself as a trusted partner.



**Reduced Technician Attrition:** You can eliminate the need to reduce staff during off-peak seasons by having a steady flow of service contractors. This lets you retain seasoned employees in roles that help **build customer relationships.** This positions your company as **reliable, credible, and always available** for your customers' future HVAC needs.



**Manufacturer Support:** Manufacturers provide assistance to contractors that purchase service plans from them. This could **include extended warranties or on-call technical assistance** to help troubleshoot complex problems.



**Free Advertisement:** Your van in the driveway is an advertisement for your company every time you go to a customer's house to perform a routine maintenance checkup. Service plans help **showcase your services to the neighborhood.**



## Why should homeowners purchase service plans?

Air source heat pumps last **15 years or more** with proper care and service. Your customer invested in this resource and wants to see it last. **Service plans are the best bet to ensure a heat pump's longest lifespan and best performance.**

## How to Sell a Service Plan



**Lifespan:** The most important factor determining how long a heat pump lasts is how well it is maintained. Ultimately, service plans provide customers with a simple and **hassle-free** path to maintain their system and **extend its operating life.**



**Costs:** By recognizing a potential issue with a heat pump before it becomes a problem, you can **save the customer money** in the long run. Preventative maintenance is often more cost-effective than repairing a worn or broken part. Sharing an anecdote of a time where preventative maintenance saved a customer in the long run can be particularly effective.



**Warranty Protection:** Many manufacturers require regular maintenance to keep warranties valid. By investing in a service plan, your customer will be guaranteed that their **warranty is kept in good standing.**



**Efficiency:** Properly maintained heat pumps can use up to 25% less energy compared to neglected units. Regular maintenance translates to **monthly energy savings.**

Learn more about service plans from your distributor or manufacturer and find other helpful resources at: [cleanheatconnect.ny.gov](https://cleanheatconnect.ny.gov)