

HVAC CONTRACTOR SUCCESS GUIDE





ACTIVE AIR MANAGEMENT WITH HAVEN.

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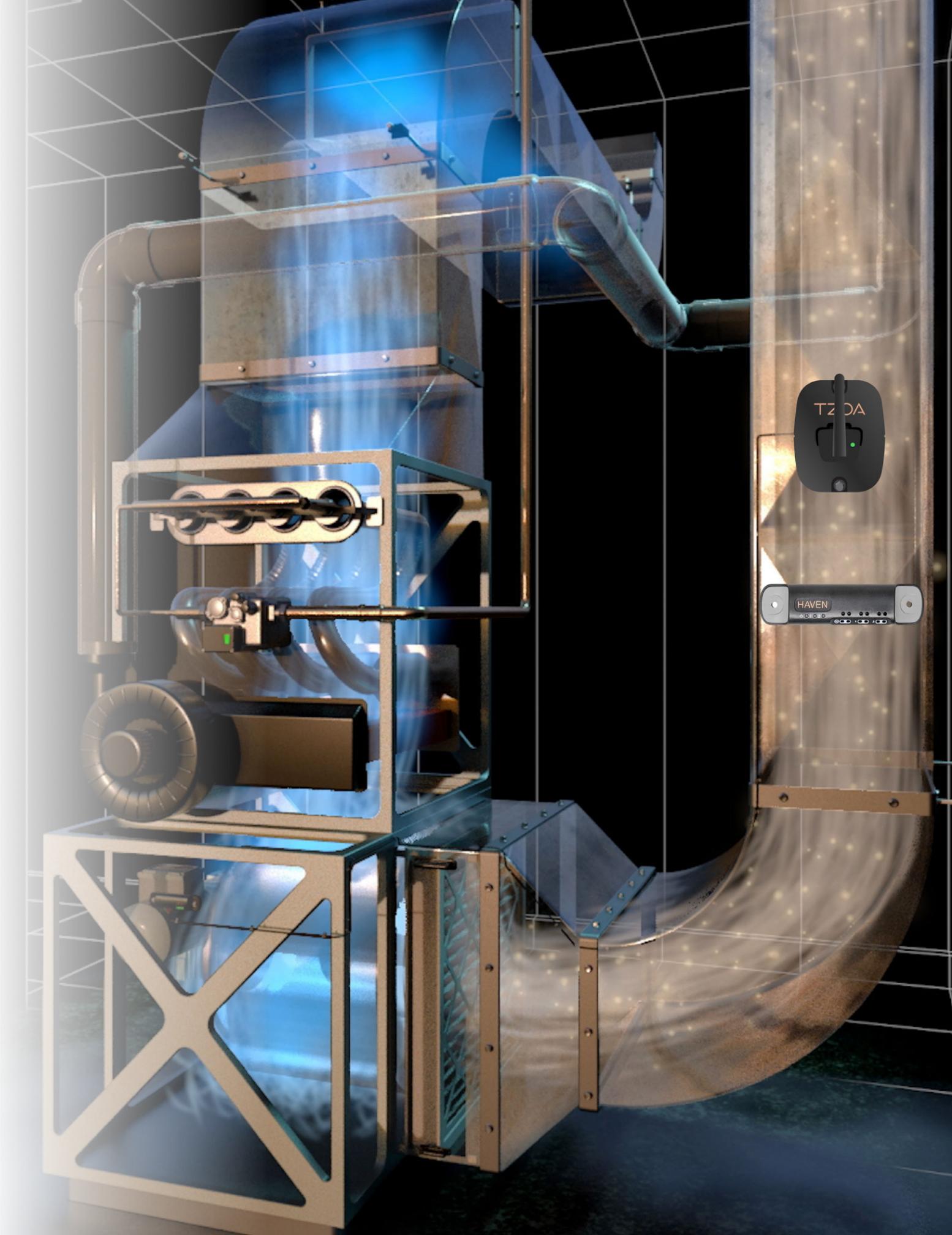
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1. Sales & Marketing Resources



1 IMPORTANCE OF IAQ

WHY SHOULD I CARE ABOUT IAQ?

Our indoor environments are increasingly designed and constructed with energy efficiency in mind. This means tighter building envelopes and regulations that don't yet optimize human health. The result?

Inadequate ventilation and filtration in the majority of homes, leading to poor indoor air quality (IAQ).



THE MARKET FOR IAQ IS PROJECTED TO GROW

\$10.27 BILLION BY 2025.



20% of this growth will originate from North America.
Your customers are asking for IAQ already - don't miss out!



81%
of homeowners
will make improving IAQ
a priority this year,
especially those with
children at home



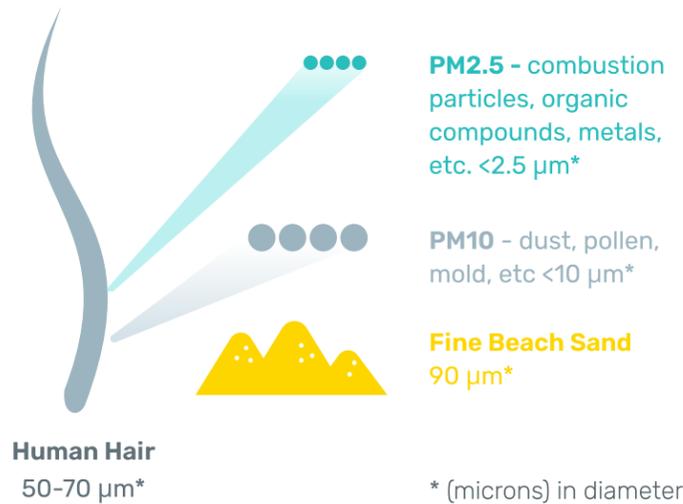
62%
of homeowners
believe that home IAQ
needs improvement



KEY DRIVERS
for this market will be
increasing demand for
smart air quality
monitoring devices

HEALTH, WELLNESS AND IAQ

PM2.5 is especially dangerous and highly hazardous to human health, due to its microscopic size (about 3% the diameter of a human hair). Since they are so small and light, fine particles tend to remain in the air, which increases the risk of being inhaled into the lungs. They can even enter directly into the circulatory system.



PM2.5 exposure can cause...

- Respiratory diseases, heart disease, and cancer
- Headaches, dizziness, and fatigue
- Irritation of the eyes, nose, and throat

IAQ AND THE HOME

You may believe the air inside your house to be safer and cleaner than the factory and exhaust-polluted outdoors - this is often not the case. When it comes to indoor air quality there are many forms of air pollution, and proper recommendations should be made.

FACT 1:
Over 50% of single family homes have one person with a respiratory sensitivity or condition that is exacerbated by poor IAQ.

- Indoor Pollution is **2-3 times WORSE** than outside air
- We spend over **70%** of our time **AT HOME**

FACT 2:
Children are more susceptible because they inhale 50% more air per pound of body weight than the average adult.

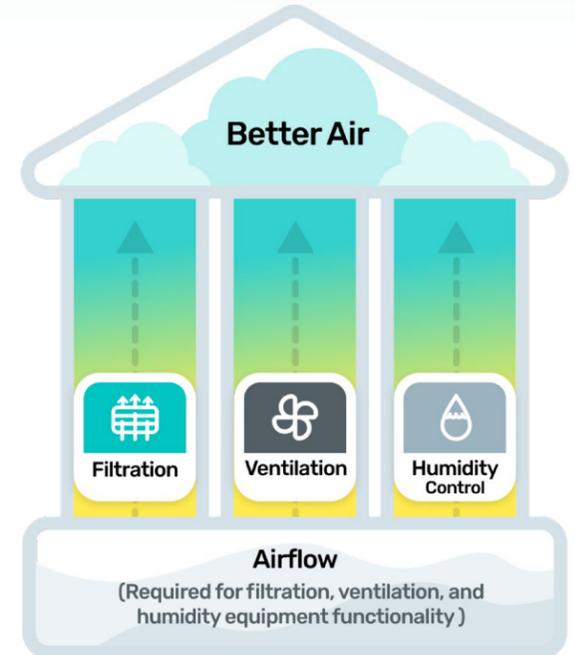
- The average adult breathes over **3,000 GALLONS** of air per day
- Indoor air pollution ranks as one of the **TOP 5** environmental dangers

Sources: US Environmental Protection Agency & Energy Star

IAQ goes beyond traditional 'comfort' considerations and actually contributes significantly to the health and safety of the home. A healthy ecosystem promotes a clean, breathable environment, designed for comfort and productivity.

THE THREE PILLARS OF IAQ

Air movement is the foundation on which all IAQ problems arise - and on which they can be solved...



Filtration
Helps capture harmful airborne particles on a whole-home scale - unlike room air purifiers, which only service one room at a time. Without effective filtration, particulate matter build-up can damage critical organs including the heart and lungs.

Ventilation
Proper ventilation replaces stale air with new outdoor air: removing any built up chemicals from off-gassing, and CO2 from breathing. Chemical build up in the body has been linked to liver, kidney, and nervous system damage.

Humidity Control
Optimizing temperature and humidity is key for human health, as well as limiting microorganism and virus survival.

Airflow
The foundation of your home's air quality is airflow. Without airflow, the equipment that manages these 3 pillars can't function effectively.

2 TARGET AUDIENCE



WHO IS HAVEN FOR?

HAVEN is intended for everyone! If you're looking for a place to start (i.e. picking the low hanging fruit), we would recommend these core groups. Each are susceptible to poor IAQ, so would likely be receptive to discussions and making sure their homes are a healthy environment.



CORE CUSTOMERS...



YOUNG FAMILIES & EXPECTING MOTHERS



PEOPLE WITH ALLERGIES



CHRONIC ILLNESS RELATED TO POOR IAQ



ELDERLY PEOPLE



TIDY HOMEOWNERS



SICK BUILDING SYNDROME



3 CORE VALUE PROPS

OPPORTUNITIES

Higher-income homeowners are typically receptive to IAQ solutions, including HAVEN. For mid-to-lower income homeowners, including HAVEN in a package deal with an equipment install can be an effective way to enable sales.

In addition to the residential recommendations above, light commercial applications including healthcare facilities, restaurants, gyms, and small public buildings are also great potential candidates for HAVEN. These groups are often motivated to show their customers they're doing everything they can to keep their patrons safe, by providing the cleanest air possible.



Residential



Healthcare Facilities



Gyms



Public Buildings



Schools



Restaurants



**Veterinary/
Dental**

INSTALLATION APPLICATIONS

HAVEN is intended for central ducted HVAC applications. We do not currently offer solutions for ductless buildings. Commercial and industrial applications are not recommended for HAVEN (see [Light Commercial Compatibility Guide](#) for specifics).



SHORT TERM BENEFITS

HAVEN focuses on active air management through filtration, ventilation, and humidity control, by connecting and activating the equipment that manages these IAQ pillars on-demand.

HAVEN will 'supercharge' any ducted HVAC system & IAQ accessory: providing an added layer of intelligence on top of non-communicating equipment to **go beyond comfort**. Your HVAC system will be 100% more responsive to events in real time that impact your health.

LONG TERM BENEFITS

HAVEN gives your customers peace of mind, knowing that any emerging IAQ issues are automatically brought under control. The HAVEN IAQ app provides notifications when air quality problems have been solved, and the data in the Pro Portal gives you the evidence you need to recommend equipment solutions where chronic or persistent IAQ trends are shown.

PROVING YOUR RECOMMENDATIONS WORK

Many HVAC contractor groups choose to leverage HAVEN technology as a means to measure baseline IAQ in the home, and generate recommended solutions based upon these measurements. After installation of the recommended equipment, the Monitor can be used to validate the solutions while the Controller is connected to actively manage the equipment (i.e. a 'before' and 'after').

HAVEN CASE STUDY



HAVEN Pro Web Portal - Customer Drilldown - Relative Humidity Data

The example above represents relative humidity (RH) levels that are higher than the range recommended by the EPA, which is 30-60%. These high levels can lead to mold growth, as well as undesirable comfort conditions for the dwellings. On June 26th this customer installed a dehumidifier. You can see the results through the data almost immediately, bringing this home back into the recommended RH range.

PRO TIP #1

If you're evaluating HAVEN as a fit for your business, we recommend purchasing 3 personal use units: one for your home, one for your business, and one to keep in your truck.

MAKING THE INVISIBLE, VISIBLE



4 POSITIONING: SELLING HAVEN

BELIEVE IT OR NOT, YOU'RE ALREADY SELLING IAQ SOLUTIONS.

An air conditioning system already contributes to air movement, filtration, and ventilation.

TRADITIONAL AIR HANDLER



HOW TO SUPERCHARGE YOUR EQUIPMENT

Re-align your approach to IAQ by categorizing your existing products under the 3 pillars of IAQ + airflow foundation principles. HAVEN is positioned across all 4 as a means to measure and improve, 'supercharge' equipment through smart automation, validate solutions, and identify opportunities for improvement.





OVER 80% OF IAQ PROBLEMS CAN BE SOLVED BY IMPROVING HVAC SYSTEMS

Source: Refrigeration Service Engineers Society

HAVEN RECOMMENDATION

If you chose stand-alone HAVEN positioning, try a blend of both: offer the benefits of temporary assessments, with the option of upgrading to long-term monitoring. Both sides win.



PRODUCT POSITIONING OPTIONS

OPTION 1 EQUIPMENT PAIRINGS



Include HAVEN in unit replacement packages to validate solutions.

OPTION 2 STAND-ALONE

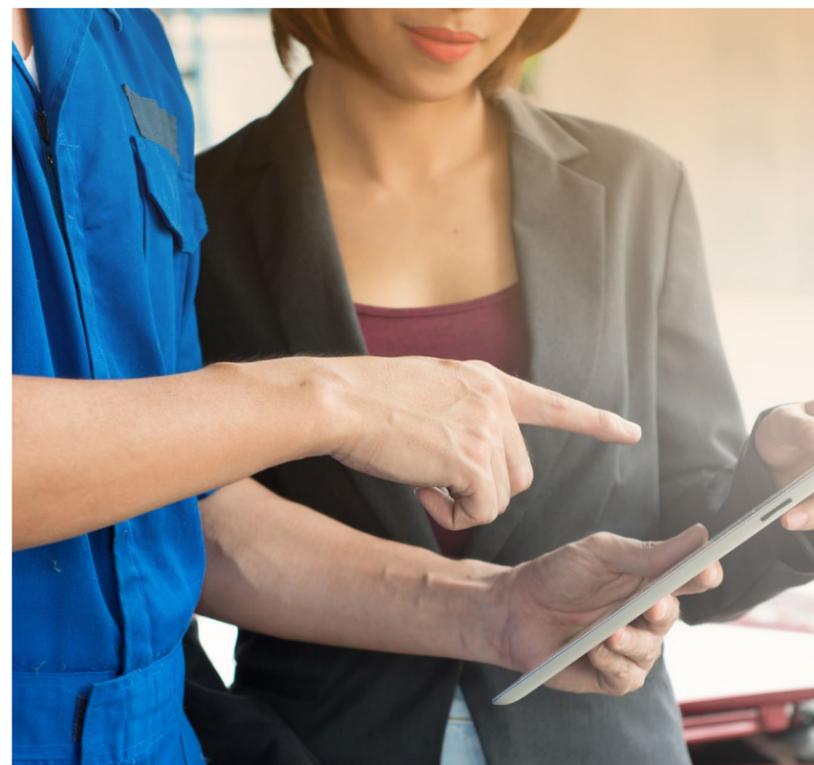


Install HAVEN as a stand-alone to add value to service maintenance contracts, and gather evidence to support future equipment recommendations.

OPPORTUNITIES

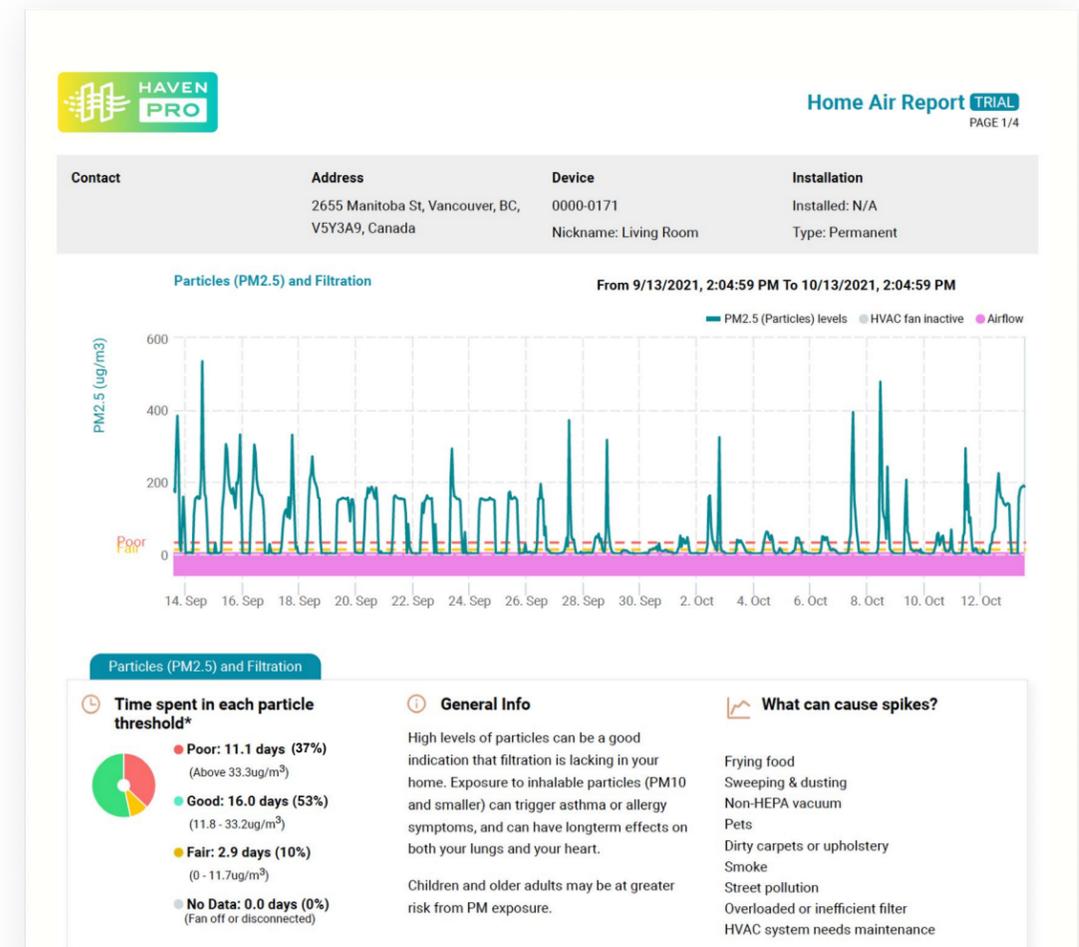
Long term monitoring will yield increased trust and retention with your customers, and show gradual IAQ improvement over time. This approach enables an ongoing relationship with repeat touchpoints and sales opportunities, and provides a competitive advantage in your service area.

The **temporary assessment** path is a good way to get your foot in the door (think "land and expand"), producing an initial report and generating opportunities for immediate solutions.



SERVICE MAINTENANCE

Bundling HAVEN into a traditional service and maintenance agreement will elevate your relationship with your customers. The HAVEN reporting functionality will serve as a **'home performance report'** every time you visit your customer. This should be used in conjunction with your HVAC checklist to review criteria that are in good standing, and areas that need improvement (either now or in the near future).



5 HAVEN PRICING



PRICING STRATEGY

A quick and dirty rule of thumb is to price HAVEN between \$499 - \$699 USD (including installation). We generally do not recommend exceeding an all-inclusive price above \$1,000 USD.

PRO TIP #1

On larger ticket quotes, the HAVEN Monitor & Controller can be leveraged as a sweetener (i.e. free incentive) for customers to buy into the full proposed package.

Consider sacrificing upfront margin for long-term gain. This is a product that will continue to pay dividends throughout its lifetime, and build a trusting relationship with your homeowners. There's no sense in losing a sale over \$50-100, when the potential long-term value in new opportunities often exceeds \$10k. Or, if customer is enlisting your services, simply offer it as part of the install. Future business will ensue.



Good



Better



Best



BUNDLING STRATEGY: GOOD, BETTER, BEST

A common packaged solution structure for many organizations is a Good, Better, Best (GBB) pricing strategy to bring in a consistent, high-ticket sale. This strategy is intended to attract all customer types from the cost-conscious homeowners to the 'top-of-the line' luxury buyers of your products/services. Luckily, HAVEN can be adapted in this GBB model quite easily - read on for details.

GOOD, BETTER, BEST WITH HAVEN



Good



Better



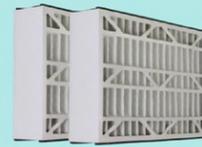
Best



RECOMMEND



- 1" MERV 8



- 5" MERV 11



- HEPA Filter Kit
- Media Air Cleaner



RECOMMEND



- TP-LINK Smart Wall Switches



- Power Ventilator
- In-duct Air Purifier



- ERV / HRV Option



RECOMMEND



- Programmable Thermostat



- Central Dehumidifier



- Central Ventilating Dehumidifier



RECOMMEND



- ECM Single Stage Furnace
- Low SEER Air Conditioner



- Variable Speed 9390 Efficient Furnace



- Modulating Furnace 96% Efficient
- 16 - SEER A/C



HAVEN CENTRAL AIR MONITOR & CONTROLLER

HAVEN is the foundation to decision making



FINANCING OPTIONS

Customers are typically receptive to financing options (payment deferrals, low-interest payments, and even rent-to-own models), especially on bundled large-ticket items. This removes barriers to entry when considering more efficient or premium equipment options, and can increase your average ticket by 25-50%!

FINANCING DEFERRAL AND TERMS

Understanding what financing options exist will depend on your financing partner. Most partners offer payment deferrals (i.e. pay nothing for 6 months, then payment installations thereafter) and competitive terms that make higher ticket sales more palatable for your customers.



70%

of dealers prefer the deferral option, as it's easier for them to sell to homeowners



"Wildfire season is coming up - why don't we get HAVEN and a media air filter installed now to stop the smoke?"

We can defer or spread out the payments for you. For now, let's focus on keeping you safe!"

5 SALES & MARKETING RESOURCES

SALES & MARKETING RESOURCES

We know that stellar customer support is essential for a good product experience. That's why we offer email, web, and phone-based support for both homeowners and professionals, as well as access to our community forum.



HAVEN PRO SUPPORT

Dedicated installation & sales support.

prosupport@haveniaq.com
1-833-4-IAQ-PRO
(or 1-833-442-7776)



HAVEN HOMEOWNER SUPPORT

First-line homeowner support to reduce nuisance calls.

support@haveniaq.com
1-833-96-HAVEN
(or 1-833-964-2836)



VIRTUAL TRAINING

Need hands-on training with your teams? No problem! Schedule time with us for free, anytime!

sales@haveniaq.com



HAVEN PRO SALES DOWNLOAD

For easy, supported handoffs to your homeowners.

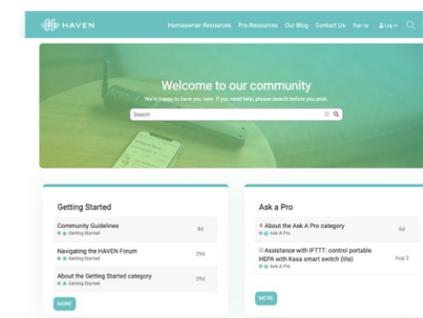
<https://pro.haveniaq.com/resources>



MARKETING SUPPORT

We're here to support our customers from a Marketing perspective. Connect with our Marketing team to learn more.

marketing@haveniaq.com



HAVEN COMMUNITY

Online forum for homeowners & professionals.

<https://forum.haveniaq.com>



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