



SAFE, RELIABLE, AND AFFORDABLE HIGH EFFICIENCY AIR CLEANING PRODUCTS

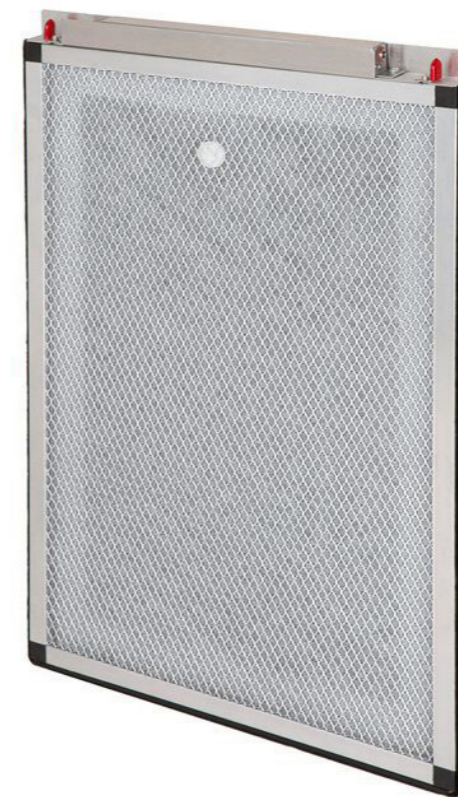
HVAC contractors find growth opportunities offering IAQ solutions

The COVID-19 pandemic has forever altered our perception of indoor spaces and the air we breathe. In the post-pandemic world, homeowners are increasingly recognizing the critical importance of indoor air quality (IAQ). Most recently, the Canadian wildfires have sent smoky air across much of North America, resulting in extremely poor air quality in many U.S. cities. These critical events have cemented the importance of have reliable IAQ solutions in the home.

Dynamic Air Quality Solutions has been providing IAQ solutions before IAQ was cool, according to Steve Mores, Divisional President of the company. "Homeowners are definitely more aware. We've been growing at 25% to 30% a year for the last 15 years. What the pandemic did was create a lot more awareness – we were bombarded with phone calls asking, 'Will your UV light kill the coronavirus?' Well, yes it will and testing validates it. Then the market exploded. When HVAC salespeople and service technicians are out presenting options on sales and service calls, they're also talking about IAQ, which a lot of them weren't doing prior to the pandemic."



Garland, Texas-based On Time Experts has been offering IAQ to customers since 2002. Jack Bredeweg, the Operations Manager for On Time Experts is a big Dynamic Air fan.



"Every house needs it. It extends the life of the equipment, so you increase efficiency, you prevent breakdowns, and you make it more reliable. That's where our focus is."

~ Jack Bredeweg, Operations Manager for On Time Experts

"The main cause of all heating and air conditioning systems that have breakdowns is due to dust, dirt, and debris. Understanding that, we focus on what we can do to increase efficiency, longevity, and reliability, and that's where Dynamic Air products help. As a byproduct, there are also some health advantages for our clients, but we're not doctors, so we don't focus on that aspect. We don't prescribe UV."

According to Bredeweg, IAQ makes up a significant portion of the contractor's revenue. "Most of our replacement systems come with these products just from a prevention aspect," he says. "If a customer doesn't have an IAQ system in place, we will discuss the benefits and educate them about the products. But we don't pressure anybody. It's an affordable product, and many times, we bundle it into the price of the replacement system. It's a profitable business."



Reputable partner

Founded more than 40 years ago, Dynamic Air Quality Solutions offers whole-house polarized media air cleaners and UVC/UVV air purification systems, bypass HEPA systems, time-release drain pan treatments, and more. The manufacturer also has a separate division for commercial product offerings.

"We have an air cleaner, most everybody else has a filter – you can go buy a MERV-12 filter at Home Depot, which are good filters, but they can't take the little guys out of the air. Ninety-eight percent of airborne particles measure below one micron – that's 1/150 the size of human hair. That stuff goes right through filters," explained Mores. "Our air cleaner is polarized, meaning it has a magnetic electrical charge to it. That is our most popular product – we talk filtration first, then we go beyond filtration into air cleaning. We tell people all the time, you buy a 16 SEER, 95.5% efficient system, put a \$30 filter in there and it's going to get dirty. Six months later, even though the system is protected from the large particles, the small stuff is going to build up, and even though it's a 16 SEER system, it's going to stop acting like one very, very quickly."

CATEGORY: HVAC

SUBCATEGORY: INDOOR AIR QUALITY

SERVICES/PRODUCTS PROVIDED:

- NEXSTAR EXCLUSIVE PRISTINE AIR LINE
- HIGH EFFICIENCY AIR CLEANING PRODUCTS
- WHOLE-HOUSE ELECTRONIC AIR CLEANERS
- WHOLE-HOUSE AIR PURIFICATION SYSTEMS
- TIME-RELEASE DRAIN PAN TREATMENTS
- ONLINE TRAINING LIBRARY

YEARS AT NEXSTAR: 14





"Homeowners pay \$8,000 to \$20,000 for an HVAC system, depending on what they're getting and what size it is, and then, six months later, it's working like a much less efficient system. So, the homeowner is not getting the performance that they paid for. Our polarized media air cleaner keeps the system super clean and keeps the air clean of particles, which cause allergy and asthma attacks," noted Mores.

It also happens to be the most popular IAQ solution On Time Experts sells, Bredeweg notes.

"The polarized media cleans the air," he explains. "Next, living in a Southern climate where

humidity can be an issue, air conditioning is a must in order to remove the temperature and humidity out of the air. Dynamic's germicidal UV lights and oxidizing lights help kill viruses and other particulates within the air, which can start to create an organic growth within your air conditioning system – I'd say that would be the next most popular."

Cost/benefit analysis

Dynamic Air Quality Solutions also has a training website with over 100 recorded training modules, including 18 IAQ certification modules. Individuals watch the 18 modules and then must pass a test to get certified as an IAQ specialist. The company also has live WebEx sessions and 14 IAQ Territory Training Managers that train onsite at the contractor's facility several times a year on the science of IAQ and how to identify IAQ challenges and offer solutions on every call, Mores says.

"We have a lot of touchpoints, it's not just 'Here's our product, good luck,'" he adds. "We currently have over 100 recorded training modules online. When we bring on a Nexstar member, our training is included with buying the product. It doesn't overlap with Nexstar training, but it supplements what they are already learning. We know the Nexstar way, so we know where to plug into their training program."

Bredeweg says On Time Experts really makes use of the Dynamic Air Quality Solutions training opportunities.

"They have some of the most brilliant trainers I've ever met. They know the technology, the products they're providing, and they've been in the field so they understand the scenarios and what we are facing."

~ Jack Bredeweg, Operations Manager for On Time Experts

Dynamic Air Quality Solutions also walks its dealers through scenarios of how to sell during a recession, as many homeowners do not spend money on add-on services with the fear of an economic downturn looming. "We have a return on investment on our product," Mores explains. "People can't afford some things when the economy is bad, but when their HVAC goes out, they're still going to have to get a new system. So we talk about how to protect the equipment and your family. OK, yes it's going to cost you an extra \$1,200, but it's going to save you \$400 to \$500 in energy costs annually by keeping the system clean and running at peak efficiency. So the payback on investment is less than two years. We don't just talk about it as an expense, but as a protection package investment. It should come with every system. It's just as important to invest in an IAQ system during a recession as it is any other time because you're looking at controlling cost."



Dealer advantages

Dynamic Air Quality Solutions offers its Nexstar member dealer partners an advantage in the form of a private brand. "If you're a Nexstar member, you get the Pristine Air line – other contractors don't have that," Mores says. "And if you leave Nexstar, you don't get it anymore, you have to go to something else. That gives our dealers market protection. If you sell other manufacturer brands, anybody can buy that, and next thing you know, they all start beating each other up on price, and nobody's making money. We want to make sure that our Nexstar contractors are profitable."

Bredeweg notes Dynamic Air Quality Solutions is an incredible partner. "Going back to the training they provide, the level of service, the data and support of their superior products, and phenomenal warranties. We see the truth – we put the product in, and when we go back to the system a year later, we see it's doing exactly what they told us it would do. They also have incredible people. You make a request, and they are all over it."

Bredeweg recommends Dynamic Air Quality Solutions to other Nexstar members frequently. "I met a guy out of happenstance in the Baltimore area, and I gave him their information. He contacted them within 20 minutes after he left my office. I recommend them because it is the right thing to do for the industry. I don't care if the contractor is my competitor across town. The Dallas metroplex is so big that we can't get to every customer even if we tried. From an industry aspect, if more homeowners have products that are properly installed and prevent breakdowns, their systems will last longer. And, it's rewarding to help our customers make education decisions and earn their trust. They want to know they aren't being taken advantage of and that they can trust our recommendations," Bredeweg adds.



"Dynamic Air Quality Solutions is a wonderful vendor and partner and I consider myself fortunate to have a relationship like we do with them,"

*~ Jack Bredeweg,
Operations Manager for On Time Experts*

Why Dynamic Air



Safe, reliable and affordable high efficiency air cleaning products



Ideal for removing:

- Odors
- Smallest sub-micron particles
- Airborne pathogens
- Volatile organic compounds (VOCs)

