



**MORE THAN HVAC.**

**IT'S A PROMISE.**

## Lennox offers HVAC contractors reliability and resources to grow their businesses

Prior to conducting research, the average homeowner doesn't typically know the difference between HVAC manufacturer brands – they do know, however, that they want a system that provides comfort. They rely on their contractor to provide them with high-quality services and solutions. In turn, HVAC contractors rely heavily on their manufacturing partners. Choosing a reputable manufacturing partner is not just a matter of convenience; it can significantly impact the success and reputation of the contractor's business.

Rusty Cochran, President of We Care Plumbing, Heating & Air in Murrieta, California, has worked with Lennox products since he began working in the trade with this father while in high school. When he opened his own company in 2000, he decided to continue that partnership.

**"Lennox has been in my blood since the beginning. The relationships I have with their team is most important. They are on the cutting edge of technology, and we have direct accessibility to them – I can literally call the President of Lennox if needed. And I like the fact that we're not going through a distributor – it's straight to the manufacturer. They've always been a top brand."**

~ Rusty Cochran, *President of We Care Plumbing*



We Care typically installs more gas-electric split systems, however, that will change with the new regulations being pushed by California Governor Gavin Newsom, Cochran notes.

"They're still figuring out the Inflation Reduction Act, however, it will entice people to switch to electric – but we don't have the grid to support it," he says. "There's definitely more interest in electric right now because customers hear natural gas is going away. But, for the most part, homeowners don't have a preference. We're really the ones guiding that decision. And there is more interest (in electric) than in the past."

JJ Salais, Strategic Account Manager for Lennox Industries, notes that the biggest trends in the HVAC market are energy rebates and tax credits.

**"The consumer is looking for the best equipment, but at the lowest price. There's so much support around the 25C tax credit right now. These regulations are driving the push for electrification. On top of rebates from local utilities or municipalities, Lennox also offers consumer rebates for the homeowner, making it easier for the contractor to provide more energy-efficient equipment at a lower price. We call it stacking the rebates."**

~ JJ Salais, *Strategic Account Manager for Lennox Industries*

As such, Lennox is definitely seeing more heat pump sales, Salais adds. And some regions – such as Canada, California, the Great Lakes, and the Southwest – where homeowners tend to be early adopters.

Having a manufacturing partner that offers a variety of products, including new, cutting-edge technology is key.

"When we go to the home to offer a system, we can say, 'Lennox has the most efficient equipment,' and that helps us with the sales process," Cochran says. "We also show the Dealer Design Awards as well as other recent category recognition. The quality Lennox products make it easy to highlight the benefits."



CATEGORY: HVAC

SUBCATEGORY: HVAC MANUFACTURER

SERVICES/PRODUCTS PROVIDED:

- HEATING & COOLING
- COMFORT CONTROLS
- INDOOR AIR QUALITY
- SYSTEMS
- MARKETING MATERIALS
- LENNOX LEARNING SOLUTIONS TRAINING

YEARS AT NEXSTAR: 11





## Trusted partners

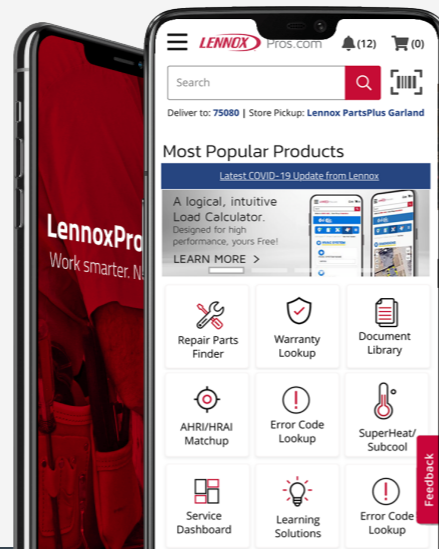
According to Salais, the Lennox Field Sales Team is focused on partnerships with HVAC contractors versus trying to move boxes.

**"We're focused on how we can help our contractors grow. We have multiple resources across the country. We are factory-direct, single-step distribution, so you're not talking through a middleman to get a resolution for your customer. We're looking to build a relationship.**

**When I was a Territory Manager, one of my dealers didn't know much about the energy rebates available. I helped them sign up for our local rebate program which in turn, helped boost sales. We also can guide contractors on pulling insights to help generate leads for their technicians. That summer, we tripled their technician leads in just three months versus the prior year."**

*~ JJ Salais, Strategic Account Manager for Lennox Industries*

Lennox also offers its dealer partners marketing materials, and will co-brand and co-op some marketing and advertising campaigns as well.



## Training and support



SCAN ME

Lennox Learning Solutions has training courses designed for technicians in every aspect of their careers. The online resource allows HVAC contractors to find training courses to help their team increase their working knowledge and become more proficient.

Lennox also has Field Technician Consultants (FTCs) that support each district. FTCs work with Lennox's dealer partners to provide troubleshooting, virtual training, and live in-person, hands-on training at the dealer's office.

"They will go in, break the system apart and show the technicians how to diagnose and work on the equipment," Salais says. "We also have 10 live labs around the country where contractors can send their technicians – we call it BuildATech. These live labs have a variety of Lennox equipment, both new and old. Our BuildATech course is also offered in Spanish. The goal is to help our dealers expand their training offering to include Spanish-speaking classes and ensure language is not a barrier. We also offer BuildAnInstaller. Equipment that is installed properly the first time prolongs the life of the equipment and improves homeowner satisfaction, strengthening the relationship between the contractor and their customers. Lennox plays an intricate role in supporting our dealers in this manner."

Additionally, Lennox offers an online digital platform, LennoxPros, that makes it easier to service and install the equipment, Salais explains. "When technicians are on a customer call and they trying to find a repair part, they don't have to call us. Technicians can use their mobile phone to access the LennoxPros app, then scan the equipment barcode to access repair parts, warranty coverage, and product details. They can also search product availability and order online to save time. With our communicating system, powered by the Lennox S40 Smart Thermostat, which won the 2023 GREEN BUILDER Sustainable Product of the Year award, technicians have access to a simple, easy-to-use touchscreen that allows complete system configuration. They also can access to scheduled maintenance alerts, system warnings, and troubleshooting to keep the system running at optimal performance."

Additionally Lennox offers dealers an online load calculation tool, which is ACCA-approved. Essentially, a technician can type in the homeowner's address and calculate a block load to get an idea of how big the house is and the recommended system.

And last but not least, Lennox offers sales and operations training as well with its BuildASalesperson and Operations Accountability classes. Cochran notes he's attended Operations Accountability three times. "The first time I went, I had no clue what they were talking about related to KPIs and benchmarks," he says. Thankfully, I met someone in that class who owned a company fairly close to mine, and he opened up his doors to me. He is a great mentor. The second time, I paid a lot more attention and got a lot more out of it."

The support Lennox offers We Care is key, Cochran notes.

**"They really support the dealer – there's not just local support with your Territory Manager or even your Regional Manager, you can go above and beyond that, if needed. It's a great three-way partnership between my company, Lennox, and Nexstar."**

*~ Rusty Cochran, President of We Care Plumbing*



## Why Lennox

- Troubleshoot instantly with Error Code Lookup
- Access over 400 online courses with expert HVAC instructors
- Generate new leads, order online, find product information, and access homeowner systems 24/7 with the LennoxPro app

# 400+

online courses to access on Lennox Learning Solutions



Green Builder's Sustainable Product of the Year

# 100,000+

items available on site for all your HVAC needs