



# FROM SIMPLE TO SIMPLY SMART

## Unlocking the benefits of selling smart, connected HVAC

In an era of rapid technological advancements, homeowners are increasingly seeking ways to make their lives more convenient, efficient, and comfortable. One technology that has gained significant traction in recent years is the smart thermostat. With an ability to optimize energy usage and seamlessly integrate with other smart home devices, smart thermostats have emerged as a valuable addition to modern households – but that’s just the beginning of smart HVAC technology.

Connected thermostats can offer a myriad of benefits to both homeowners and HVAC contractors, especially amidst rising energy prices. In fact, David Quam, Director of Product, Services at Resideo explains he is seeing significant growth in this category. “More and more consumers want enhanced functionality,” he says. “They want to be able to control their Honeywell Home thermostat from their phones, even when they’re away from home. They want to ensure that they’re consuming less energy, and then when they return home, they want to be comfortable. Most people prefer to use the smart thermostat’s app to adjust or control the thermostats – including viewing the schedule.”

Gone are the days when homeowners used to keep their thermostat on the wall set at one temperature all the time, Quam notes. “That approach wastes a lot of energy,” he says. “Programmable thermostats allowed people to program a set point for certain periods of the day, such as 9-5 workdays when they’re away from the house. Now, with Wi-Fi connectivity, Resideo’s Honeywell Home thermostats are much more enhanced and capable. You don’t even have to program your schedule unless that is your preference. Our geofence feature on the Resideo app detects where your phone is located and automatically adjusts based on your set preferences, location, and the time of day. For example, if you’re in the geofence area, the app automatically adjusts the heating or cooling based on your comfort preferences. And when the system detects that no one is in the geofence area, it automatically goes into energy savings mode, which can help people save a lot of energy.”

For 40-year-old HVAC contractor AC by Jay, located in Scottsdale, AZ, offering Resideo smart thermostats has been an asset to the company. Norm Sanders, General Manager, AC by Jay, has been working with the brand for over 30 years, back when it was known as Honeywell. Honeywell completed the spin-off of Resideo Technologies Inc. in 2018, and since then, Resideo has strengthened its leadership in the smart home HVAC controls, plumbing, and security markets.

“We’ve continued the relationship with them as they’ve transitioned to Resideo,” Sanders says. “Their customer service and technical backup are great, and their products are very dependable.” Sanders notes his company sells the Honeywell Home 8000 thermostat with almost every installation. “We also offer the T10, which is an excellent product. With a lot of remote homeowners in our area, we sell quite a few Wi-Fi products. We have Canadians and Midwesterners who have second homes here during the winter, so during the summer, they’re gone. There’s an advantage to connect to their homes remotely.”



**“I love the reliability of Resideo’s Honeywell Home products. They’re very dependable. It’s great for customer satisfaction, plus there are fewer callbacks. Additionally, there are fewer recalls on Resideo’s products.”**

*~ Norm Sanders, General Manager for AC by Jay*



## Technological advantages and services

In addition to thermostats, Resideo offers both zoning and Indoor Air Quality (IAQ) solutions, including humidification, dehumidification, ventilation, filtration, and UV IAQ.

“Of course, IAQ systems are pretty important,” Quam points out. “Through COVID, we have seen there’s more interest in making sure the air in the home is comfortable. By adding a humidifier or dehumidifier, depending on which region of the country you are in, you can operate your heating and cooling much more efficiently. Humidity levels impact how comfortable you are and your energy usage will be much more optimal.”

Quam notes that offering connected thermostats with Resideo Pro-IQ™ Services are win-win for HVAC contractors. According to Quam, the thing that really sets Resideo apart from competitors is its services.

“Let’s say there is a situation where the contractor has to go into the home, figure out the issue, and fix it,” he says. “If the homeowner had a Honeywell Home smart thermostat with Resideo Pro-IQ Services, the contractor would be able to diagnose the issue remotely, and then visit the customer’s home with an understanding of the issue, the parts needed to fix the problem, and even the appropriate level technician that can handle the call.”

**CATEGORY:** PLUMBING, HVAC

**SUBCATEGORY:**

- HVAC MANUFACTURER
- PHCE MANUFACTURER
- SMART HOME
- CONTROLS

**SERVICES/PRODUCTS PROVIDED:**

- THERMOSTATS
- HUMIDIFICATION/DEHUMIDIFICATION
- VENTILATION/FILTRATION
- INDOOR AIR QUALITY
- RESIDEO PERKS REWARDS PROGRAM

**YEARS AT NEXSTAR:** 11





From a contractor standpoint, it's a huge win because they can diagnose the problem without having to send a truck," Quam adds. "It may be as simple as 'OK, the customer made a mistake and changed the fan operation,' and the issue can be resolved over the phone. This way, the HVAC company is better informed and

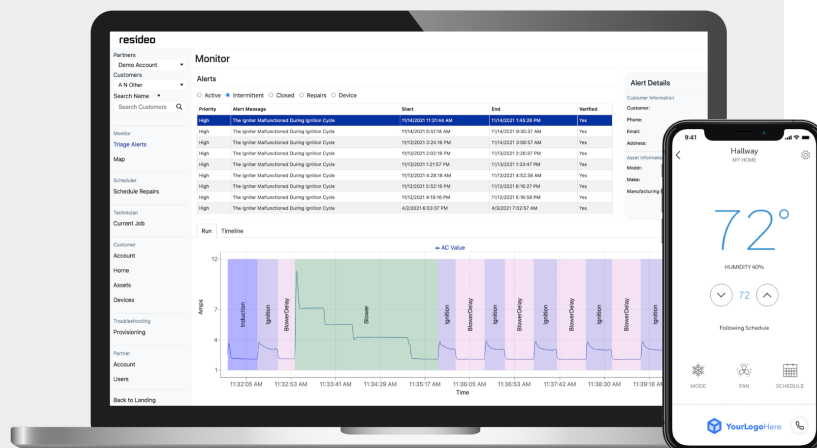
able to perform the repair in a shorter timeframe, allowing them to service more customers. Sometimes when customers call, the contractor can't get to them for a few days. This helps mitigate that scenario and keeps customers happy."

**"We offer connected solutions that provide insights into the equipment functionality itself. When an HVAC system is on the verge of failing, Resideo can go one step further and provide information in addition to simple alerts. The contractors can use this information to understand what is causing the alert."**

~ David Quam, Director of Product, Services for Resideo

Resideo's Pro-IQ Services can help HVAC companies take customer relationships beyond the traditional install and repair lifecycle, and equip their business with a more connected, proactive approach to customer service.

Pro-IQ Services offers two levels: the first is in-app branding that amplifies marketing and customer retention efforts by placing the HVAC company's logo and contact information in the Resideo app, keeping the company top-of-mind when a customer requires a service call. The second is a 24/7 HVAC monitoring hardware and software kit that alerts HVAC companies if there are issues with a customer's HVAC equipment, making it easier to schedule technicians and deliver proactive service before issues become emergencies, saving time and money knowing the issues and parts needed in advance of truck rolls.



## Partnership perks



Resideo offers extensive training for its partners. On top of technical training detailing how to install and troubleshoot equipment, Resideo also trains HVAC contractors on key product talking points to use during the sales process.

"We offer training through Resideo Academy so that the contractor can speak to the homeowner on their level, specifically on what the homeowner cares about and how they would benefit from these services," Quam notes.

**"Smart home services are transforming Resideo's approach to customer support because they create new value streams. Historically, customer care awaited**

**an incoming call about a home or appliance having a problem. It was very reactive. Smart home services are driving more regular outbound consultations between Resideo, their Pro Channel Partners, and the homes they serve. We've expanded our support teams with success coaching in smart home services. Services reinforce relationships between homes and service professionals, which create new touchpoints and engagements. Our support teams have evolved to ensure our customers are set up for success in the neighborhoods they serve. It's about customer success as much as customer support. That is the reason why our contractors come back to Resideo. The products are reliable, but we also focus heavily on process improvement, particularly in the smart home space."**

~ David Quam, Director of Product, Services for Resideo


Sanders verifies that fact. "They have consistent training – both online and in-person. We have local support here with Bo Rogers, Resideo's Senior Account Manager – he is a great guy, and if we need anything, he is very responsive. We've had Bo come in and do training, but we also participate in a lot of online courses. They have training on how to present, what to present, and how to sell it. The literature they provide is incredibly helpful."


Noting all of the resources and support available, Sanders definitely recommends Resideo to other HVAC contractors.


**"It's the most reliable thermostat on the market. The reliability and dependability of the products is a big part of why we use them. And the support is a big reason why we continue to utilize their products."**

~ Norm Sanders, General Manager for AC by Jay

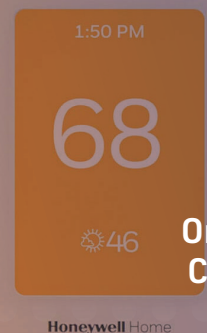
## Why Resideo

 Learn, install, and service with Resideo specialized training

 Enjoy loyalty rewards and access to a wide variety of benefits

 Receive marketing materials and other sales growth tools

## RESIDEO ACADEMY



On-Demand Curriculum



Hands-on Training



Blended Learning Experience



Micro Learning Lessons

130 years of experience

24/7 HVAC monitoring



HVAC monitoring