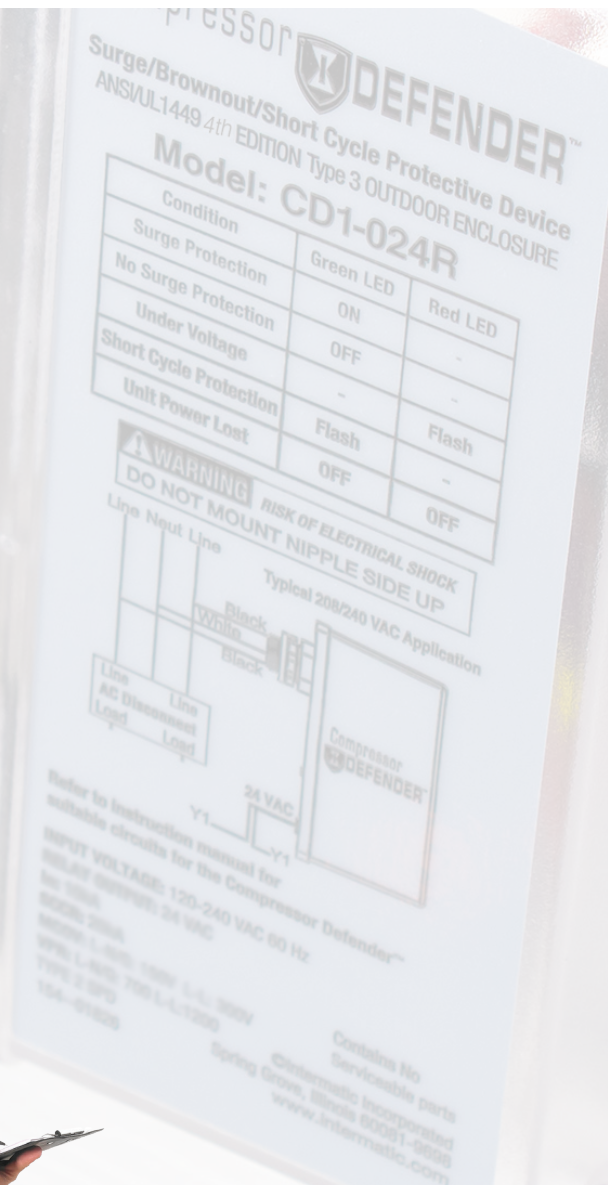


compressor **defender**™

It Takes The Hit So Your Business Doesn't



See how one 10-minute installation can save
your compressor and revitalize your bottom line

Keep customers, compressors, and the bottom line healthy with the Compressor Defender™ device.

The Compressor Defender performs when you need it – at the right place, at the right time – by protecting vital and expensive air conditioning system components from out-of-warranty coverage caused by power quality issues, such as brownouts, surges and short cycles.

It is an affordable, yet necessary, preventive maintenance solution that can be installed in just 10 minutes. A user-friendly and intuitive display helps customers and contractors easily troubleshoot what occurred and instills peace of mind that the equipment is protected. The protection itself reduces nuisance callbacks and saves both contractors and customers time and money. How significant is the impact of a nuisance callback? Here is an example.

Example-Without the Compressor Defender

- A voltage (under or surge) condition has caused a system component to fail leaving the customer without cooling. The customer is uncomfortable and unhappy and calls for service, thinking the contractor sold him or her an inferior AC unit.
- The average callback (1 lost hour) will cost the contractor \$210.
- The contractor may lose a customer referral because the customer is displeased. An average referral generates \$6,000 in overall sales (\$2,400 gross profit). If a callback costs the contractor two referrals, it means \$4,800 (profit) in opportunity is lost.
- A callback means a customer has to take time off of work to allow the contractor to service the system. In most households today, both heads of the house work. The average hourly pay for an American worker is \$24.15. With a minimum of three hours to take off work to wait for a service call, it would cost the customer \$72.45 in salary.

The total cost of the callback plus the loss of referrals due to an upset customer is \$6,210.

- Add the Compressor Defender device to your maintenance and new installation program. This add-on application will work for the contractor to reduce unnecessary callbacks and maintain the customers' loyalty.
- Contractors acquiring new customers can cost 5 times more than satisfying and retaining current customers.
- Just a 2% increase in customer retention has the same effect on a contractor's bottom line as cutting cost by 10%.
- The average HVAC contractor loses 10% of his or her customers every year.

With the Compressor Defender on hand, contractors can grow their credibility and profitability and solidify customer relationships.

The 10-Minute Installation

A qualified contractor can typically install a Compressor Defender in just 10 minutes.

The quick and easy installation includes:

- Mounting the Compressor Defender inside a condensing unit or externally on an AC disconnect
- Connecting the wiring to the line and low voltage input
- The Compressor Defender then automatically adjusts the input voltage and begins protecting your customers' cooling system.

Source – Air Conditioning Contractors of America (ACCA)