

# THE ONCALL AIR SALES ADVANTAGE.... **DECODED**

When evaluating HVAC sales solutions, you have choices that range from paper quotes or excel templates to full featured field management software. Selecting the right choice for your business can be tricky, so here we have broken down a list of unique **OnCall Air capabilities** to help you compare solutions and make the right choice.

## ONCALL AIR DRIVES HIGHER MARGINS



Contractors love OnCall Air for many reasons. But one important difference is that it **helps to sell higher value HVAC equipment and accessories**. *OnCall Air uniquely curates consumer-friendly videos and brochures* so that your consumer has the right information about your quote at their fingertips. In fact, OnCall Air customers sell higher efficiency products in a BIG way. In one study of thousands of AC and heat pump sales for a leading brand, **we saw that 1 in 3 sales with OnCall Air were for 17 SEER products and above, and 2 out of 3 were for 15 SEER and higher!**

OnCall Air has another unique selling advantage: **contractors can easily embed customized upsells and recommendations in the quote**. These can be unique for each option being quoted, and are easy to review and accept by the consumer, right from their phone. **In fact, 1 in 5 customers who are offered a recommended item, add it to their jobs.** *No other software offers this type of flexibility and power in optional services.*

## UNRIVALED CUSTOMER EXPERIENCE



The experience a customer gets through OnCall Air has no comparison. OnCall Air's quotes look great on all devices and they are easy to navigate, making the whole process effortless. **In fact, 70% of homeowners review and sign their quotes remotely, typically from their phone.** What's more, 42% of the time, this happens when the contractor is not in front of the customer.

*Other software solutions make it difficult to shop (requiring zooming into awkward PDF files or static invoices), offer little interactivity (no videos or brochures built-in) and make it hard for customers to accept the quote.*



## ONCALL AIR MAKES YOUR BRAND STAND OUT!



**OnCall Air is designed to be customized.** Want to include a profile of your team and a photo? Easy. Want to show off your customer reviews? Done! Want to include custom installation items and kits? No problem! *Look at the other software out on the market today and you will find that most only allow you to include basic text and line items.*

## CONTRACTORS OF ALL SIZES USE ONCALL AIR SUCCESSFULLY

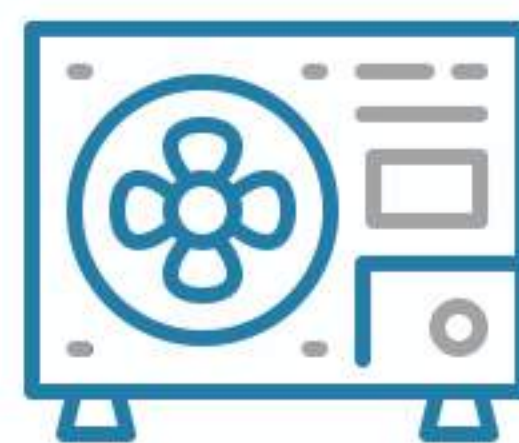


Some of the largest HVAC dealers in North America as well as smaller entrepreneurs power their sales through OnCall Air, building their business-growth strategy around our platform. And, because of our performance-based value model, you get a lot of bang for your buck with unique capabilities that are available to everyone who uses OnCall Air. **Plus, our pricing model adjusts to seasonality so you pay for what you use.**

*Compare our all-in, seasonal pricing to all the variable costs charged by other software vendors. Hey, someone has to pay back their investors*



## FOCUS IS 100% ON HVAC



By focusing on HVAC and related services only, OnCall Air solves industry-specific challenges, with features like automated AHRI matchups, sophisticated multi-system quotes, and a powerful pricing engine that facilitates complex quoting.

# YOUR TEAM'S JOB IS A LOT EASIER TO DO

## THE SUPER-EFFICIENT SALESPERSON

OnCall Air has unique features that give the salesperson tremendous capability.



## A MORE EFFICIENT SALES MANAGER

The sales manager or business owner is truly in control with OnCall Air.



- **BUILD COMPLEX QUOTES IN MINUTES.**

Quoting a home with an upstairs, downstairs, and a sunroom? Want to offer the homeowner different options? Want to mix and match split systems with ductless? It's all easy with OnCall Air.

*Try that with any other software. Not possible.*

- **GET INSIGHTS INTO YOUR CUSTOMERS' ENGAGEMENT.**

OnCall Air uncovers how engaged your customer is, **down to the option they viewed and how often they did so.** *No other software gives you that level of detail.* And given that 70% of sales are closed remotely - and over 40% during off hours - it's even more important to have these insights at your fingertips!

- **FOLLOW UP WITHOUT HAVING TO THINK ABOUT IT.**

It's easy to forget to follow up with a customer, especially when things get busy. OnCall Air has you covered. It can automatically send a friendly reminder to your customer on a set schedule. **And it works!** **30% of all sales are assisted by an automated email in OnCall Air.** *Most software doesn't have this capability, and some charge A LOT more for this feature.* It's all included with OnCall Air.

- **GET FULL HISTORY OF THE QUOTE.**

HVAC quotes often go back and forth, and changes are made over time. OnCall Air automatically tracks the history of changes to a proposal, so you can go back in time and see what you previously quoted a customer. *Try finding that feature in other software!*

- **FLEXIBLE PRICING ENGINE.**

Want different pricing profiles with different Gross Margin targets? Perhaps a profile for your regions, or for different seasons, or for different lead sources - like from a big box store? OnCall Air's unique pricing profiles make this easy. *No other software supports the flexibility of these pricing profiles.*

- **EASY REBATE AND DISCOUNTS MANAGEMENT.**

HVAC sales often have multiple rebates available from manufacturers, municipalities, and utilities, along with a variety of discounts offered by contractors. To be competitive, you need to offer incentives. OnCall Air has powerful discounts and rebates capabilities that take the headache out of the process. *For other software, discount management is very basic. And, if you scratch beneath the surface...there's not much there!*

- **SIMPLE FINANCING.**

Getting financing incorporated into a sales process is critical but can also be overwhelming. OnCall Air has the most flexible platform for including financed offers. **Plus, our unique cash discount feature can drive to even higher financed sales.** Contractors that use financing inside OnCall Air - from dozens of financing companies - **close an average of 12% more sales than those that don't offer financing, and can add \$900 more to every ticket.** And, no other software integrates into the [Credit for Comfort](#) program for simple, secure and fast approvals from a variety of lenders.

## ONCALL AIR IS CONNECTED

Last but not least, OnCall Air has EXCLUSIVE connectivity with:

- **OnCall Air connects to some of the [largest HVAC distributors in the industry](#).** Our connectivity allows you to automatically synchronize tens of thousands of products, whether it's equipment, accessories or supplies. And that synchronization happens every day, automatically. So that your costs, your product information and even the availability of that product at your supplier warehouse is always up to date!
- **OnCall Air connects seamlessly to the leading field service software-solution [Housecall Pro](#).** Push a button to create an OnCall Air quote from Housecall Pro, and then the sale information posts back automatically when your sale closes. *No other sales platform has this exclusive integration.*
- **OnCall Air connects to the innovative [Credit for Comfort](#) financing platform,** to make financing even easier. Using the products together couldn't be easier for both your sales team and your customers!

