



How Heating and Air Can Impact Your Brick and Mortar

With the upheaval in the brick and mortar retail market over the last decade, providing your customers and employees with a comfortable and safe environment has never been so vital. Customers walking through your doors expect a pleasant environment in your store. If the air feels too hot, too cold, or too stale, they'll head home and shop online. You can keep this from happening by ensuring that your HVAC systems are properly maintained and functioning at peak performance and efficiency.

But why the urgency? Why not just wait until there's a problem, then call someone to fix it?

1. While an emergency service call will eventually correct the situation, even the most responsive service provider will require some time to complete repairs. In the meantime, you may be losing customers. Remember, you only get one chance to make a positive first impression.
2. Your most valuable assets, your employees, also require a comfortable and safe working environment. HVAC breakdowns can reduce team productivity and morale, and dissatisfied employees usually lead to dissatisfied customers.
3. Every business must safeguard their assets, and poorly maintained HVAC systems operate inefficiently and result in higher utility costs. Worse, the equipment itself may become permanently damaged requiring even more expensive repairs or even full replacement.
4. Businesses must control expenses, achieve budgets and manage cash flow. Regular preventative maintenance on your equipment is a predictable budget item that you can easily control. Unexpected repair expenses, on the other hand, may spike without warning and impact your operating budget and cash flow.

But the unhappy customers, frustrated employees, damaged assets and out-of-control expenses can all be avoided. Implementing a smart and effective preventative maintenance program for your HVAC equipment will ensure that everything is operating efficiently and safely. Needed repairs will be caught and corrected before they damage your equipment and turn into costly projects, and quarterly preventative maintenance expenses can be accurately budgeted. You'll increase the life of your HVAC investment, improve the environment in your store, boost the productivity of your employees, and keep your customers coming back for more.