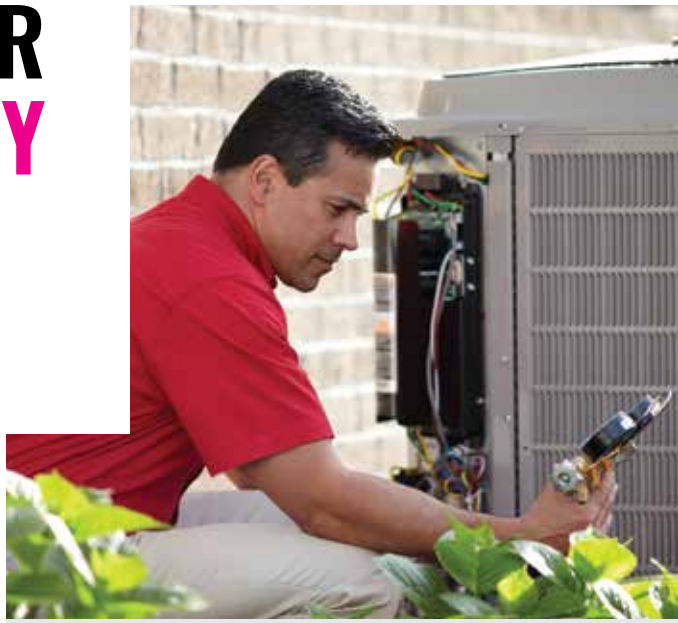
CONTRACTOR SUCCESS STORY





IERNA's Heating, Cooling & Plumbing
Charlene Ierna, Owner/President

To start, how do you pronounce the name of your business?
Think of it like, "I-earn'a your trust. I-earn'a your business."

Who's your typical customer?
We're focused on residential, existing homes. A lot of homeowners just have the product that was installed by their home builder. While it may have started out efficient, it's most likely not optimal now, especially in Florida.

Have you always done ductwork as part of your HVAC business?
Your everyday customer doesn't realize it, but you can't have one without the other. We've been doing duct work since day one, but the Owens Corning product is something that we've just recently gotten into within the past year.

Why did you want to work with Owens Corning?
This is a perfect fit for us. It goes hand in hand with what we're doing. We're already in the customer's home, and they've called us because they're not comfortable, or they're concerned with their energy levels, or the system is running constantly. Why? Maybe the insulation's not adequate, or they have a hole in their duct board, or all of those things. It made sense to partner with Owens Corning since this is what they do.

Are customers surprised when you start talking about their duct work and attic insulation?
You have to educate consumers that it's not just about that box that sits outside your house, it's also about everything in your attic. Before I got into this industry, I never thought about the insulation in my attic. I wouldn't even care, to be honest with you. But, if someone started to explain to me why it is important to my family, and the air that we breathe, and my electric bill, then I'm going to.

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"For the first quarter of 2020, **WE WERE ABLE TO ADD OVER $100,000 IN REVENUE** based solely on the Owens Corning insulation upgrade service."

BUSINESS PROFILE

Location: Lutz, Florida (Tampa Bay area)
Size: 80 employees, including a sales team of 10 service advisors
Services: Heating/AC, plumbing, ductwork, insulation



Have you done insulation work before?
Prior to this, we only did insulation once in a great while. We had to go rent this gigantic machine, which meant we'd have to build that into the price, and it just didn't make sense for us or the consumer, really. Now with Owens Corning, we have this machine onsite, and it's available anytime we need it. It just makes it a lot more efficient, and a lot more cost-effective for me as a dealer to offer that to our customers.

What was the reaction from your sales team?
Our guys were so excited about it, because it's something new to offer the consumer. Let's say we installed your air conditioner last year. When we come see you for your annual checkup, we're not going to sell you another air conditioner. So now we can ask about the insulation. It adds another product line to our offering that we can discuss at the kitchen table.

"You have to educate consumers that **IT'S NOT JUST ABOUT THAT BOX THAT SITS OUTSIDE YOUR HOUSE,** it's also about everything in your attic."

What kind of results are you seeing?
For the first quarter of 2020 we were able to add over $100,000 in revenue based solely on the Owens Corning insulation upgrade service. That includes March and April, which were affected by events surrounding the COVID-19 pandemic. And it's not just about the revenue, but it's also that we are offering another service to our customer. There's value in that, too. That's one less contractor that consumer is calling. The more things they can call me for, the more likely I am to keep them as my customer.

How are you approaching the in-home conversation with your customers?
I tell my team, "You guys are the doctors. You need to go in and find what's wrong. Go into that home and diagnose. Find things that can be improved upon. Educate, educate, educate. Show why is this important – to your customer's health, electric bill, ROI." It's all about listening to your consumer and asking those key questions. They will tell you what you need to know. It's a natural conversation.

Cost is a common hurdle in closing a sale. How do you overcome those objections?
We educate, and just give them other options. Do they want to make this repair today? Do they just want to band-aid the system and maybe put this in their budget for next year, or when they get their tax return back? Maybe schedule it at a cooler time of the year? This approach lets us do that.

How has it been to work with Owens Corning?
Owens Corning has been awesome. They trained our install team. Everyone has followed up with us very consistently. They always respond. They're friendly and positive. They're just excited about what they're doing.

Does the brand recognition make a difference in your conversations?
Owens Corning brand recognition has been very helpful in making these conversations easier. I think customers trust that name. So, it really helps.

Find out how to grow your business with duct and insulation retrofit solutions. **CALL 1-800-GET-PINK**

Contractors listed here are independent contractors and not affiliates of Owens Corning Insulating Systems, LLC or its affiliates (collectively, "Owens Corning"). The decision to hire any contractor is a decision made solely by the homeowner. Owens Corning does not guarantee the quality of work performed by any contractor.

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