

Join our  
growing  
network of  
successful  
HVAC  
partners.



 **CLIMATECARE®**

*We're personal climate® experts - and neighbours.*



# We're here to help your business succeed.

## *Achieve success in today's marketplace*

The HVAC industry is constantly changing. Today, there are more competitors, profit margins are being reduced, and customers are demanding more services at lower prices. Even the best run independent contractors need every advantage in order to succeed.

## *Giving you the competitive edge*

ClimateCare delivers the business edge you need to succeed in today's changing HVAC marketplace. ClimateCare gives independent HVAC contractors many opportunities to learn from the industry's best, plus preferential vendor pricing, brand-building marketing, improved services, and all the other proven tools you need to succeed in today's highly competitive market.



## *A 20-year track record of success*

ClimateCare has a solid and successful network of quality-driven independent residential HVAC contracting companies across Ontario. Our members are different in many ways, but we have a common vision, passion, a willingness to share and learn. Since we first opened our doors in 1992, we have demonstrated an unwavering commitment to long-term growth and success.

## *Boosting your bottom line*

ClimateCare is focused on improving the quality of our operations and reducing costs in order to boost your bottom line and grow your business. We continually strive to build on the stellar reputation that we have developed for the ClimateCare brand.

## *Strength in numbers*

ClimateCare is a member owned organization exclusively designed to promote the best interests of its members, improve their profits and help them succeed.

Combined, our members represent over \$70 million in annual sales. Every purchase a member makes from an approved ClimateCare supplier is an investment.

All approved suppliers help support member activities and operations and generate value and equity for the members.

## *Active membership participation*

A Board of Directors and Standing Committees made up of members oversee all activities, with critical decisions made by the membership. Each member company is expected to participate and contribute equally, and each full member company gets one vote.



# At ClimateCare, we have everything you need to build business and profits.

ClimateCare members have exclusive access to a wide variety of tools, education and services that increase profits, improve services and build your brand for long-term success. ClimateCare is focused on developing and delivering the programs, systems and services that will ensure the sustainable profitability and growth of its member shareholders and the ClimateCare brand.

## *Increase profits*

- Earn discounts from leading manufacturer and wholesale partners while differentiating your brand with an exclusive private labelled product line
- Group buying savings on a wide range of business related costs
- Financing and flat rate pricing programs

## *Improve your business*

- Professional business coaching by experts who know the HVAC business
- Affordable group health care benefits for you and your employees
- Human Resources strategies and programs designed for your business
- Four ClimateCare conferences per year, full of insights, ideas and opportunities
- Best practices training for improved health and safety of all members and employees

## *Build your brand*

- The growing ClimateCare brand
- Advertising advice, individual and group marketing strategies
- Sales and marketing tools, templates, graphic design services
- Advanced online marketing and customer service strategies

## *Improve services*

- Hands on training programs for all key areas of your business
- Customized software systems
- Technical training and up-to-date information
- Top industry ideas and best business practices at networking events

Do not pay royalties - keep your profits!



# Making your business stronger.

There are many benefits to being a ClimateCare member. You'll realize significant savings on products and resources plus receive expert business building tools and advice. You'll also benefit from a range of group and individual marketing services that will take your business to the next level of success.

## Keep your identity and build your brand.

You've spent years building a reputation for quality and service in your community. With ClimateCare you can continue to leverage that reputation, keeping your own identity and combining it with our recognized brand. The strength of our two names creates a powerful synergy that is unique in the industry.

The ClimateCare brand is recognized across Ontario as HVAC and personal climate experts. But we're more than that. We're also seen as neighbours and trusted professionals who will make sure that everything is done right, every time. As a ClimateCare member, you'll have access to our full range of group and individual professional marketing services that have built our brand for over 20 years.

## Join the growing number of successful ClimateCare members.

The ClimateCare membership is growing quickly, and there are a lot reasons why. Members benefit from reduced costs, increased business and profits, and a lot more:

### *Reduce overhead with significant discounts*

- Marketing services
- Graphic design and printing
- Website and online services
- Extended Warranties
- Business Insurance
- Group Benefits Plan

### *ClimateCare Head Office*

- Professional and friendly assistance
- Private label purchasing coordination
- Board/Training room available to members
- HR Advisors
- Employment Lawyer
- Health and Safety Training
- Timely information sharing
- Members' only intranet

### *Increase equity and earn rebates with funds directed back to members*

- Earned shares grow as you succeed with the group
- Co-op advertising (25% - 50% of your advertising dollars go back to you)
- Increased participation means more opportunity for rebates and discounts

### *Four General Meetings Annually offering:*

- Mentoring and networking with other members
- Entertaining and informative presentations
- New product and technology updates
- Annual purchase awards
- Complimentary hospitality and social events
- Training Workshops



# Active and experienced members provide strong leadership.

ClimateCare is managed by an active group of member led committees. Committee work is not mandatory, however selected members are invited to participate.

## *Elected Board of Directors*

Responsible for overall strategic direction of the organization, including budgets, policies, and staff management

## *Marketing Committee*

In conjunction with the Marketing Director, the committee manages the ClimateCare brand, advertising and other communication materials.

## *Purchasing Committee*

Supported by the Purchasing Agent, the committee researches, negotiates and recommends purchasing agreements with suppliers including the private label Consolidated Purchasing Program.

## *Membership Committee*

Responsible for developing policies and procedures to recruit and retain members, and also monitors compliance with the Code of Conduct.

## *Training and Implementation Committee*

Oversees training programs and works with the Director of Training and Implementation to develop, implement and evaluate ongoing training courses in order to maintain ClimateCare standards.



## *To qualify for membership, candidates must meet the following requirements*

- Independently owned
- In HVAC residential business for minimum 3+ years
- Prepared to follow the ClimateCare Code of Conduct
- Prepared to follow the ClimateCare brand standards
- Properly staffed with trained and qualified technicians, mechanics, gas fitters, etc.
- Committed to supporting ClimateCare initiatives
- Committed to sharing ideas and information equally with other members
- Committed to making at least 80% of purchases from approved suppliers
- Committed to attending ClimateCare quarterly General Meetings (attendance compulsory)



Our fleet of over 400 vehicles works to strengthen the ClimateCare brand across Ontario.

# The ClimateCare reputation of quality and trust.

The ClimateCare reputation is a key priority for all of our members. Our reputation is what makes us stand out in this competitive market. In order to protect it, all members are obligated to abide by the ClimateCare 10-point Code of Conduct:

1. Provide exceptional customer service
2. Develop sustained, trusting relationships with our customers
3. Offer the core ClimateCare products and services to our customers
4. Be a good employer and responsible participant in our community and industry
5. Actively participate in committees and general meetings
6. Pay suppliers promptly
7. Present the ClimateCare brand in a consistently professional manner with uniformed staff, properly identified vehicles, advertising and communication materials
8. Provide full support to ClimateCare through product sourcing from approved suppliers
9. Keep all information learned as a result of association with ClimateCare confidential
10. Maintain integrity in all dealings with our competition including neighbouring ClimateCare members



**Become a ClimateCare professional HVAC Contractor – Start improving your business and growing your profits today.**



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