



**CONTRACTOR
COMMERCE™**

CASE STUDY



COURTNEY'S HEATING & COOLING QUICKLY ESTABLISHES A MODERN ONLINE AIR FILTER STORE AFTER PARTNERING WITH CONTRACTOR COMMERCE.

Contractor Commerce handles the store technology, as well as all of the fulfillment.



SITUATION

Courtney's Heating & Cooling is a full-service HVAC contractor that focuses on maintenance and replacement services in the residential and commercial space. An essential element of any HVAC system is the air filter, which needs to be replaced regularly.

"In the course of providing filters to our customers, issues come up, like not having the right filter or a damaged filter rolling around in the back of a van," said Bob Reilly, President of Courtney's Heating & Cooling.

**"THE \$5 FILTER ENDS UP
COSTING US \$25 TO DELIVER."**



To solve this issue and create more customer convenience, Courtney's Heating & Cooling sought a reliable solution that would directly provide air filters to its customers.



Any HVAC company
would be crazy
not to start an online
store with
Contractor Commerce.

Bob Reilly

President | Courtney's Heating & Cooling



Rather than delivering filters at a loss, Courtney's Heating & Cooling is able to **sell the air filters at a profit.**



SOLUTION

Courtney's Heating & Cooling partnered with Contractor Commerce to implement an online air filter store directly on the Courtney's Heating & Cooling company website.

"IT WAS SCARY-EASY TO GET SET UP. IT'S PLUG AND PLAY."

Contractor Commerce handles the store technology, as well as all of the fulfillment.

"I collect the [profit] at the end—that's my involvement," said Bob. "I drive people to the site, and I collect on the backend. Contractor Commerce takes the order, processes the order, and ships it."

Not only does the online filter store help Courtney's Heating & Cooling differentiate itself from competitors, it also provides a more convenient, streamlined experience for customers.

"The affiliation with Contractor Commerce allows us to bring an additional technology-based solution to our customers that help them stay comfortable and safe in their homes," said Bob. "Having clean filters is one of the easiest and most effective ways to keep customers' equipment running efficiently and reliably. The online filter store is a convenient and cost-effective solution that makes it a win-win for both us and our customers. What could be better?"

RESULTS

Improved client engagement

The online store allows Courtney's Heating & Cooling to offer its customers a simple and effective method to get the right filter at the right time.

Direct cost savings

Rather than delivering filters at a loss, Courtney's Heating & Cooling is able to sell the air filters at a profit. "My goal is to make filter sales a profitable piece of our business while keeping the cost to our customers down," said Bob.

Easy implementation and use

The ecommerce store was simple to both integrate and use. "My role is to just find ways to drive customers to our site," said Bob. "Contractor Commerce takes care of everything else—from processing orders to fulfillment and shipping."

Competitive differentiation

"The online store lets us differentiate ourselves from competitors in a relevant way," said Bob.