



**CONTRACTOR
COMMERCE™**

CASE STUDY



COMFORT PRO TEAMS UP WITH CONTRACTOR COMMERCE TO EASILY SET UP AN ONLINE STORE THAT CREATES A STEADY INCOME STREAM AND HELPS THEM PROVIDE TOP-NOTCH SERVICE.

“We’ve been using Contractor Commerce for less than a year, and it has been a huge success.”



SITUATION

Comfort Pro LLC is a regional HVAC company based in Tampa, Florida that specializes in the installation, service, and repair of heating and cooling systems.



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THROUGH FACEBOOK, BUT IT
WAS TOO DIFFICULT TO COLLECT
MONTHLY PAYMENTS.”**

Before hearing about Contractor Commerce, Comfort Pro investigated ways to both have a steady stream of income each month and serve consumers in a modern way. To achieve this, the company planned to sell annual memberships via the internet and social media. These memberships would allow Comfort Pro to provide customers with routine and emergency service day or night.

“We tried offering memberships through Facebook, but it was too difficult to collect monthly payments,” said Lizeth Melisa, Manager at Comfort Pro. “So that effort was unsuccessful.”

One day, the company’s website designer mentioned to Melisa that there was a new website integration from Contractor Commerce that she should try out.

“As soon as we had a conversation with Contractor Commerce, we knew that their service was something we were looking for,” said Melisa.



Having our website store powered by Contractor Commerce gives us a unique competitive advantage in our market. Our friends in the industry look at our website and say, ‘Wow! That’s super cool. I don’t know why my company isn’t doing this.’

Lizeth Melisa

Manager | **Comfort Pro**

Comfort Pro has created **a consistent monthly income stream** by selling memberships to customers.



SOLUTION

Contractor Commerce offers an e-commerce plugin that is custom-built for HVAC contractors. Not only does the easy-to-integrate plugin allow contractors to sell services like maintenance plans, but it also enables them to sell products like filters, which Contractor Commerce stocks and drops directly to the contractor's customers.



**“CONTRACTOR COMMERCE'S
SERVICE ADDS REAL VALUE TO OUR
COMPANY. WE DEFINITELY LOVE IT!”**

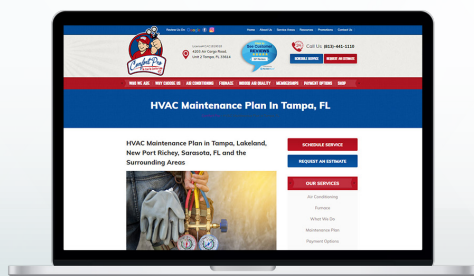
“The integration with our website was really fast,” said Melisa. “We only had three meetings. In the first meeting, we reviewed Contractor Commerce's services. The second meeting involved planning, and in the third meeting, we set everything up. It was just that easy.”

Now, Comfort Pro has successfully created a consistent monthly income stream by selling gold memberships to residential customers and platinum memberships to commercial customers. The company also sells filters through its website.

“Through our filter program, we have Contractor Commerce deliver a fresh filter each month,” said Melisa. “Our customers love this because they typically forget to change their filter regularly. It's a gentle reminder that they pay for every month.”

Comfort Pro is pleased with the service Contractor Commerce provided.

“Contractor Commerce's service adds real value to our company,” said Melisa. “We definitely love it!”



RESULTS

Sales growth

Comfort Pro has seen significant growth in the number of consistent customers.

“We've been using Contractor Commerce for less than a year, and it has been a huge success,” said Melisa.

Increased profits

Instead of delivering air filters at a loss or not selling them at all, Comfort Pro can easily sell them at a profit.

“Contractor Commerce has every filter size available,” said Melisa. “Customers just search for their size and make a purchase. It really is great.”

Improved customer retention

Now that Comfort Pro is selling residential and commercial memberships through its website, the company enjoys a consistent new revenue stream from long-term customers.