

## **INTEGRATE COMFORT SYSTEMS STANDS OUT IN THE RESIDENTIAL HVAC MARKET WITH HELP FROM CONTRACTOR COMMERCE.**

ICS's new website allows homeowners to see **upfront, transparent prices.**



### **SITUATION**

Integrate Comfort Systems (ICS) has provided HVAC design, installation, service, and maintenance for energy-efficient heating and cooling systems in New York and New Jersey for more than 30 years. The company's unparalleled expertise and emphasis on quality, efficiency, and comfort have allowed it to help thousands of customers in the commercial sector reduce costs and maximize comfort.

However, according to ICS Vice President Chris Wisniewski, expanding and venturing into the residential sector "hasn't been an easy process for us."

ICS wanted to enter a mature market that already had many service providers. Furthermore, Chris knew that ICS would face challenges in terms of online pricing due to homeowners receiving inaccurate pricing information from uninformed, ill-equipped third-party websites. This results in homeowners having no precise idea how much an HVAC system for their home should cost.

### **EXPANDING INTO THE RESIDENTIAL SECTOR "HASN'T BEEN AN EASY PROCESS FOR US."**

That's why Chris reached out to companies like Contractor Commerce. He wanted to learn ways he could differentiate ICS from other providers in the residential sector, especially in regard to sharing online pricing with homeowners. To Chris, Contractor Commerce seemed to be the right partner to help.



Contractor Commerce is at the frontier of this change in our industry. The technology is solid. The system works well. The price is right. Why wouldn't you try it out?

**Chris Wisniewski**

Vice President | **Integrate Comfort Systems**

“Contractor Commerce...makes **partnering** with them **a no-brainer.**”



## SOLUTION

Every HVAC need is unique. However, Contractor Commerce’s software allows homeowners to browse ICS’s various systems and see an upfront, transparent price.

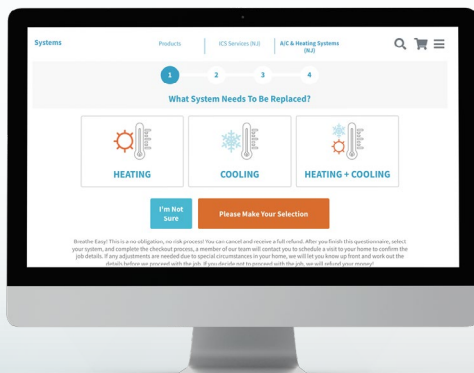
“Contractor Commerce helps us cut through the price confusion in the market,” said Chris. “After the homeowner sees a ‘ballpark’ price on our website, we are immediately alerted, and we contact the homeowner to conduct a site visit to validate the price or make adjustments for unusual circumstances.”

Furthermore, the installation of the software onto ICS’s was an easy process. “After a little legwork necessary on our part with providing the necessary data for the Contractor Commerce team to put into the system, implementation was very, very easy,” said Chris.

Chris is also pleased with the level of customer service that Contractor Commerce provides. “When issues arise—and they rarely do—the Contractor Commerce team is immediately available to address them right away.”

Ultimately, Chris is positive he made the right decision to go with Contractor Commerce.

“The world is moving in the direction of e-commerce, and being in the home service industry, we should be doing the same,” said Chris. “Contractor Commerce is at the frontier of this change in our industry. That makes partnering with them a no-brainer.”



## RESULTS

### Saved expenses

“Before we found Contractor Commerce, we were on the path of trying to engage someone to custom build something just like it,” said Chris. “Fortunately, we did not have to incur that huge expense. Contractor Commerce is exactly what we needed.”

### Improved sales experience

“Because homeowners get an upfront, transparent price, the sales process is much smoother,” said Chris. “When we arrive at the in-home consultation, the homeowner is comfortable talking with our salesperson about pricing.”

### Increased competitive advantage

“Because we are promoting a new way of presenting pricing in our market, I expect that will give us a significant competitive advantage,” said Chris.