

CASE STUDY



Borter Increases Installation Sales with Contractor Commerce's Ecommerce Solution

Modernized HVAC sales with seamless ecommerce integration.



Since 1961, Borter Heating & Air Conditioning has been a trusted, family-owned business in Wheaton, IL, known for delivering high-quality HVAC services and installations. As a third-generation company, Borter prides itself on treating employees and customers like family, maintaining a reputation for reliability and exceptional service.

ECOMMERCE SALES REVENUE = \$148k+

🖄 THE CHALLENGE

To keep up with changing customer expectations for digital convenience, Borter sought a way to offer online quotes and simplify the purchasing process for fully installed HVAC systems. Their goal was to increase sales through their website without compromising the personalized, customer-focused approach they're known for.



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Contractor Commerce has driven **\$148,791** in ecommerce sales revenue—a great supplement to our core business with exciting growth potential!

Joe Borter

President Borter Heating & Air Conditioning



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Enhanced customer experience with quick online quote access.



Borter Heating & Air Conditioning implemented Contractor Commerce's ecommerce platform, enabling customers to easily receive quotes and purchase HVAC installations directly through the website. This digital solution provided **transparency and convenience**, complementing Borter's commitment to quality and customer satisfaction.

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"Implementing Contractor Commerce has been a **gamechanger**, making it easier for customers to get quotes and schedule installations online."



ContractorCommerce.com



CASE STUDY



Increased revenue through streamlined digital sales process.



Increased Sales:

Since implementing Contractor Commerce's ecommerce platform in April 2023, Borter Heating & Air Conditioning has seen significant gains. The platform has generated **\$148,791** in ecommerce sales revenue and brought in over 156 online quote leads from their website, creating a convenient way for customers to engage with their services. This shift to digital quoting has not only boosted revenue but also improved customer experience, making it easier for clients to access Borter's trusted services on their own terms.



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