

Why Sell CleanEffects



Average Replacement Job \$ 5,000.00

Net Profit % 15% *15% is a "Good" net profit*

Net Profit \$ 750.00

Why Sell CleanEffects ?

65% of all homes have some type of respiratory problem

Ipd Technology - 99.98% efficient

Emotional Buying Decision (Breathe Cleaner Air, Allergy Relief, ect..)

Majority of Trane Demographics have seen our CE National Campaign

Average Retail Sell Price is \$1,400 to \$1,800

Add a CleanEffects unit to the job

New Replacement Job: \$ 6,600.00 *(\$5,000 avg ticket + \$1,600 CE)*

Incremental Increase: \$ 1,600.00

Deduct Additional Labor: \$ (200.00) *(\$200 is very generous)*

Dealer Cost of CleanEffects: \$ (600.00) *(Avg cost for all models)*

Incremental Increase: \$ 800.00

As much net profit in just the CleanEffects as there was on the entire Job.

NEW "NET PROFIT" \$ 1,550.00