

***HVAC Capital Sales Tip - Customer has 15 Old Rooftops - Wants to Replace 3 this year, 3 next year, 3 the following year.....***

I get calls all the time with the following scenario: your customer has a 15 – 20 year old building with a bunch of rooftops that need to be replaced. They acknowledge the replacement is needed but want to do 3 this year, 3 next year and so forth..... ***Of course, you want to replace them all now!***

Ask your customer the following:

- **Would you like to eliminate the risk of future price hikes in mechanical equipment?** All the manufacturers have raised prices this year.
- **Would you like to finance at today's rates?** Interest rates are rising.
- **Would you like for today's high energy prices to work *IN YOUR FAVOR*?** Replace equipment now because energy savings are worth more today, ie..... each kwh reduction in usage means more savings given today's high energy prices.

HVAC Capital's financing program allows them to **avoid the up-front capital outlay. Also, our Project Investment Analysis can show them how total energy and maintenance savings will either totally offset (or offset a large portion of) the financing payments.**

There are a lot of **unusual** factors working in your customer's favor to do this now!

*If you have questions, call us at: 866-652-7177  
Or visit us at: [www.hvaccapital.com](http://www.hvaccapital.com)*