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If you live in a hot climate, you know how important air conditioning is. Not only is it so damn unpleasant to sweat constantly in your own home, but it can also be dangerous to sit around in sweltering heat. If summer warms up (or stays at an uncomfortably warm temperature for those living in warmer states like Florida), consider selling air conditioners. Not only do they provide practical public service, but they can also earn serious money. From HVAC sales gimmicks that work to buying your first unit, there are some important things you should know about selling air conditioner. If you want to expand your business beyond the sale of window units, you probably need to go back to school. Not all air conditioning companies are in the area of a full-service HVAC company. Some deal with central air, heating and cooling. Others simply sell portable devices. There is a big difference between these two types of trades. One requires the license of a government contractor, and the other requires only some serious wholesale knowledge. In addition, you have another big choice to make: Will you start an independent company or open a franchise? Franchises already have a trusted brand name and eliminate some of the headaches like creating your own business plan, but you stand to make more money to fully own your own independent business. Finally, you have to decide how you want to serve customers. Will they come to you as you would in a retail store, or will you come to them, like most full-service HVAC companies? Do you only look after companies or look after residential areas? There is no right answer, no matter which HVAC sales process you choose, stick with it. Let's be real: people only need air conditioning when it's hot. Location is key to this business, especially because portable devices are extremely expensive to ship. They are better off selling to those who are local enough to pick them up (or to be the one who installs the device at all). Opt for cool climates such as the Pacific Northwest. You can open a seasonal store in states on the East Coast where summer is waning, or shop permanently in Texas, Nevada, Florida or the wealth of other eternally warm states. If you're planning to sell air conditioner, it can be so easy to upload a photo of your used portable device and place it on Craigslist. This does not require a license, but a certain amount of can actually make your air conditioning sales business much more lucrative. There are a number of HVAC sales gimmicks that work, but the offer of the best service is always predominant. The best way to make money is not to limit yourself to selling simply used or new windows and portable units. Unfortunately, go to school if you want to maintain, install and maintain central air units. To start a full-service HVAC business, you typically need four years of journeyman-level HVAC experience, which means you need to go to commercial school. After that, you must pass the license test of a state contractor and apply for the license of an HVAC contractor. At this stage, you must select the name of your company and wait several months for everything to be approved. You also need to get EPA certification because you are dealing with coolants. One thing to note is that licenses are not free. It can cost between 400 and 500 US dollars to secure the paperwork required for the license of a government contractor alone. If you want to sell air conditioners, you will need air conditioning. You can buy them through wholesalers or accumulate them used. You have to decide: Will you be a used dealer or just stick to brand new goods? Every small business needs insurance, especially if you have a fleet of vans and your team goes to customers' homes and installs air conditioners. In any case, you need general liability and commercial vehicle insurance. Remember when we explained that there are a number of HVAC sales gimmicks that work? Well, you need to advertise regardless of your HVAC sales process or niche. It's a good idea to launch a Yelp page for your business and encourage family and friends to give positive reviews. You can advertise in community bulletins or simply post Facebook ads targeting people in your region. Either way, advertising is the last step, and without it, no one will know that your business exists. The 30-dollar air conditioner we posted over a year ago has received an upgrade! You may remember that this neat contraption used a bucket of ice water and gravity to let cold water flow through a pipe coil attached to the back of a fan, causing it to blow cold air. An enterprising college student built an air conditioner for under 30 dollars with a fan, a garbage can from Read moreA closed version wastes no water; it uses an aquarium pump to push the water through a pipe loop that is immersed in an ice-filled cooler. This is considered one of my personal favorite DIY projects we've ever posted, and while it was invented by poor college students who held the summer school in an AC-free dorm, it could work in any place that isn't air-conditioned - like the garage, the attic or Tool sheds on these dog days. Look at it - you have to see it to believe it. Pete's Homemade Air Conditioning Photo: istockphoto.comThis article was brought to you by Sears Home Services. His facts and opinions are those of BobVila.com.Many who belong to the current crop of homeowners were not alive in the days before air conditioners became the order of the day. That may be why so many people take technology for granted today when it comes to AC. View. in the same way as running water - as a basic feature of any house, modest or large. In fact, homeowners in some regions do not see air conditioning as a comfort luxury, but as a good necessity for daily survival. But despite the important role air conditioning plays in the modern home, we tend to see it not only as a source of cooling, but also as a mystery and frustration. Air conditioning systems are, after all, complex, so the average homeowner does not have a clear perspective on seemingly simple but undeniably important issues of performance and longevity. What determines the lifespan of an air conditioner? Like so many other home improvement and repair questions, the answer depends on a variety of variables. David Kenyon, product manager at Sears Home Services, points out that different variables determine long-term performance to varying degrees. Usage is perhaps the most important. The more you use the system, the more wear it can withstand, Kenyon says, noting that systems in a temperate region like New England can last for decades, while they don't last nearly as long in the Southwest desert. In and of itself, heavy use doesn't condemn a cooling system, but if the homeowner relies on it every day, for months while ignoring his maintenance, Kenyon says, it's only a matter of time before system fatigue sets in. It might be time to call a proGet free, non-binding repair estimate from licensed HVAC technicians in your area. + A well-made, well-maintained central air conditioning system with average demand usually takes 12 to 17 years. If your slacker has been installed, it may take a decade for you to consider upgrading. However, if you suspect that your system is on the verge of failure, set aside for a few minutes to monitor performance. Does the system rust, grind, rattle or whine? Does your home feel damp (or does the thermostat report a relative humidity of over 50%)? Do you notice an unusually large amount of dust on household surfaces? Such warning signs show the potential repair, if not replacement, Kenyon says. How do you ensure top performance now and in the future? Kenyon advises homeowners with AC to regularly seek professional system maintenance. It's the best thing you can do to extend the life of your air conditioner, Kenyon says, while making it clear that it's not always a choice, as many manufacturer guarantees require it. Note that maintaining a cooling system requires not only regular maintenance, but also comprehensive maintenance. In order to operate a system correctly, According to Kenyon, technicians go far beyond fast, visual inspection to address all key components from compressor capacitors to fans and blowers (and sometimes even channels). The fact is that the AC system, like cars in the driveway, is usually not expected service life without adequate service. Photo: istockphoto.comWhat are the advantages of replacing or repairing the AC? Air conditioners are also prone to many problems that the average homeowner would not necessarily notice. For example, most cooling systems are designed to run cyclically and deliver temporarily conditioned air to the living rooms. If the length of these cycles is unusually short or long, a system component can be compromised. Depending on the problem (and what it would cost to fix, Kenyon adds), you can forgo repairs in favor of an upgrade. In fact, far from sinking costs, a new high-efficiency air conditioner can save you money in the long run, as Kenyon.In recent years, with rising energy costs and growing environmental concerns, manufacturers have launched fleets of HVAC systems that have superior energy efficiency. There's a day-and-day difference in running costs between the latest technology and that of 10 years ago, Kenyon says. In fact, for his ability to run the monthly electricity bill, Kenyon says, often the most expensive system a homeowner can choose is the one that is already in the house. In other words, continued reliance on an older inefficient system becomes more expensive than upgrading to a new highly efficient system. Even if they need less energy (and less money) to power their normal performance, the best AC systems still manage to achieve anything but better results. On the one hand, you get less intrusive air conditioning with newer models, thanks to a broad push in the industry towards a quieter function. On the other hand, HVAC filtration has developed rapidly over the years, helping to support climate systems not against, but in defence of indoor air quality and healthy living. Finally, there is the fact that rooms that are air-conditioned by newer technologies often feel more comfortable with systems designed to combat moisture more effectively. In short, there are good reasons not to fear the prospect of a collapse, but to seize the opportunity. Photo: istockphoto.comWhere you need to hire an HVAC Service Professional before making any decisions, you need to determine the status of your existing system. For a review, look for a local HVAC contractor or go online to arrange a free in-home consultation with Sears Home Services. In addition to reporting on the state of your system, Sears project consultants can discuss your options and, if desired, use the repair or Lead. Another advantage: Sears supports all of its work with a satisfaction guarantee - a commitment to your project success that remains intact even after the technicians leave. If it is the comfort of your family on the there is no substitute for peace of mind. It might be time to call a proGet free, non-binding repair estimate from licensed HVAC technicians in your area. + +

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