

# CASE STUDIES

## FOR HVAC & PLUMBING

### CASE 3

#### ***Finding New Revenue with The New Flat Rate***

Multiple Choice Approach Leads to Millions in Sales Revenue



DEL RIO COMFORTECH

**D**an Peterson, owner, Del Rio Comfortech in Del Rio, Texas, swears on the good book. And, in this instance, he's not referring to the Bible. He's referencing The New Flat Rate.

Using The New Flat Rate's enhanced selling system, Peterson is on track to double his annual service revenue for the first time in 33 years.

"We're pulling in money that we've never seen before," said Peterson. "We've always struggled to meet our revenue goals. Using The New Flat Rate, we're going to blow those figures out of the water."

#### ***Shopping for Solutions***

Peterson opened Del Rio Comfortech, a commercial HVAC company, in 1980. He expanded into the residential market in the 1990s, and, five years ago, increased his service reach by adding plumbing and electrical services. Today, the company employs 25 individuals and boasts around \$4.5 million in sales, serving West Texas.

"We're a bunch of blue-collar guys who got into this industry because we could fix things," he said. "While we've had our ups and downs, it always seemed like something was missing. We didn't have a steadfast way to get a homeowner to say yes and we never figured out how to definitively deal with pricing issues."

Two months ago, Peterson discovered The New Flat Rate, an automatic add-on sales and flat rate pricing system. The program is designed to allow technicians the opportunity to showcase elite top-option value through verbal packaging, while offering customers the chance to "shop" for a solution that fits their comfort needs and desires. After watching a few of the company's YouTube clips, Peterson felt like he'd hit the jackpot.

"Immediately, I knew," he said. "This was our answer. Nothing was going to stop me from getting this program."

#### ***Immediate Results***

Today, Del Rio Comfortech's plumbers are closing deals. Following The New Flat Rate's simple, no-pressure scripts, Del Rio's two-truck plumbing operation is on pace to double its \$500,000 annual revenue figure to \$1 million.

"For a water heater replacement, \$1,000 to \$1,200 used to be the pinnacle. Today, we're averaging \$1,600 and are selling more and more platinum replacements at \$2,650 each," Peterson said. "We've quickly discovered: If you offer one price, the answer can only be yes or no. But, if you offer multiple solutions, the customer feels like they're in control. They feel like they're shopping for the 'best deal.'"

***In addition to the plumbing side, the company is successfully using the selling philosophy across all business segments.***

"After only two months, I can confidently say we'll double our service numbers this year — easily," he said. "We aim to bring in \$500,000 on the electrical side, yet we've never hit that since we started that segment five years ago. This year, we'll probably close around \$700,000."

"After only two months with The New Flat Rate, I'm as confident as I've ever been about the future," he said. "We're closing calls at rates we never have before and all we have to do is follow the script. We finally found something that truly works and we couldn't be any happier."

**THE NEW  
FLAT RATE**  
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