

# Survey Results



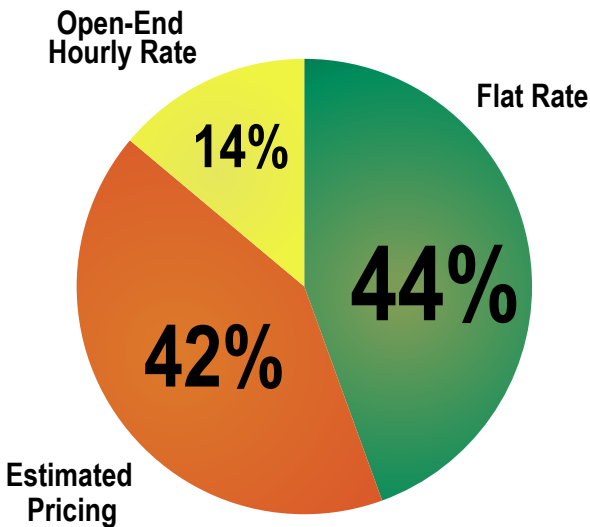
## What Pricing Method Do Homeowners Prefer?

Callahan-Roach Products & Publications ([www.callahan-roach.com](http://www.callahan-roach.com)) sponsored a survey by an independent research firm of more than 11 thousand homeowners to identify their pricing preferences. By a nine to one margin, homeowners preferred flat rate over time and materials pricing. Yet less than half of the homeowners who recently had HVAC service were quoted a flat rate price.

Ironically, even though most contractors failed to flat rate, they largely did the same thing when the technician gave the homeowner an estimate of the repair.

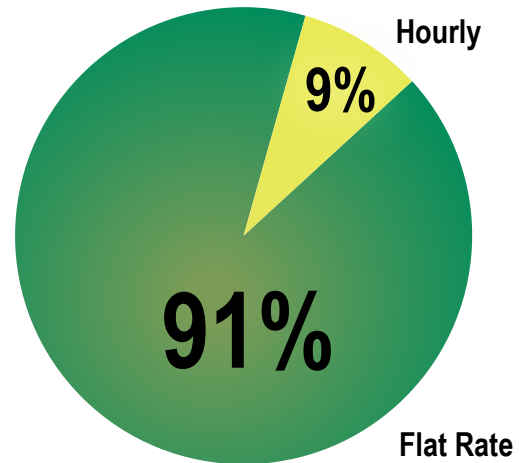
This likely results from homeowners pressuring the technician for some idea of the cost before the work starts. Homeowners do not like the anxiety of an open-end repair. In these cases, when the technician estimates high, homeowners are thrilled to receive a bill that's less than expected. But when the technician estimates low, he either makes the homeowner mad or reduces the price, cutting into the contractor's needed profit.

### Pricing Method Received



Respondents who had HVAC provided within the past year (4,099)

### Pricing Method Preferred



Total respondents (11,391)