

## New Tool for the Service Sales Team

# Control Contractors, Inc. Case Study

by the Building Advisor™



**Customer profile:**  
**Control Contractors, Inc.**  
Founded: 1976  
Headquarters: Seattle, WA  
President: Pat Stephens  
Website:  
[www.controlcontractors.com](http://www.controlcontractors.com)

Control Contractors, Inc. (CCI) has been doing well. They are a leading West coast HVAC company with locations in Fairbanks, Anchorage, Juneau, Seattle, and Portland. The company offers services ranging from system support and mechanical maintenance to extensive building surveys, and each location has won a wide range of projects like retrofitting the historic Stadium High School in Tacoma, WA and installing the complicated control system of the Morongo Casino in Palm Springs.

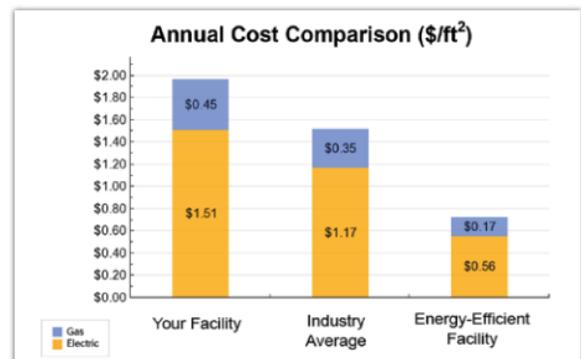
But at the CCI office in Portland, Customer Service Administrator Jerry Desler and his sales team saw room for improvement. They saw opportunity to grow their preventative maintenance services, already a big part of business for the firm. Many customers asked for reassurance that preventative maintenance was working and worth their investment. Jerry needed to find a

way to convince clients of the added value CCI could provide, compared to their competition.

He turned to AirAdvice's BuildingAdvice program for a solution that proved even more valuable than they had hoped. Jerry says, "BuildingAdvice is a tool for our sales force. Service guys have an entire array of tools when they enter a job, and now our sales team has one too. We use BuildingAdvice as a lead-in for customers; it has really succeeded in showing customers what our business can do for them and gives the client great information to base their decision on." Having third party expertise to draw on sets CCI apart from competition and gives customers confidence when they sign on to the preventative maintenance program.

BuildingAdvice also serves CCI as a validation tool, both internally and externally. "The service team appreciates concrete, tangible proof that their work on mechanical systems is successful, while customers like to see exactly how their building is performing under the preventative maintenance program," adds Jerry.

CCI has earned recent success throughout the state of Oregon with the help of BuildingAdvice. The facility manager of the city of Hillsboro was one of their first customers to get excited about the program, and after



*Illustration of the cost per unit of consumption for gas and electric - calculated from actual utility usage over the last year, normalized for building size and calculated as annual average.*

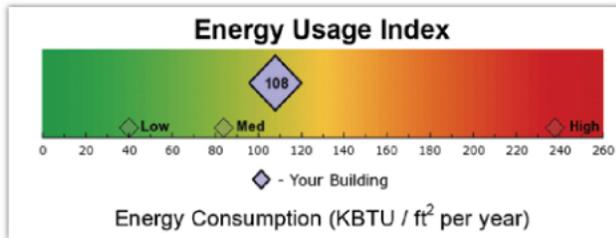


Illustration of overall comparison of building's energy consumption (kBTU/ft2) in comparison to a range of efficiencies from low usage to high usage.

initial assessments on municipal buildings with BuildingAdvice, is starting in on follow-up work, planning to purchase additional services from CCI.

CCI also won a bid for the Washington County State Lands Building after using BuildingAdvice to get their foot in the door. Finally, CCI displayed the flexibility of their use of the BuildingAdvice program at two large area hospitals.

Ultimately, Jerry sees that BuildingAdvice helps CCI earn their customers' confidence. "We can show our clients a tangible reading of exactly what is happening in their buildings, and the fact that this quality information comes from a third party source impresses customers all the more."

#### Immediate Results:

- \$2,500 added to value of contract for State Lands building in Salem
- \$14,000 job benchmarking the portfolio of medical office buildings

For more information about Control Contractors, visit [www.controlcontractors.com](http://www.controlcontractors.com)

#### About AirAdvice and BuildingAdvice™

AirAdvice is a Portland, OR company that is an acknowledged leader in developing cutting edge technology and programs for improving buildings' energy efficiency and performance. The BuildingAdvice™ energy services program enables commercial HVAC professionals, energy consultants, and engineers to use automated benchmarks, assessments, and audits to deliver cost savings and greener buildings for their clients through energy efficiency.

[airadvice.com/solutions](http://airadvice.com/solutions)

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