

Comfort Castle Update



Ten Great Reasons Why Our Company Should Be Your Home Comfort And Indoor Air Quality Specialist

This document was developed and written by the employees of Builder's Heating and Air Conditioning because we want you to understand what differentiates us from our competition.

1. For 56 years Builder's Heating and Air Conditioning has been servicing customers with integrity, honesty, and experience. We will be around for 56 more. We have a "Gold Star" rating with the Denver Better Business Bureau. We continue to earn our good reputation every day!
2. Every home is a customer's castle and we treat it as such. When we are finished, your home will be left in the same condition as when we first entered it.
3. Before we attempt any service work you will know how much it will cost. We provide you with a firm quote for the service work we will perform, not an estimate. We use a "flat-rate" pricing system that ensures you won't be charged extra even if it takes us a little longer to get the job done right.
4. We are committed to excellence; in our work, our expertise, our professionalism, and our ethics. We constantly strive to go the "extra mile" to provide exceptional value to our customers.
5. Our excellent reputation and professionalism is grounded in our commitment to the education and certification of our staff. Our Technicians, Installers, and Comfort Specialists are enrolled in ongoing education programs and they are among the most knowledgeable professionals in our industry.
6. If our customers aren't satisfied, then neither are we. Your satisfaction is our highest priority—**ALWAYS**. A major portion of our new business comes from referrals that are obtained from current customers who are satisfied with our work.
7. Our commitment to your satisfaction is never "finished". We are continually evaluating ways to improve our products and services. We are always looking out for your needs and anticipating how we can improve our service to customers in the future.
8. We like our customers, and we expect you to be impressed with our work. We don't mind taking the time to explain what we are doing and why we are doing it. We know that an informed, knowledgeable customer is a satisfied customer.
9. Behind every great company are great customers and good customer relationships. We continue to keep our customers because we never forget that fact.
10. Our promise is this: To provide you, our customer, with the absolute best value for every dollar you spend with us for our products and services. We take our promise seriously and will always provide personal, knowledgeable, reliable, caring, and friendly service to you. We greatly appreciate your business and will never forget to say thank you.



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