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## Coast2Coast Comfort Report



## Eastside Report

Dave Yates, Master Plumber and owner/operator of F. W. Behler, Inc., one of the oldest plumbing, heating and air conditioning service companies in the United States (est. 1900).

Healthy  
HEATING



Comforting Your Mind, Body & *Soles*

## First Impressions What do You Need For a Proper Building Comfort System?

By Dave Yates

From my childhood to present day, I've witnessed an amazing evolution of women in our society. I grew up in a typical home in the 1950's with two older brothers and a stay-at-home mother, who managed the household, kept things neat (as neat as you can with three sons!) and met our father at day's end with a warm meal and a cold drink. Butchers, bakers and the milk-man came to our rural home with their goods and we would visit farm markets or grocery stores for other items. I learned much about relationships and selling to women by tagging along with mom. I was also struck at the difference in how my mother was treated by women and men who were selling goods. Traveling salesmen plying vacuum cleaners or other items would immediately raise my mother's hackles and they were dispatched in such an abrupt manner, I was often shocked to see that side of mom's personality. So appalled, in fact, that I often asked the crushed and dejected salesmen to accompany me to the side door where those who were friends entered. It was there that we both would be subjected to mom's scathing wrath!

My how times have changed! Women today are empowered and represent the fastest growing financial segment in our society.

Almost-gone are the days when the business world and its major decisions were leveraged in smoke-filled all-male bastions while female-only secretaries fetched coffee. Contractors who have

Dear Mr. Contractor, I make 80% of all the decision relating to things which will go into our home and offer you the opportunity to bid on the environmental conditioning systems provided you are fair, honest, trustworthy and respectful. If you are fortunate enough to work with us and deliver on your promise to contribute to our families health, wellness and comfort we promise to tell all our sisters, aunts, mothers, girlfriends and anyone in our immediate and extended network. We'll also let the same group know if we've been treated unfairly.



ignored this reality or feel intimidated by empowered women have become dinosaurs and, unless they have readily adapted to this new environment, they're on the way to extinction.



**The Home Owners Guide to Indoor Comfort Quality, A Five Step Blueprint to Creating Indoor Health, Wellness & Comfort for North America's Maturing Population.**

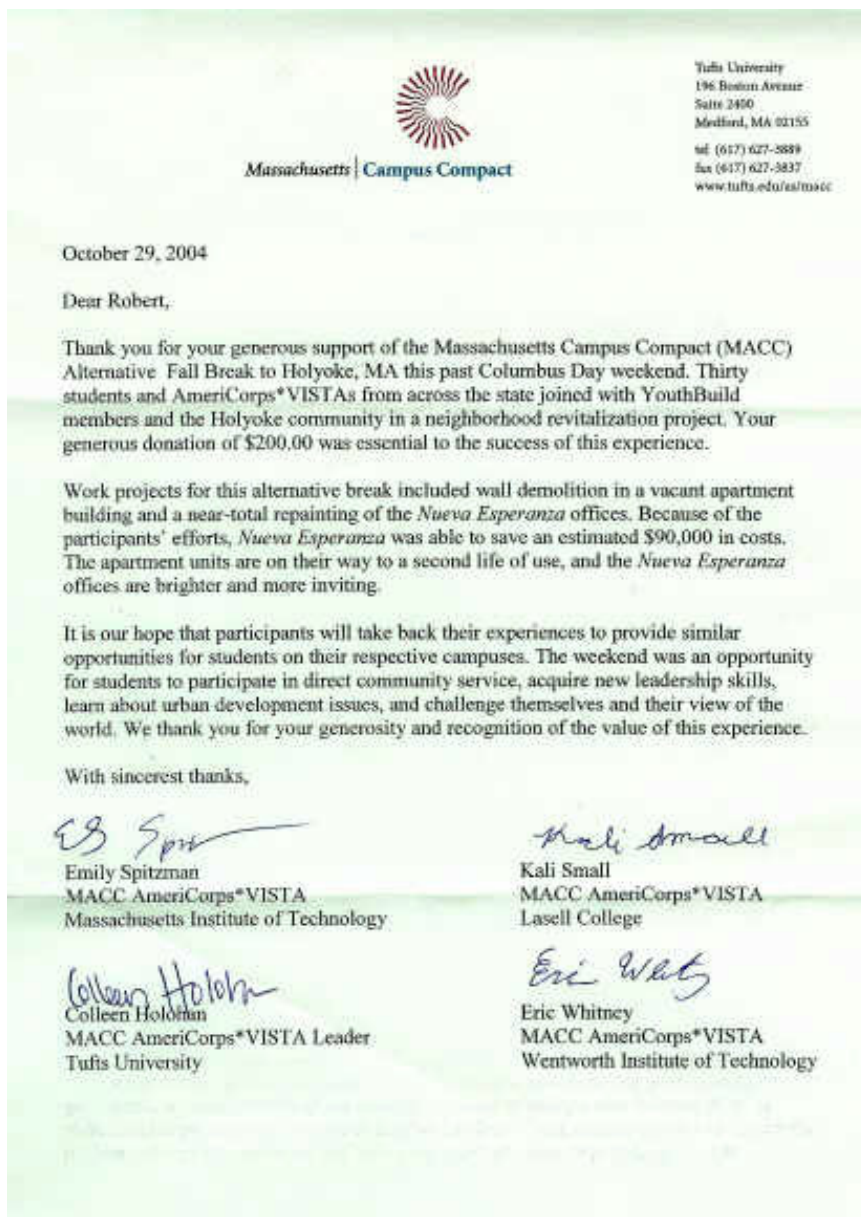
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Chances are your first contact with a contractor will be by phone. Phone etiquette should be paramount in dealing with customers and sets the tone, in my opinion, for what customers can expect on the job site. We strive to answer our business phone lines with a smile, which can be felt on the other end. Voice inflection is important when conveying a warm welcome. If you don't receive better than average treatment during an initial voice contact, you might as well keep looking. E-mail is another matter and, while it's harder to convey a smile electronically, (unless the sender uses those silly smiley face icons that present a less-than-professional image) courteous, professional treatment should be second-nature, exercised by both parties. While your first name is typically in the "Jane Doe wrote" heading, the reply shouldn't start off with "Hey Jane" or "Hi Jane" unless you've indicated that's ok. "Dear Mr. & Mrs. Doe" Or "Dear Ms. Doe" if they're not sure of the marital status should be routine along with a business-like ending, which should list the sender's name; title; and company information - including all relevant contact information. While poor grammar can be acceptable, given the fact that many contractors are better at

working with their hands than they were learning grammar rules, there really aren't good excuses for many spelling errors as virtually all e-mail programs include spell-checking features. Granted, that may seem like a trivial detail, but when you hire someone to work within your home, lack of attention to small details can lead to there becoming huge issues - leaving you holding the bag.

**In this ongoing series about how to successfully develop a better-than-average business relationship with a contractor, Dave Yates will be exploring ways for today's multi-tasking woman to quickly separate the dullards from the performers, with tips on how to ensure you will always be at the front of the line for obtaining service.**

Dave is a Master Plumber who owns and operates F. W. Behler, Inc., one of the oldest plumbing, heating and air conditioning service companies in the United States (est. 1900) and he's been actively involved in sales for more than three decades. Yates is a columnist for several magazines, a dynamic public speaker and partner in JoDa Film Productions. He can be reached via e-mail at [behler@blazenet.net](mailto:behler@blazenet.net)



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Projects such as YouthBuild, Avon Walk for Breast Cancer, and Santas Anonymous benefited last year just because you signed up to receive information and advice on creating acceptable interior environments for health, wellness and comfort.

*The perfect heating and cooling system would be based principally on human comfort factors.*

Michael  
McDonough  
Architect

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## Featured Developer: Passion Homes



Passion Homes is the R-2000 home you have been looking for. Solid concrete ICF construction With large Low E Argon filled windows and wide open spaces for you to enjoy! Draft-free walls, warm solid concrete radiant-heated floors, even a sturdy, 50-year maintenance free steel roof. Gorgeous interior, hardwood floor, custom cabinetry, granite counter top, glass sinks, whirlpool tub and two car indoor parking. Your investment goes far beyond the initial price tag. The more cost-effective you can make your home, the more money you can save over the lifetime of the investment. Take the time to study the features and benefits of Passion Homes and discover a really solid investment. You will be laughing all the way to the bank.

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