



CONTRACTOR SUCCESS STORY

HOMEOWNERS APPRECIATE A HOLISTIC APPROACH

THE CONTRACTOR PERSPECTIVE

Josh Jacobsen, Sales Manager
AirCo Service

Oklahoma contractor Josh Jacobsen and his team have seen how taking a holistic approach to their HVAC business is a win-win for the company and its customers. They also appreciate how the Owens Corning® AirCare® Contractor Program is impacting their business.

What does it mean to take a “holistic approach” to HVAC services?

Usually, if your system hasn't been replaced in 20 years, your attic insulation's probably starting to get lower, and if you don't have attic insulation, your unit's going to work a lot harder. That's why taking a whole home approach to HVAC is super important. I don't ever just want to go out and look at a box and replace a box. A lot of times that doesn't fix the whole problem.

“The underlying issue could be lack of attic insulation, improper duct size, unsealed duct work.”

Anytime we go out to a customer's house, we have to have a picture of the attic insulation and a picture of the duct work in our system. How the duct work is sized, how it's installed, as well as the attic insulation, is 100% a contributor to how that system's going to operate and perform, especially in the extremely hot and cold portions of the year.



So, it's super important to us as a company that we educate the customer and give them all their options. The attic insulation, duct work, everything is very important to make sure that box operates properly.

Do customers understand that, or do they think you're just trying to upsell them?

As long as you're educating them, it's never going to feel like an upsell. The first question I ask when I walk into a home is, “Hey, how has your system worked over the years? Are your utility bills high?” Almost everyone's going to say, “Yeah, they are high.” And the number one way you can reduce utility bills is with an efficient heating and air conditioning system, properly sized duct work and attic insulation.

Their heating and air conditioning system could be running perfectly fine, but if the attic insulation is too low, when it's 110° outside, it's not going to keep up. That customer could look at us and say, “Hey, the system you installed is not working.” We want to set them up for success.



continues on back



What advice do you have for an HVAC contractor considering the AirCare® program?

To do it! This approach is a huge benefit not only to your company, but to customers as well. You can't be afraid of asking the questions and people respect that — you're just trying to solve a problem for them.

\$1,500 OPPORTUNITY PER JOB*

For our company, it allows you to have a higher revenue. Your average ticket's going to go up.

Does partnering with Owens Corning help?

Partnering with Owens Corning has been an immense benefit to our company. We 100% find there's brand recognition, and THE PINK PANTHER™ is immediate. It's now on a lot of our stuff.

THE HOMEOWNER PERSPECTIVE

Mary Noor
Tulsa, Oklahoma

What prompted you to call AirCo Service?

We were hoping to get a more consistent temperature throughout the house. We have some rooms that are hot, some rooms that are cold.

What was your reaction when you learned insulation and duct work were contributing factors?

When I learned that the duct work and the insulation could be part of our problem, I was glad to hear it because then I knew it was something that could be corrected.

What is your impression of a contractor who offers this holistic range of services?

I would highly recommend it. A contractor that can incorporate everything together, to me, is just a lot more beneficial. It's one person that can come in, who knows your house and your HVAC system. It's just a great bonus for them to be able to do the whole thing all at once.

At Owens Corning, we're **Moving Air Forward®** so you can move your business forward.

Now is the time to expand your opportunity in HVAC sales. Contact a rep to get started today!

Learn more at [owenscorning.com/AirCare](https://www.owenscorning.com/AirCare)

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Pub. No. 10027747. Printed in U.S.A. January 2025.

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