

5 Reasons to Offer Extended Service Agreements

The cost of an extended service agreement when compared against the installed cost of an HVAC system provides an unparalleled value proposition. By adding an ESA to your product, you enhance the features and value without re-engineering it.

1 **Lock in your customer for at least 10 years.**
Make it part of your business plan to be the contractor with the most long-term clients bringing you back year after year.

2 **Guaranteed service revenues throughout the life of the policy period.**
Create a steady stream of profitable income to your business, even in those up and down times.

3 **Give your customers peace of mind.**
An ESA provides your customers with an easy service solution that promotes long term customer retention and future revenue generation.

4 **Boost your reputation.**
Building trust and credibility adds to your reputation in the community. This equals a boost to your bottom line through word of mouth referrals.

5 **A proven track record of 65% close rates.**
When an individual is offered an ESA in a major home improvement store, 65% of the time the answer is yes. Benefit from the strong market value of an ESA by offering one in your line of work.



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AIG is North America's premier provider of Extended Service Agreements to the world's largest and most respected brands. AIG is presently servicing over 75 million active contracts with a team that has extensive tenure in the HVAC/R industry. Learn more about ESA's and the benefits that come with them by calling 866-538-8922.