

Exciting INSPECTOR™ News!

1-888-814-8540

www.FurnaceHeatExchanger.com

Fall 2015

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Attention HVAC Contractors who use
The Inspector™ Camera –
You have won a Major Victory in Court!

Critical Inspector News You Should Know.

(Details on Page 3)

Your technicians are most likely missing at least ONE HALF of the Heat Exchanger Failure on the furnaces they are inspecting. That's a fact!

Finding legitimate furnace failure is a must for every HVAC company. Furnace heat exchanger failure should never be a gray area in our industry. The simple fact is that any furnace heat exchanger either has a crack or it doesn't. The

problem up until now has been that every technician out there has missed finding the failure on some occasions. This should never happen though, and for good reasons. The most important reason is that you and your HVAC

company never want to miss hidden danger in your client's home. Another important reason is that you are already in the furnace replacement business, so why would you ever allow furnace failure to go undiscovered? ■

(More on page 2)



The INSPECTOR™ Heat Exchanger Failure Class

Finding **LEGITIMATE FURNACE FAILURE** in Furnaces can Easily **DOUBLE** the amount of Furnace Replacements your company does in any given year. It just doesn't make sense to let all those failed Heat Exchangers go undetected. You need to comply with AGA Standards this Season! *(Details on Page 2)*

2-Day Class AUG 17th and AUG 18th • SEPT 14th and SEPT 15th
Sessions: and OCT 5th and OCT 6th in Carol Stream, IL



The Average Technician is able to find TWICE the Legitimate Furnace Failure after this Class!

How to Double the Heat Exchanger Failure that You Find

The truth is that the Inspector™ camera is the only furnace inspection camera on the market today that utilizes a high definition - high resolution camera and monitor. All other cameras use a basic modified home security camera that is low resolution and never intended to see small cracks inside of furnace heat exchangers.

For about seven years the Inspector™ camera system was the only inspection system on the market and the results that HVAC contractors got were amazing to say the least. However, in recent years the market has been flooded with extremely cheap knock-offs and the resulting drop in inspection quality has been a disaster for the industry. More and more professional inspection services are denouncing video inspections as ineffective and such poor quality that they actually don't recommend video inspections at all.

That's a real shame because the Inspector™ camera stands alone as the best way to use infrared technology and high resolution imaging combined with a true macro lens to see an extremely high quality and close-up view of the hidden conditions of furnace heat exchangers.

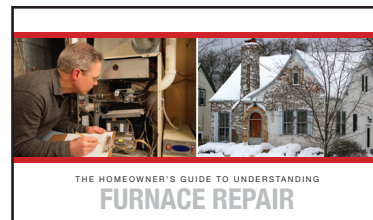
One of the negative results of the companies utilizing the cheap knock-off cameras is that nothing happens. That's right, not much of anything happens because the cameras are such low resolution that they don't clearly show the image detail that allows homeowners to basically trust what the technician is showing them. The Inspector™ image speaks for itself and it is quite literally very clear as to what the customer is seeing. On the other hand, with a cheap knock-off camera, the technician is almost always in the position of trying to explain or even worse (to try to interpret) what the customer is seeing. This puts the homeowner in the awkward position of either taking a huge leap of faith in the technician and believing what he is telling them, or simply ignoring what the technician says about heat exchanger failure in the belief that the technician is simply trying to sell them a furnace they most likely don't even need. ■

Looking Forward to Fall Tune-up Season? Are you prepared?

Do your technicians have all their tools ready and their trucks fully loaded waiting for the 2015 Fall Furnace Tune-up season to begin? To make the most out of the season, all of us owners need to make sure that each tech is prepared to make the most of every call they go on this up-coming season! We want them to increase their average tickets (without being too pushy), repair the source of the problem not simply treat the symptoms (thereby reducing call backs), and lead the homeowners to make educated decisions about repair or replacement. How do we make sure that they do that? Simple. *The Homeowner's Guide to Understanding Furnace Repair!*

The Homeowner's Guide To Understanding Furnace Repair

- A technician's tool to communicate in a consumer's language, individual Furnace repairs and to guide the customers to the logic of a comprehensive repair, rather than a quick fix.
- A tool aimed at guiding customers away from a simple quick fix. Encouraging a wider diagnostic view that includes correcting actual root causes of a problem, rather than simply addressing symptoms.
- An authoritative guide, containing third party recommendations for possible additional repair or replace options.
- An almost 'MapQuest' type of laid out road trip that takes your customer from the point of what the technician has diagnosed to a desirable conclusion of doing what is truly in the best interest of the customer.
- A credible third party source to guide consumers toward repair/replace choices that are in their best interest.
- A publication that is favorable to an HVAC contractor's perspective in the area of customer relations, repair explanations and recommendations.
- A pro-contractor approach enabling a customer to understand how one symptom can have multiple possible causes of failure, and often times a combination of root failures.



Call **888-814-8540** or **630-690-0352** to order
a copy of ***The Homeowner's Guide To
Understanding Furnace Repair***
for each of your techs today!

Register Now for the next Furnace Heat Exchanger Failure Class!

AirTime-500 Members - You Have Won A Great Victory In Court

A fellow AirTime-500 Member has won an astounding victory in court that will bolster the position of every Air-Time 500 member for years to come. Come to your AirTime-500 Expo in Boca Raton, this September and find out all the details and how it will positively affect the way you do business going into the future.

For those Inspector camera users who are not AirTime-500 members, you can learn the details of this court victory and how it can apply to your business, and how you can use it in ways your competition will not be able to challenge you, by attending any of this year's Furnace Heat Exchanger Safety Inspection classes. ■

Inspector Furnace Heat Exchanger Safety Inspection Training Classes

- Learn how finding failure leads so perfectly into solution-based selling.
- Learn how finding dirty coils and blowers leads to offering IAQ solutions.
- See firsthand how heat exchanger failure is legally documented for court.
- See the newest Inspector™ camera used to record and document the communications process between your technicians and homeowners during the furnace inspection.

Safety Inspections & Ethics

With today's liability situation, HVAC companies need to

do a very thorough and complete safety inspection of a homeowner's furnace and heat exchanger. Only about 20% of the surface of a heat exchanger can actually be viewed with a flashlight and a mirror. With today's technology, claiming to have done a complete examination of a heat exchanger without an inspection camera, borders on fraud, or at the very least, it would be incompetent.

Yes, **The Inspector™** camera is more expensive than those toy-like low resolution cameras, however the detail images that you are able to show to your clients will pay for itself in no time at all.

Most companies that invest in **The Inspector™** have reported that the camera pays for itself in less than a week! We have found that technicians with little to no training on the camera will set up more leads than they did before and these are leads that sell! Most companies report that the closing rate on these leads is more than 80%. When you add in the Finding Failure training, that closing rate will skyrocket! In our own company, we have averaged a closing rate of 93.7% on **Inspector™** leads in the last 5 years! The best part is that **The Inspector™** offers a 30 day Money Back Guarantee so there are no worries!

There is a substantial difference in the results and the ability to find existing failure between the two types of cameras. There is **The Inspector™** camera, and basically there are the toy type low resolution cameras. Don't go cheap on your ability to be a true professional HVAC contractor with truly professional equipment. Separate yourself from competitors who only pretend to have the homeowner's true safety and best interest at heart.

www.furnaceheatexchanger.com

The INSPECTOR™ Heat Exchanger Failure Class

Quick & Easy Registration

To hold your place in class, simply complete the section below and **FAX** this entire page to:
1-630-690-0297 and you're in! *We'll call you right back to complete your registration!*

☐ **YES**, please sign me up for the **Furnace Heat Exchanger Class** in Carol Stream, Illinois on:

☐ August 17th & 18th, 2015 ☐ September 14th & 15th, 2015 ☐ October 5th and 6th, 2015

☐ Please send me class location & registration details.

Company Name _____ Contact Person _____

Contact Phone Number _____ Fax Number _____

Number of anticipated attendees _____ (*Owner may attend **FREE** with paid students*)

Tuition for this two day class and work lab is \$895. Satisfaction Guaranteed.

Return Students Pay Half Price Tuition!

☐ *We would like to finance the tuition*

You can get further information or call in to register at: 1-888-814-8540 or 1-630-690-0352

Shamrock Industries
190C Easy Street
Carol Stream, IL 60188

RETURN SERVICE REQUESTED

BUY or LEASE your INSPECTORS™

Call Shamrock Industries, Inc. at: **1-888-814-8540** or **630-690-0352**

Or Visit our new Website at: www.FurnaceHeatExchanger.com



Complete Inspector™ System

Includes The New Blue Inspector™ Camera and
Portable HD Monitor and DVR, Amplified Omni
Directional Microphone:
\$2,895.00



Inspector™ Monitor Only

Includes The New Inspector™ Portable HD
Monitor and DVR, Amplified Omni
Directional Microphone:
\$1,195.00

Inspector™ Camera Only



Includes The New Blue Inspector™
Camera and Carrying Case:
\$1,895.00

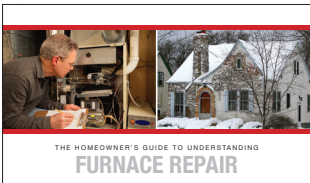
An HVAC Technician's Best Friend – The Homeowner's Guide Series



An almost "Map Quest" type of laid out road trip that takes your customer from the point of finding a crack in a furnace heat exchanger to a desirable conclusion of doing what is truly in the best interest of the customer, and in compliance with AGA standards.



A technician's tool to communicate, in easy to understand language, individual HVAC repairs and to guide the customer in choosing a comprehensive repair rather than a quick fix.

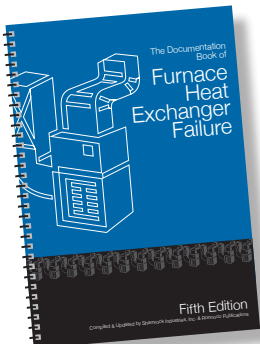


A tool aimed at guiding customers away from a single quick fix. Encouraging a wider diagnostic view that includes correcting the actual root causes of a problem, rather than just the symptoms.

Price: \$38.00 Each



With this guide a homeowner can see for themselves your infrared scan of the combustion chamber through the use of the Inspector Camera and compare that to other water heaters that have already ruptured. This is a proactive approach to replacing water heaters with excessive rusting and corrosion.



The Documentation Book of Furnace Heat Exchanger Failure

You show the homeowner a crack or hole in the heat exchanger, but how can they really know that what you are showing them is truly failure? Sometimes technicians need a back-up authority. This highly informative book contains over 363 high resolution photos of heat exchanger failure, representing 109 different furnaces. It's a training guide, a communication tool and an authoritative publication that will quickly become an indispensable tool and sales aid.

Price: \$58.95

To Order Your Books Call – In USA: 1-888-814-8540 In Canada: 630-690-0352
Or Order Online at: FurnaceHeatExchanger.com