

Press Release

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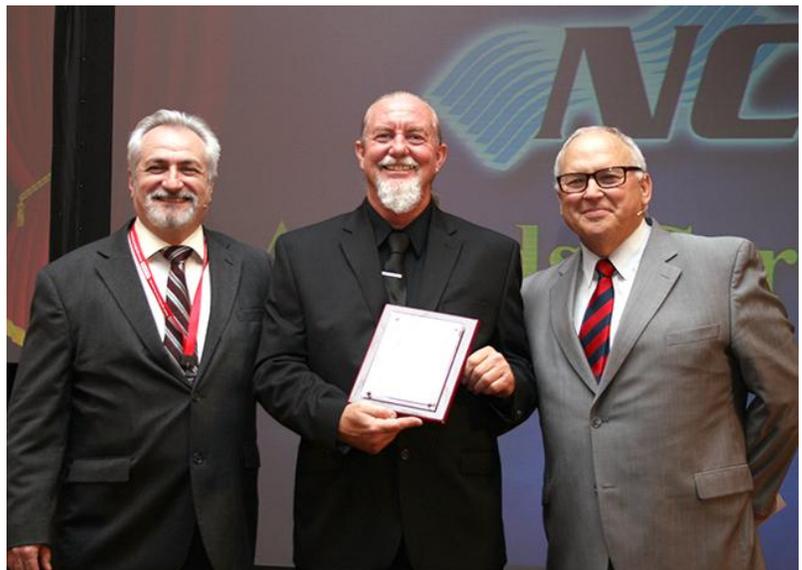
LOCAL HEATING AND AIR CONDITIONING COMPANY WINS NATIONAL AWARD

So Cal Air Dynamics, Northridge, CA, was named *Small Contractor of the Year* by National Comfort Institute (NCI) during their 2016 Annual Conference in Savannah, GA, April 10-13. This award targets HVAC companies that achieve under \$1.5 million in sales per year and recognizes outstanding achievements in Performance-Based Contracting*, quality workmanship, and dedication to customer service.

There are two other Contractor of the Year categories that break out as follows:

- Medium sized – achieve between \$1.6 and \$3.9 million in sales annually
- Large sized – achieves more than \$4 million in sales annually.

According to NCI CEO Dominick Guarino, “A little over 10 years ago So Cal Air Dynamics embarked on its performance-based contracting journey with NCI. They had been doing some building



John Ellis, president of So Cal Air Dynamics (middle) receiving the NCI Small Contractor of the Year award from NCI CEO Dominick Guarino (left) and President Rob Falke (right).

So Cal Air Dynamics

performance work for quite some time, but once they learned how to perform testing and balancing and HVAC performance diagnostics, they really pulled all of the parts together to become one of the best solutions-based companies in their market.

“Over the past 5 years or so, the name So Cal Air Dynamics has become synonymous with HVAC performance and Indoor Air Quality.”

"It's all about the science, the education, and the learning," Ellis says. "Then we must pass on those benefits to our customers."

Ellis blends the best of HVAC system performance, and building performance by being both a licensed heating and air conditioning contractor, and a certified HERS Rater. Both he and his business partner are students of the "house as a system" school of thought. And when they approach any project, large or small, they employ that thinking. As Ellis puts it, "The whole structure is ours... not just what starts in the mechanical room."

Why should a consumer choose an NCI-certified contractor like So Cal Air Dynamics? For the same reasons most people choose:

- * A certified public accountant
- * A certified realtor
- * An AMA-certified doctor
- * A bar-certified lawyer.

In all of these professions, the designations come to people who have studied, tested, and achieved a level of competence that resulted in receiving a professional certification.

An NCI-certified contractor in HVAC system performance and balancing, or certified in carbon monoxide and combustion is no different. NCI-certified contractors have attended classes, learned how to use

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specialized equipment, and are constantly up-to-date on the latest diagnostic and repair techniques in these fields. An NCI-certified technician has passed a recognized testing process which validates his or her understanding of the technology and procedures used in this field. In addition, NCI monitors their certified contractors and requires recertification every 2 years.

"NCI put a structure around performance contracting for us," Ellis concludes. "Performance-Based Contracting ... that's what it says on all our vehicles. Our philosophy is to offer a solution for every client, by creating a culture of consumer education, employee training, and experience. We strive to have relationships, not just customers."

THE NATIONAL COMFORT INSTITUTE (NCI) is the nation's premier Performance-Based training, certification, and membership organization focused on helping heating, air conditioning, plumbing, and electrical contractors to grow their businesses and become more profitable. To date, the organization has trained and certified more than 20,000 industry professionals in a variety of disciplines including system diagnostics and design, indoor air quality, air balancing, carbon monoxide analysis and combustion efficiency. To learn more, please visit the NCI website at www.nationalcomfortinstitute.com.

** NCI coined the phrase "Performance-Based Contracting™", a unique approach to managing a contracting business through accountability and measurable results. During the past two decades, NCI has trained and certified more than 20,000 HVAC professionals.*