

National Comfort Institute, Inc.

The Industry Leader in Performance-Based Contracting™



join NCI
today

- <<Unparalleled Technical Training
- <<Exclusive Business Training
- <<Business Resources & Tools
- <<Special Marketing Services
- <<Training & Product Discounts
- <<Cutting-Edge Technical Tools
- <<Marketing & Sales Materials
- <<Performance-Based Network
- <<Unlimited Field Support
- <<Vendor Rebates & Discounts
- <<And Much More!

Join the Only Performance-Based Contractor™ Organization in the Industry!



“ Membership in NCI has been an incredible value to my company. Since we joined in 2007, the networking and information I've gained has completely changed our business. We have grown our service base exponentially through NCI's Discount Club and EZ-Pay™ programs. We've also adopted the Total System Performance approach on the technical side of our business with terrific results.

”
Hal Smith, Owner
Halco Heating & Cooling

Join NCI Today! 800.633.7058
Visit us at www.nationalcomfortinstitute.com

Join National Comfort Institute

our mission

NCI redefined and continues to develop **Performance-Based Contracting™** to help contractors differentiate themselves and become leaders in their marketplace. Our customers accomplish this goal through **measured performance** and delivering the highest quality and value.

We're singularly focused on helping our customers develop a culture that will enable them to become more successful and reach the highest possible profitability, all the while **ethically and passionately** serving their marketplace.

We strive to accomplish this mission by providing our customers with the proven technical and business knowledge, tools, training, support, coaching, and systems needed to **successfully implement** Performance-Based Contracting™ in their businesses.

who we are

NCI is the leading Performance-Based Contractor™ training and membership organization. For more than 15 years, National Comfort Institute has inspired HVAC professionals in their quest to learn, grow and achieve the highest level of quality and performance. Our mission is to help contractors **grow and succeed** in their marketplace by offering them every opportunity for success through performance-based training, resources and business services.

cutting-edge training

NCI has been at the forefront of developing cutting-edge training and certification programs, and is **committed** to meeting the challenges contractors face in the industry today. We offer our members a way to continually thrive and excel in this competitive marketplace through **Performance-Based Contracting™**.



NCI has opened up more profit centers for my business than just about anything I've been a part of over the past 40 years. The innovative ideas, accompanied by simple how-to procedures have made my association with NCI one of the best moves I've made.

Jim E. Altman, President
Four Seasons AC & HTG Co Inc.



what makes NCI different

We offer a unique membership experience that you won't find anywhere else in the industry. Our Performance-Based training, quality standards and best practices work in harmony with all aspects of your business. From the owner to the technician out in the field, CSR's to the sales force; we have a cohesive NCI business model to launch all areas of your business to new heights in performance and profitability.

NCI membership can have an extraordinary impact on your contracting business. Through training, guidance and support NCI is committed to giving members the tools necessary to achieve excellence and a company culture of measured performance.

Outperform the Industry! Join NCI Today!



Business Leadership Membership



Step up to NCI's Business Leadership Level

This elite group of successful HVAC contractors have taken their businesses to new heights in performance and profitability. Our members have transformed their day-to-day businesses with the resources that this exclusive membership provides. From business management to financial modeling, you will have all the training and tools necessary to exceed your customer's expectations and achieve double digit net profits and a company culture of measured performance.

Benefits

Ensure your company's success with NCI's exclusive business tools and resources available only to our Business Leadership members.

NCI Course of Action

As a Business Leadership member, you will receive NCI's **Course of Action™** that will help you implement all of what this premier membership has to offer. And as an added bonus, an **Orientation Coach** will introduce you to all of the training and resources available and reveal your business needs through our exclusive Contractor Needs Analysis.

With our step-by-step approach, you will create your **roadmap to success** based on common goals and vision. The Course of Action™ will help you define training paths for every team member in your organization, and will help improve overall performance and profitability. In turn, you'll build a loyal customer following that will return again and again to your business above all others in your marketplace.

NCI Business Model

NCI's Business Leadership is not just your average membership. It is truly a means for HVAC contractors to build a stronger, more successful business using NCI's **Performance-Based Business Model™**, key performance standards and analysis. As a Business Leadership member, you will be able to utilize these standards and best practices to identify opportunities to improve profitability throughout your company. You will learn how to attain your targeted goals for performance-based success, increase revenue, identify break-even targets and **More!**

Online Business Tools

NCI provides an extensive online library of tools, resources and downloadable business and sales materials for our members. Your online member dashboard is packed with the business tools you need to track and manage performance within your company. Our exclusive **Budget Manager™** program, will help you establish your budget and understand your company's capacity based on your personnel, equipment and history. NCI offers many online tools that help benchmark service and sales, determine proper technician wages and crew efficiencies and **Much More!**



Exclusive Marketing Programs

Business Leadership members have access to the most cutting-edge marketing products and programs available in the industry! NCI's exclusive marketing downloads will help you kickstart your busy season with an edge. Our **Home Comfort Solutions Series - A Business Leadership Exclusive** - is a great marketing and sales tool for your comfort advisors. Interested in private labeling your equipment? NCI has developed a **Self-Branding Private Label** program specifically for our members. **ContractorsImage™**, our marketing division, can be contacted for a member consultation.

Discover the NCI Difference



As a Business Leadership member, I have found some major benefits that have helped my business grow. I have learned sound financial strategies that have made me more successful and profitable. The membership enables me to network with some of the most honest and ethical contractors in the industry who are willing to share their ideas and information to help you become better.

Roy Anderson, Owner & GM
Anderson Heating & Cooling



Join Today

20 Reasons Why

- All the Benefits of Technical Excellence
- Exclusive NCI Business Tools & Resources
- Training Paths for your Whole Team
- Performance-Based Business Model™
- Build a Profitable Service Business
- Financial and Budget Tools & Software
- Online Performance Benchmarking Tools
- Grow your Service Agreement Base
- Exclusive Performance-Based Marketing Programs
- Premium Vendor Rebates and Purchasing Programs
- Build a Loyal Customer Following
- Training, Special Events & Product Discounts
- ContractorsImage™ Premium Discount
- Generate High Quality Leads
- Business and Technical Online Discussion Forums
- Stay Informed with NCI Newsletters and Updates
- Attend NCI Summit and Business Leadership Conferences
- Network with Performance-Based Contractors™
- POD Networking Groups for guidance and support
- Increase your Closing Rates **and More!**

NCI Performance-Based Marketing Programs

NCI is constantly developing and researching new products and programs to keep our members on the road to performance-based success. Looking for more than just marketing materials? We offer programs you won't find anywhere else. Our exclusive **NCI Rings™** Lead Generation Program provides contractors with quality, geo-targeted leads from the internet. You only pay for qualified leads! We bring our performance-based approach into all of our marketing programs to deliver **real performance** from lead generation to brand analysis.

Innovative Training & Coaching Programs

Business Leadership members have exclusive access to all of the innovative training programs NCI offers. All of the business and technical programs have been designed to develop the skills of everyone in your company. This is where the training paths begin for your staff. Our training is scheduled year-round and may be provided onsite at your facility. Our expert trainers are not just your textbook instructors; they have spent decades immersed in the HVAC industry. Our innovative programs and expert staff will help you in every aspect of your HVAC business to guide you on the path to **performance-based success**.

Unmatched Networking & Member Support

Join the largest group of **Performance-Based Contractors™** in the industry and benefit from a wealth of concentrated knowledge. The spirit of sharing and peer support is predominant throughout our organization. Members willingly support the success of fellow contractors through our email discussion forums and networking groups known as **PODs**. Our annual business conferences and NCI Summit provide unmatched networking opportunities for all. What makes NCI different is the ongoing support we provide our members. From the unlimited technical support in the field to our coaching programs, NCI is here to help.

Member Rewards Program

Through your membership, you are automatically enrolled **at no cost** in our **ContractorsOne™** Member Rewards Program. Get discounts, earn rebates and take part in exclusive purchasing programs from our rapidly growing network of vendors. Benefit from your day-to-day purchases free of charge as a member. Your savings from this buying power goes straight to your bottom line and will improve your profit! Take advantage of millions of dollars in purchasing power with our member rewards program. Business Leadership members receive **premium** vendor rebates and purchasing programs through this cost saving program.

Technical Excellence Membership



Belong to NCI's Technical Excellence Level

Join NCI's Technical Excellence level and transform your HVAC business from the ground up. This membership gives you all the tools and support you need to launch and maintain a Performance-Based culture in your company. From cutting-edge procedures to field support and marketing materials, get the tools necessary to provide true delivered performance to your customers. Outperform the industry and Join NCI Today!

Benefits

Cutting-Edge Technical Tools

NCI's online library contains hundreds of diagnostic forms and procedures that not only provide on-demand technical assistance but are Performance-Based tools to generate real profit. With NCI's Performance-Based approach, customers see their system in a whole new light and understand the true value of the services you offer. As a Technical Excellence member you will have full access to technical engineering data, procedures and our **HeatMaxx™** and **CoolMaxx™** reports.

Networking & Support

As a Technical Excellence member, you receive unlimited field support from our knowledgeable technical support staff and **Performance-Based Contractor™** network. Call NCI's toll free support line and we will guide you through technical issues step-by-step. Access **Performance Talk™**, our email discussion forum, to get advice from your fellow members and industry updates. Benefit from decades of knowledge right at your fingertips! Post your topic and receive feedback from members and our expert staff.

Targeted Marketing Materials

Jumpstart your busy heating and cooling seasons with free marketing ideas. From direct mail pieces to consumer sales literature, as a Technical Excellence member you can download these profit generating materials online. Add your logo and company information in easy-to-use templates. Looking for a more customized marketing piece to brand your company? Contact **ContractorsImage™** our marketing division, for a consultation and ask about your discount.

Member Rewards Program

Take advantage of millions of dollars in purchasing power through our **ContractorsOne™** Member Rewards Program. As a member, you are automatically enrolled **at no cost**. Receive discounts, earn rebates and take part in exclusive purchasing programs from our rapidly growing network of vendors. Benefit from your day-to-day purchases, free of charge as a member. Your savings from this buying power goes straight to the bottom line to improve your profit!



Join Today 10 Reasons Why

- Unlimited Toll Free Technical Support
- Free Technical Forms, Procedures, Charts & Tables
- Vendor Rebates, Discounts and Purchasing Programs
- Training, Special Events & Product Discounts
- Targeted Marketing & Sales Materials
- ContractorsImage™ Marketing Services Discount
- PerformanceTalk™ email discussion forum
- Stay Informed with NCI Newsletters and Updates
- Attend NCI Summit Annual Conference
- Network with Performance-Based Contractors™ **and More!**

NCI Membership Level Benefits

Benefits

**Business
Leadership
Benefits**

**Business
Level Member
Fees/Discounts**

**Technical
Excellence
Benefits**

**Technical
Level Member
Fees/Discounts**

<< Business Management Tools & Resources

NCI Course of Action™ for implementing the NCI Business Model	☐	included		
Key Performance Standards, Business Models, Business Analysis	☐	included		
Exclusive NCI Performance-Based Sales Tools	☐	printing fee		
Downloadable NCI Business & Sales Materials	☐	included		
Online LeaderBoard Performance Tracking Program	☐	included		
Online Budgeting Programs and Business Calculators	☐	included		
Exclusive Service Agreement Programs	☐	included		
H/R Employee Documentation Kit	☐	printing fee		
Goal Boards	☐	printing fee		
Leadership Training Books	☐	included		

<< Marketing Products & Programs

Basic Marketing Downloads	☐	included	○	included
Downloadable NCI Exclusive Marketing Materials	☐	included		
Home Comfort Solutions Series Sales Kit	☐	printing fee		
NCI Self-Branding Private Label Program	☐	printing fee		
NCI Rings™ Internet-Based Lead Generation Program	☐	premium discount	○	basic discount
NCI Tracs™ Marketing Enhancement Program	☐	premium discount	○	basic discount
Brand Spectrum customized marketing analysis	☐	premium discount	○	basic discount

<< Networking & Support

Annual NCI Summit	☐	premium discount	○	basic discount
Annual Business Leadership Conference	☐	low registration fee		
PhoenixBoard™ Business Level email discussion forum	☐	included		
PerformanceTalk™ Technical Level email discussion forum	☐	included	○	included
Unlimited Toll free Technical Support	☐	included	○	included
PODs - Member Networking Groups	☐	included		
Monthly NCI Newsletter	☐	included	○	included

<< Special Services, Technical Tools & Discounts

ContractorsImage™ Marketing Services	☐	premium discount	○	basic discount
Customizable PagePilot Website with NCI templates	☐	monthly fee	○	monthly fee
Downloadable Technical forms, procedures, charts & tables	☐	included	○	included
ContractorsOne™ Member Rewards Program	☐	premium rebates	○	basic rebates
Discounts on tools, instruments and resale products	☐	premium discount	○	basic discount

<< Training & Coaching Programs

Business Management Training Series	☐	training fee		
Customer Service Training Series	☐	training fee		
Comfort Advisor Training Series	☐	training fee		
Field Personnel Training Series	☐	training fee		
Technical Training Series	☐	premium discount	○	basic discount
CommonCents™ Certification Program	☐	premium discount	○	basic discount
PBC Fast Track Implementation Training	☐	premium discount	○	basic discount
Online Business Level Training & Multi-Media DVD's	☐	included		
NCI Online University - Basic Courses	☐	included	○	addtl. subscription
Onsite Training	☐	premium discount	○	basic discount
30 Day New Member Orientation Program with Coach	☐	included		
Business Leadership Coaching Program	☐	additional fee		
Onsite Coaching Program	☐	additional fee		