

Weathermakers keeps the cool air going in homes and businesses

PBA SPOTLIGHT

BY LINDA RODRIGUEZ BERNFELD

The company handles chillers and cooling towers in large buildings. Customers include Temple Beth Am, the Miami Seaquarium and all of Dan Marino's Restaurants.

Weathermakers has 35 employees that handle sales, service and installations. Customers can call 24/7 if they need service.

"We come out, we diagnose the situation and we give them a quote on what it will cost to repair it," Walker says. "If it's unrepairable, we will put them in contact with the sales department to talk about what it will cost to replace it."

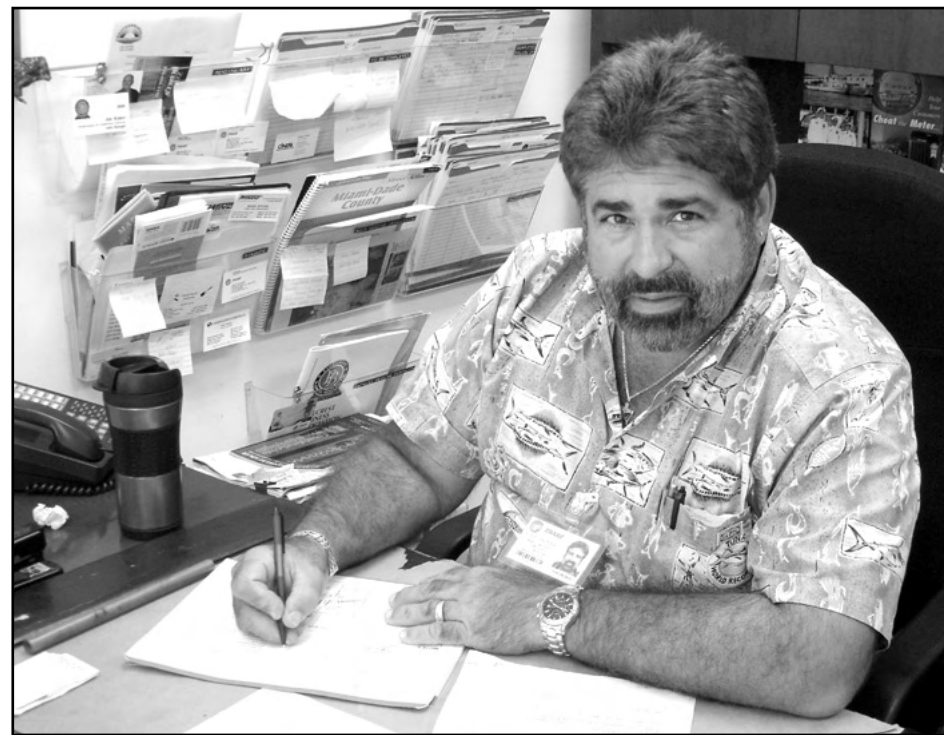
If the customer opts to buy a new unit, then Weathermakers will do a complete analysis of the home.

"We look at what the current system is," he says. "The heat load issues, how much glass there is, how tall are the ceilings, and we also look at the indoor air quality."

Based on that information, the company representative makes a recommendation based on efficiency.

"What drives the industry today is efficiency," he says. "Within a five-ton system, there may be seven different choices."

The savings are between 38 and 59 percent of the kilowatt uses, depending



Joie Walker, vice president of sales for Weathermakers.

Weathermakers Air Conditioning Contractors is probably the fastest Trane dealer in South Florida.

Joie Walker, Weathermakers vice president of sales, says the company sells Trane air conditioners to most of their residential customers. The majority of commercial customers buy either a Trane system or a Carrier system.

Weathermakers is owned by Mike Saco. It sells and services air conditioners to both residential and commercial customers.

"We have four divisions in our company," Walker says. "New construction, service, our change out division where we replace our commercial and residential air conditioners and we're also electrical contractors. We do electrical work, air conditioning work, build out and new construction."

on the model selected.

"You obviously pay a premium to achieve higher efficiency," he says, "but there is a very short payback period."

He recommends, if possible, changing both the air handler and the compressor, especially if they are more than 10 years old.

When the company comes to install the new compressor, they bring a prefabricated slab which is hurricane rated by Miami-Dade County.

"We do everything," Walker says. "The price that we give you is a turn key price."

That means the company will not only bring and install the units, but they will have the proper permitting taken care of by the time they arrive to do the work.

"We have developed our installation into an art and a science," Walker says. "We do think out of the box from a normal air conditioning company."

Walker says the company tries to be

better than its competitors by doing the work right every time.

"We're basically striving to be a 100 percent referral-based business," he says. "Most of my work currently is referral. We're proud of what we do."

Walker tells his sales people that he doesn't want just a satisfied customer, he wants a customer that is so happy about the service he's received that he's jumping up and down and telling all his friends.

One way Weathermakers achieves that is by being thorough in their assessments of a customer's home or commercial building. A typical sales call lasts an average of an hour-and-a-half, so they can go over all the options before a customer makes a decision.

"The more they find out about us, the more comfortable they are about doing business with us."

For more information, call 305-233-5820 or visit <www.weathermakers.net>.

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