

## MARKET

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HVAC is a \$215 billion industry, annually, in the US. The market in Texas is \$15 billion. Duct Pluckers is based in Houston, which is the fastest growing city in Texas. Air conditioning systems are the number one user of energy in the average household. Half of all air conditioning efficiency has to do with whether the ducts are flowing properly. nicely done.

Like in other parts of the nation, Houston is experiencing a drop in new construction. However, there remains a large need for service and repair. There are many large HVAC companies in Houston, but unlike them, we are primarily a cleanup service. So? Why does being primarily a cleanup service make you better? I'm not questioning your thinking, I'm just saying you should add the reason. Because that is what an investor will be thinking when he/she reads it. Explain why being a clean up service makes you not worry about the large HVAC companies. You may just want to focus on the duct cleaning segment of the HVAC market.

## COMPETITION

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Duct Pluckers' direct competition includes MBM Cleaning, Inc., Power Vac America, Inc., and Blackmon Mooring Steamatic of Houston. They are located in The Woodlands and Conroe areas. They focus mainly on system and air handler repair, and seem to be the only option for duct cleaning in that area as of right now.

Our indirect competition includes The Sharper Image, who sells small portable air purifiers. It has nothing to do with a cleaning service, but it does promote air purity. Also, how about lack of consumer awareness? How many people know this service exists and that they should have it done? I think you will also have to fight the "not doing anything" segment.

## DIFFERENTIATION

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In this field, most of the competitors are competing on value and service. We are different because this is not a side service for air conditioning repair. Air duct cleaning is our main focus and our core competency. We are a young, hungry company who is striving to do a good job. We feel our hard work will generate plenty of word-of-mouth advertising. Ryan, while I'm sure your hard work will generate lots of attention, I think you should include something more concrete than that. Since you will compete on service, how about a guarantee or something? Will you offer a customer their money back if they're not fully satisfied? You should also mention your photo taking idea as a way to ensure service. How about follow up calls to see if the customer is enjoying their air more? Do you see where I'm going? Include actual actions that your competitors may not do as a way to make YOUR customer service shine amongst the crowd.

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Implement actions in your company that will make customers want to pick you out of everyone else. It's like the dodgeball game in elementary school, be the first kid picked and make everyone happy they picked you! ☺

Ryan,

I'm glad to hear PEP is helping you to grow! I think those are the best experiences in life and I always try to seek them out. Because if you're doing something that's not pushing you to grow as a person, you're only going backwards, right? ☺ I'm glad to be a part of your experience and hope you will continue to seek opportunities that push and stretch you to be a better person in the future. I certainly try in my life—it feels great, doesn't it?!

PS. One thing I do is write my goals down for 3 months, 1 year and 5 years, both personal and professional. Then I hang them up somewhere where I'll look regularly. I don't always read them, but just writing them down and then having them to glance at keeps them at the front of my mind and keeps me focused on them. Sort of like what we've been doing at the end of each edit with your two quotes. I'm sure you don't read them every time, but just seeing them reminds us of our goals in PEP and why we're doing it. Yeah?

As you can tick each goal off your list, your confidence will continue to grow and as you see the list regularly, you'll continue to apply yourself in reaching whatever you put your mind to. Isn't that great??!!

Laura