

Up To Date

Inventory Closures

Sigler Wholesale Distributors will be closed for inventory on the following Fridays:

- Concord: October 23
- South San Francisco: November 6
- San Jose: November 13

Text us your photos

Hey technicians, text a photo of your job to 415.330.6666 and we'll send you a \$5 Starbucks gift card. You'll then receive periodic technical updates on Carrier and Payne products as well as specials that can save you money.

Fall Training

Training has already begun with many more classes between now and the end of November.

What's New on SiglerTV

Check out this new video on SiglerTV.com:

- History of Air Conditioning

The password is swd.



Sigler employees in a team-building game before a Saturday training

This Issue

Up To Date

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Is Your Website Friendly?

More than likely, your business has a website. Is it doing its job by being friendly to potential customers? How about those potential customers who are on their cell phones or tablets?

We've all experienced it – you click a link on your phone and you're directed to a site where everything is ridiculously small and unusable. The world's most popular search engine, Google, is now filtering out those results for searchers who are using a mobile device. Considering how much web traffic now goes to phones and tablets, you'll want to make sure your website is mobile friendly. Otherwise, Google will position your site lower in the search results than a competitor who has a mobile friendly website.

So, how do you know if yours is okay? Take Google's "Mobile-Friendly Test" at: <https://www.google.com/webmasters/tools/mobile-friendly/>.

There are many other simple things you can do to make your website friendlier for potential customers.

Have you been refreshing the content? Information about the 2009 Cool Cash

Campaign or 58MVB furnace won't be very useful to your potential customers! Sequoia Technologies offers SiteLink which keeps your site automatically up to date with the latest factory information. This is available even if Sequoia didn't make your site originally (see page 99 of the Carrier 2015 Program Guide).

Do you have reviews and testimonials on your site? A nice review may make the difference for a homeowner who is considering which contractor to hire. Customer Lobby is a company that captures reviews and posts them automatically to your site (see page 113-116 of the Carrier 2015 Program Guide).

Can consumers apply for credit on your site? It's easier, more private and helps eliminate some potentially awkward conversations for your salespeople. You can add a Wells Fargo link directly to your site (see page 54 of the Carrier 2015 Program Guide).

For more information about any of these programs or about starting from scratch and building a new site, contact your Sigler Wholesale Distributors Territory Manager.

www.SiglerNorCal.com

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Featured Products

25VNA0

Hybrid Heat is becoming more popular for a variety of good reasons, including improved comfort and lower utility costs. To make a HybridHeat system, ensure you have a thermostat capable of switching between the furnace and heat pump as well as a coil with a bi-flow TXV.

The ultimate heat pump for HybridHeat or traditional heat pump applications is the Carrier 25VNA0 heat pump with Greenspeed Intelligence. With an inverter compressor and efficiencies up to 20 SEER, 15 EER and a staggering 12.5 HSPF, it's hard to find anything better.

Through the end of the year, every time you order a 25VNA0 from Sigler Wholesale Distributors, you'll be automatically entered in a drawing to win a 60" TV!



The award-winning APCO system (Advanced Photocatalytic Oxidation) represents an entirely new type of air purifier. APCO is installed in the ductwork of the central air system where it scrubs the air as it passes by. APCO's unique combination of UV-C light and activated carbon achieves unmatched germ and odor reduction without producing any harmful ozone. APCO is particularly effective at reducing odor-causing volatile organic compounds (VOCs) which include toxic chemical vapors like formaldehyde and toluene.

Sigler Wholesale Distributors stocks two models: The **TUV-APCO-DI2P** plugs into a normal 115-volt outlet while the **TUV-APCO-ER2** uses only 24 volts. Both include two-year bulbs.

Through October, take \$50 off when you buy one, or \$100 when you buy two on the same order. Also, check out the video on www.SiglerTV.com (password is swd). Simply type "APCO" in the search box.

Technical Tips

Q: Is the "series" or "product" number important when ordering parts?

You bet! Manufacturers produce equipment under general model numbers that stay relatively stable over the life of a product. However, component changes within the unit can take place over time, and may result in a change in fit or dimension. Things like a different motor, change in circuit board design, taller coil are just examples of items that can be different as the 'series' number changes.

With Carrier brand products, the first production of a model begins as series "0", and will change to 1, 2, 3... as component changes occur.

Without knowing the specific series of

the unit, pinpointing the correct replacement component becomes a guessing game, and nobody wants to go down that path. That old Murphy's Law dictates we'll guess wrong more often than guess right.

So how do you take the guesswork out of it? Simplest method is to make sure you write down the full product number, and if the nameplate makes note of "series," write that down also. Even simpler yet, take a picture of the nameplate and pass it along to your office or the parts associate you are dealing with. You'll be making it easier for everyone in the chain to ensure you'll receive the correct components.