

## Up To Date

### R410A Last Call Orders

*While inventory of R410A units should last for several more months, if you have any unusually large jobs coming up, those must be ordered now to ensure availability of R410A equipment.*

### Discounted Heat Pumps

*As we get ready for new models of heat pumps, fan coils, air conditioners and evap coils, it's critical that we move out all of the remaining 2022 models from the last transition. Several 1.5 to 3.0 ton heat pumps remain at ridiculously low prices!*

### Spring Cool Cash

*Carrier's consumer promotion has ended with all claims due by 4:00 PM on Friday, June 28.*

### Comfortably California

*The rebate level for Comfortably CA has dropped to \$100 per ton for qualifying heat pump fuel substitution jobs.*



## What's New on *SiglerTV*

**Infinity Service & Install (7 videos)**  
**Fan Coil School (1 video)**

Ann Martinez in San Jose

## Effective Customer Communications

How do you engage with your customers? It's important to keep your homeowners engaged and well-informed about your business and the Carrier products you offer. Have you explored the potential of leveraging social media platforms or updating your website with professionally developed digital content? Carrier provides an extensive array of media assets that you can seamlessly integrate across various channels such as social media, radio, billboards, video, digital advertisements and print ads. These resources are accessible via HVAC Partners under the Marketing Your Business section. All materials are pre-approved and designed to enhance your marketing endeavors.

If this realm is new to you, Carrier has thoughtfully compiled the Carrier Ad Book, a comprehensive 2024 National Advertising Dealer Playbook titled "Leaders in Total Comfort." This playbook offers insightful guidance on the most effective media avenues available. Carrier engaged with dealers last year to better understand their needs for success, and the resounding response

emphasized the necessity for high quality digital content. This platform serves as a means for Carrier dealers to connect with their homeowners, with social media emerging as the predominant format. Instagram, Facebook, and YouTube were identified as the top platforms for consumer engagement. Quality content is imperative, as homeowners seek an authentic human experience. What message are you conveying? Is it solely product-focused or educational? Your brand identity is also paramount; thus, disseminating it effectively through high-quality digital media will foster stronger homeowner connections.

Uncertain about which advertisement would yield optimal results for your business? Delve into the Marketing and PR Strategy tab. Carrier has conducted extensive research to aid you in pinpointing the most effective approach to market your brand. Consistent communication with your existing customer base while simultaneously attracting new clientele is essential, and digital media presents an unparalleled opportunity to achieve this objective.

For more information, check out [www.SiglerNorCal.com](http://www.SiglerNorCal.com)

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## Technical Support

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## Featured Products



A soft start kit temporarily reduces the startup current of the compressor by reducing the torque and limiting inrush current. While this device can eliminate dimming lights in the home and prolong the life of the condensing unit, it's also an essential component for homeowners who have battery backup systems installed in their home.

ICM has a new line of soft start kits with a learning algorithm. Useful for all installations, but critical for homes with a scroll compressor and battery backup.



**ICM870-16A, RLA of 9.1 - 16.0 Amps**

**ICM870-32A, RLA of 16.1 - 32.0 Amps**



For more than 60 years, Mason Industries has been the premier supplier of spring mounts and housings for the HVAC industry. Their products are practical for nearly all installations – residential and commercial. They can prevent noise and high frequency vibration.



Several Mason products are readily available at Sigler Wholesale Distributors, including the "Super W" waffle pads, NDA double-deflection neoprene mounts, IMF spring mounts, 30N spring double-deflection spring hangers and more.

During the month of June, mention this article and save 10% on all Mason products from local inventory.

## Technical Tips

### Q: What else can I check because this unit is still not cooling well?

When you're at a service call working on an old condensing unit, there are so many things to check. You routinely verify discharge and suction pressures as well as superheat and subcool. The indoor filters are clean and you've washed the outdoor coil. Everything looks great but the homeowner still says it's not cooling like it used to.

It's time to grab your amp meter. On the unit name plate, determine the RLA or rated load amps. Then choose one of the wires that carry line voltage to the compressor only. Clamp the amp probe on one of those wires and start the unit. If it's a "design day" around 95° outside and 75° inside with 50%

humidity, the amp draw should be fairly close to the value on the name plate. If not, it's possible that the compressor is not pumping at full capacity or efficiency. A compressor is like a car engine, and over time it will lose power. Loss of "horsepower" is a real factor when dealing with mechanical cooling and may indicate that it's time for the homeowner to replace their system.

If you're working on a heat pump, check the integrity of the reversing valve. If the gas temperature into and out of the valve differ by more than 5°, it may be stuck or starting to wear. It too is a mechanical device that won't last forever.