



Air Conditioning Contractors of America  
National Capital Chapter

# Service Department Profitability

This workshop covers calculation of Direct Labor Costs and Vehicle costs for pricing Demand Service Rates or Flat Rate Service Pricing Rates.

It also covers implementing Residential Flat Rate Pricing as well as a review of service tickets for both methods.

Pricing and marketing Residential and Commercial Service Agreements including sample Service Agreement Forms.

Instructor, Wayne Atkins, says that service department and service agreement profits are not a mystery. Atkins has over 25 years of experience in the HVAC industry. Known as the HVAC Business Doctor<sup>®</sup>, Atkins has worked with thousands of contractors throughout the United States and Canada to develop more profitable businesses.

## ⇒ Why You Should Attend

To improve the **Profitability** of your **Service Department**, to learn how to implement or improve the results of your residential flat rate pricing system and how to price and sell more service agreements.

## ⇒ Who Should Attend

All owners, service managers, dispatchers, service coordinators and key techs!

## ⇒ What You Will Learn

- ⇒ How to price your labor, parts and travel/diagnostic fees so you increase your service departments gross profit to 60% or more (both commercial and residential)
- ⇒ How to increase the number of service agreements, how to price and market service agreements for both commercial and residential
- ⇒ How to create a backlog of work for your techs!
- ⇒ How to improve COD collections
- ⇒ How to use your techs to sell service agreements.

## ⇒ You Will Receive

- ⇒ Samples of properly designed service tickets and residential service agreement and more!

## ⇒ THANK YOU

A thank you to CARRIER MID-ATLANTIC for partnering with ACCA-NCC and hosting this seminar.



**DATE** .....  
Wednesday, February 29, 2012

**TIME** .....  
8:00 am-4:00 pm

**PLACE** .....  
Sterling, VA  
(directions with confirmation)

**PRICE** .....  
\$129 ACCA-NCC member  
\$179 non-member

(Lunch will be on own)

**RSVP** .....  
Registrations must be received by  
February 20, 2012 - **we are limited to 35**

**CANCELLATIONS** .....  
Attendee substitutions are permitted.  
Cancellations received by February 20  
will be charged a \$25 cancellation fee.  
No refunds will be made after that date.



**REGISTRATION** for

Service Department Profitability  
Wednesday, February 29, 2012

Participant Name (please copy form and use separate form for each participant):

Name .....

Company .....

Address .....

City .....

State, Zip .....

Phone .....

Fax .....

Contact/Person Completing Form .....

.....

(Circle one) = \$129/\$179 per person  
Visa, MasterCard, Amex, Check  
(Checks made payable to ACCA-NCC)

Amount: \$ .....

Card # .....

Expiration Date .....

Name on Card .....

**Payment must accompany registration form!**



Air Conditioning Contractors of America  
National Capital Chapter

ACCA-NCC  
PO Box 4268  
Silver Spring, MD  
20914-4268

Phone:  
301.384.ACCA

Fax:  
301.384.9623

**Presents**

**Wayne  
Atkins**

**Service  
Department  
Profitability**

February 29, 2012