

## Who is NATE?

Founded in 1997, NATE is the nation's largest non-profit certification organization for heating, ventilation, air conditioning and refrigeration technicians. NATE is the only technician certification organization governed, owned, operated, developed and supported by the HVACR industry.

NATE's certification tests represent real world working knowledge of HVACR systems. Technicians can earn service, installation or senior certification in one or more specialty areas. Specialty certifications include:

- Air conditioning
- Air distribution
- Heat pumps
- Gas furnaces
- Oil furnaces
- Hydronics gas
- Hydronics oil
- Light commercial refrigeration
- Commercial refrigeration
- Senior HVAC efficiency analyst

**Because we certify only the best in the business, everyone benefits:**

- Manufacturers
- Utilities
- Distributors
- Contractors
- Technicians

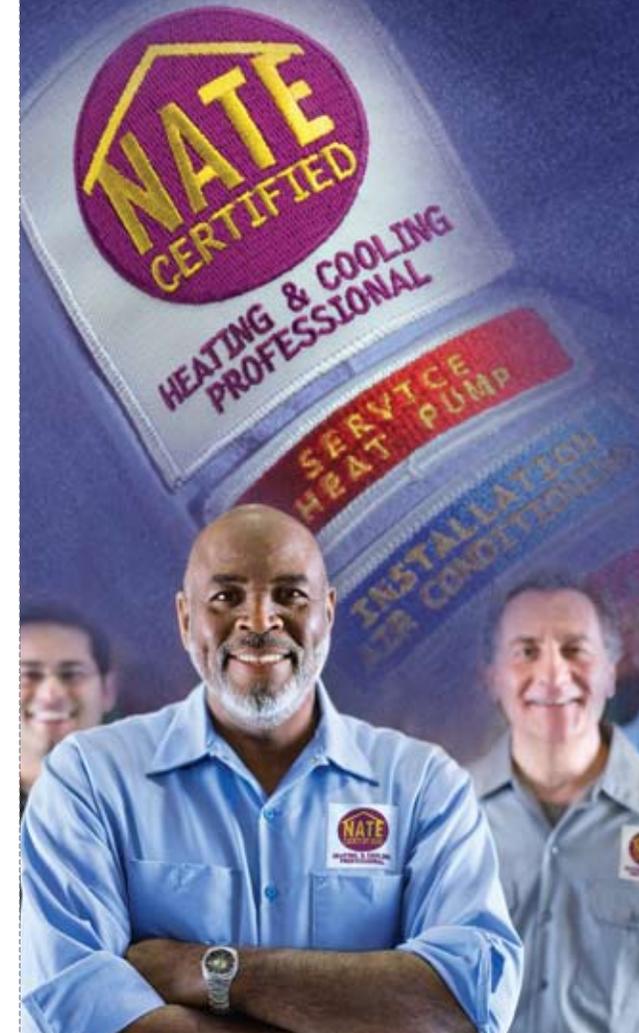
And of course, the consumer.



To learn more about NATE, visit [www.natex.org](http://www.natex.org) or call **877-420-NATE**.

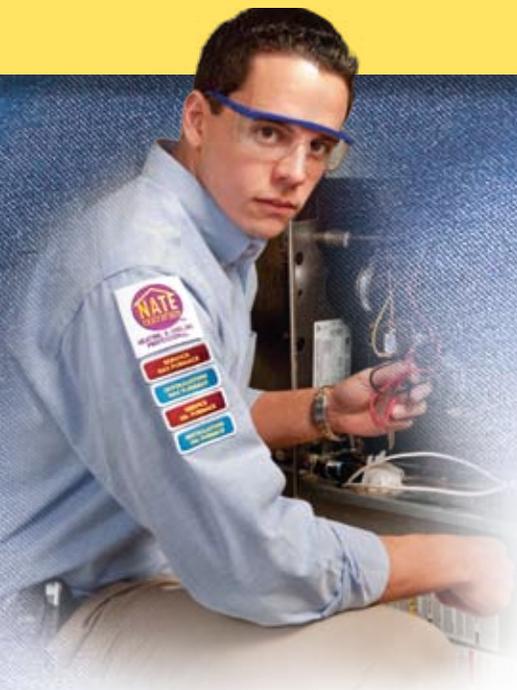


## THE VALUE OF CERTIFICATION



[www.natex.org](http://www.natex.org)

# 88% of consumers prefer technicians who are certified.



## Contractors: Give Your Business a Boost!

As a contractor, you need every competitive advantage possible. By employing NATE-certified technicians you're making a statement to your customers that you value quality and recognize best practices.

- Watch your profits rise. NATE technicians have higher billable efficiency and 12.9% fewer callbacks.\*
- Consumers prefer a NATE-certified technician.†
- Over \$10,000 a year\*—that's the value to a contractor of hiring a NATE tech.
- Enhances your company's reputation.
- Shows consumers that your technicians have attained verifiable skill levels and proficiencies.
- Homeowners are 24% more likely to be satisfied with their home comfort system when installed by a NATE-certified tech.†

And to help boost your sales and increase leads, contractors who employ NATE-certified technicians are eligible to participate in our C3 Consumer Contractor Connection. This valuable search tool, located on our consumer site, [www.hvacradvice.com](http://www.hvacradvice.com), connects consumers with their nearest contractors that employ NATE-certified technicians.



## Calling All Technicians!

Technicians who have earned NATE certification have proven that they are the finest in the industry and proudly wear the NATE patch—a symbol recognized throughout the industry and to growing numbers of consumers as the mark of technician excellence.

NATE-certified techs benefit in more ways than one:

- Earn average higher salaries\*
- Considered more valuable to their employer\*
- Are in greater demand
- Generate more income\*
- Are preferred among consumers†
- Require fewer callbacks\*
- Provide customers with peace of mind
- Have proven HVACR skills and knowledge

## Certification Pays

With higher salaries and greater job demand, becoming a NATE-certified tech is one of the most important career moves a technician can make. So what are you waiting for? Visit [www.natex.org](http://www.natex.org) to find a NATE-certified testing location in your area.

\*Service Roundtable Impact Study  
†Decision Analyst Study

## Supporting Manufacturers and Distributors

When heating and cooling systems are improperly installed, customers assume the equipment is at fault. But when equipment is properly installed and serviced by NATE-certified technicians, manufacturers and distributors benefit.

- 28.4% less warranty expense\*
- Increased customer satisfaction†
- Better brand image

With an average sale of almost one thousand dollars more,\* it's clear that NATE means a better bottom line for your business. And that means a better bottom line for you.

## Utilities Incentives

Consumers often blame higher energy costs on utility companies, but for many consumers, extensive energy waste can be attributed to improper unit sizing, installation and maintenance, leading to equipment that does not run at peak efficiency.

Promoting and offering incentives for using a NATE-certified technician means utilities will have higher customer satisfaction and will be taking important steps towards meeting their energy efficiency goals.

- Pulling unnecessary energy off the grid
- Managing peak load
- Lowering homeowners energy bills

To learn more about how NATE works with utilities, visit [www.natex.org](http://www.natex.org) or call **877-420-NATE**.



[www.natex.org](http://www.natex.org)