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## **HVAC COMPANY'S NEW WEB SITE TO HELP EDUCATE HOMEOWNERS**

It's a sizzling 100 degrees on a steamy summer day in Atlanta when Murphy's Law strikes. Your air conditioning system suddenly stops working. What do you do?

If you're a Holtkamp Heating and Air Conditioning customer, the company hopes you'll go straight to its web site. Not only will you be able to place an emergency request for service, you'll be able to review simple troubleshooting information that might help you solve the problem without the assistance of a service technician. You'll even get some quick tips on keeping cool until help arrives.

This and other information is part of Holtkamp's new web site, which the company believes will better serve homeowners looking for quality heating, ventilating and air conditioning (HVAC) services.

According to company CEO Matthew Holtkamp, the site re-design represents his firm's "continuing quest to provide a higher level of service in our industry."

"There are two main things homeowners look for," said Holtkamp. "One is high-quality, fast service when they need it. The other is help retrofitting a complete HVAC system in an older home."

However, according to Holtkamp, it's about more than just finding an available provider. "There are lots of HVAC providers in the phone book," he said, "but consumers want real education to make an intelligent decision—especially if they're facing a system replacement. Our new web site is designed to provide a genuine understanding of the issues and specific information to make an informed decision."

Holtkamp explained that most ads and websites just provide generalities that don't educate homeowners. He invited consumers to compare at [www.holtkamphvac.com](http://www.holtkamphvac.com).

Holtkamp is a certified Trane Comfort Specialist dealership with more than a 97% customer satisfaction score. The company's knowledge about air conditioning and heating extends well beyond that of the most HVAC contractors because the entire employee staff has undergone exhaustive schooling at the Comfort Institute Building Science Training center.

Buford-based Holtkamp is licensed by the State of Georgia and is a member of the Gwinnett Chamber of Commerce, ACCA (Air Conditioning Contractors of America), CAAG (Conditioned Air Association of Georgia) and the BBB of Greater Atlanta.

For more information on Holtkamp Heating and Air Conditioning, see the company's web site at [www.holtkamphvac.com](http://www.holtkamphvac.com) or call (770) 271-7511.

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