

Dear Friend,

Have you ever thought about switching to flat rate pricing? Are you using flat rate books that are seriously out of date or inaccurate?

My name is James R. Leichter. Many in this industry know me better as Mr. HVAC, because I have consulted with hundreds of companies and been invited to speak and teach all over the United States of America on the subject of making businesses profitable.

Since 1996 I have been conducting seminars and doing personal business coaching for hundreds of companies. Time and time again I hear the same complaints and questions about flat rate pricing. I have written the following report to help you with your concerns about purchasing and implementing a flat rate option.

Most flat rate buyers have no idea that their books are out-of-date, inaccurate, incomplete, or all three. Many books being sold today were written years ago by people that are NOT fully qualified service technicians. Don't make this mistake.

To help you make the correct decision, I have created an informative flat rate report and product selection checklist which contains detailed information on how flat rate pricing actually works in the real world. I have identified six major problems with flat rate systems offered to unsuspecting professionals like you.

Fancy marketing, so called low prices, or empty promises, have fooled lots of buyers. Whose fault is it when you buy a crummy flat rate system that you can't use? I say it's the fault of the crummy flat rate company. They sold you a system that they must have known was flawed and didn't want to (or didn't know how to) fix it.

This comprehensive report will help you make a more informed decision about flat rate pricing. It contains details that could save your business from bankruptcy.

Sincerely,



James R. Leichter  
Mr. HVAC  
President – Aptora Corporation

P.S.: If you have any questions after reading this report, please call me, I am always happy to help!

# Flat Rate Pricing Report – Mr. HVAC

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## The Six Biggest Problems With Flat Rate Pricing and How Flat Rate Plus™ Overcomes Them All:

### 1. Hard To Use Flat Rate Books

You wouldn't want an unlicensed unqualified amateur running service calls, so don't let one write you a flat rate book. If your techs hate the books there could be a revolt. Don't take chances.

#### How Flat Rate Plus™ Is Better

Our technicians carefully select parts and build repairs that have universal application. For example, our experts have identified 19 main control boards that will replace those found in approximately 10,000 different models of furnaces and air handlers. Our comprehensive HVAC flat rate books include 42 draft inducers that will replace those found in approximately 12,000 furnace models. We have experts on staff that know what you are talking about to help your staff with successful implementation.

### 2. Old Inaccurate Flat Rate Books

The last five years or so have brought tremendous technical changes to this industry. Other flat rate books can be outdated before you even take them out of the box.

#### How Flat Rate Plus™ Is Better

Our flat rate data now undergoes a comprehensive quarterly review and comprehensive update process. Our free automatic web update feature keeps your data current.

### 3. Hard To Use Software

Software programs designed by programmers can be frustrating, confusing, and hard to use.

#### How Flat Rate Plus™ Is Better

A nationally recognized master technician designed our software. Since 1996, our system has been perfected by thousands of users running over a million service calls all over the USA.

### 4. Takes Too Long To Implement

Talk to some angry service manager that's had to endure the stress of fixing up a flat rate system that costs thousands of dollars and was supposed to be ready to go. You must have a book that is capable of covering all of the repair categories you deal with.

#### How Flat Rate Plus™ Is Better

We have written our books to accommodate the HVAC, refrigeration, plumbing electrical, and appliance industries. Both residential and light commercial work is covered. We have included highly specialized repair categories such as oil heating, evaporative cooling, waste repairs, backflow prevention, water wells, heat pumps, ground source applications, and more. For the HVAC industry, we have even included pre-made equipment installation tasks for most of the nations HVAC equipment manufacturers.

Our professionally written flat rate books have been tested by an estimated two million service calls.

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## 5. Legal Contracts that May Include Hefty Ongoing Fees and Hidden Charges.

Buyers report being horrified to discover they don't own the books they thought they once paid for. They're punished with scary contracts. And get this, they're actually expected to send back the books, in their original condition, or you risk being slammed with extra charges.

### How Flat Rate Plus™ Is Better

Our flat rate pricing system contains no catches, no service fees, no annual fees, and no lengthy horrible legal contracts. You can print all of the books you want, when you want, how you want. It's that simple.

## 6. Incompetent Support

How can someone teach you what they do not know? We know service, because we've run service calls. Inevitably your techs are going to need a tech to talk to. You are going to want to deal with a professional flat rate company that has qualified techs on staff.

### How Flat Rate Plus™ Is Better

We keep techs and programmers on staff - here in our building and not some far away land. Your coworkers will quickly notice the difference so don't risk it. Each one of our employees receives extensive training. In fact, each person attends 200+ hours of instruction per year.

Our "real-world" experts have created for you, a comprehensive line up of training and educational materials to make your flat rate life an easy one. We call it our **Five Point Training System**. Here's what you get:

### Getting Started with Flat Rate Pricing Guide

This is a complete manual on how to implement flat rate pricing in your company. This book was written for the service manager and designed as an everyday "how to" reference guide.

### Software Quick Start Guide

We professionally wrote a very simple guide to using the software. All of the general basics are covered from entering labor fees, sales tax, and item markups. Screen shots and step-by-step instructions make this manual very easy for your coworkers to use the software minutes after installation.

### Software Training Video

We created a series of videos that you can watch on your computer. Need to know how to add a repair or change a price? Just click on the appropriate video, sit back, watch, and listen.

### Flat Rate Training Video

We created a professional one-hour DVD videotape designed with the average tech in mind. It explains the problems with T&M and how flat rate pricing can benefit the company, the customer, and the tech. Yes. All three benefit from flat rate pricing and we explain how in very simple language!

### Telephone Help

Here is where we really excel. We have software programmers, IT professionals, and service experts (real techs and plumbers) on staff. These folks are actually here in our building. When you have a question, we will put you in touch with the right person.

**Ask Any Flat Rate Company How They Deal With The "Six Biggest Problems". If You Don't Like Their Answers, Call The Experts at Easy Street, Inc. at 1-877-232-7978 or visit [www.flatratesystems.com](http://www.flatratesystems.com).**

## Here Are a Few Other Things You Are Going To Need To Know . . .

### How Flat Rate Plus™ Is Better

We are contractors like you. We are NOT simply resellers of someone else's flat rate system. We have full control over the quality of our software and the accuracy of our flat rate books. Our staff of service technicians writes the flat rate books and keeps them up-to-date. Our software programmers produce the software and professionally maintain it. If changes are necessary, we can make them in minutes or hours - not days or weeks (if at all).

### Do They Interface With Other Programs?

People have reported buying flat rate software or books only to discover that they cannot share the flat rate data with their accounting or dispatch software. Many companies haven't even bothered to establish "links" with other programs.

### How Flat Rate Plus™ Is Better

We have created links with approximately 100 software programs including BottomLine, Coastal, ESC, Master Builder®, PeachTree™, Service Success, TMS, TOM, QuickBooks®, Wintac, and many others. All trademarks are the property of their respective owners. Please see our website or call for details and pricing.

### Important Questions to Ask **BEFORE** You Buy . . .

1. When is the last time a qualified technician updated your prices or thoroughly reviewed every aspect of your flat rate books?
2. How old is the current version of your software?
3. Do they include equipment installations for all of the major brands?
4. Do they have software programmers on staff? Are they actually in the building or is their programming just contracted out to some far away land?
5. Do they have real life service technicians who are capable of answering technical "real world" questions?
6. Do they include comprehensive training materials like our *Five Point Training System*?
7. How big is their staff? If they only have two or three people in the office and one leaves for a trip, who's going to give you support?

**Ask These Important Questions. If You Don't Like Any Of The Answers, Please Call Us Toll Free at 877-232-7978.**