



Air Conditioning & Heating

News Release

Contact: Rex Anderson - 713.263.5064 - rex.anderson@goodmanmfg.com

Or contact: Mark Klein - mark@markklein.com

When DIY Is Not Cool

Goodman Addresses Concerns Over Homeowners Attempting DIY HVAC Repairs to Save Money

HOUSTON, September 6, 2018 – Addressing growing concerns over homeowners who might consider attempting to repair air conditioners and heat pumps themselves, Goodman Manufacturing Company, L.P. has partnered with the Air Conditioning Contractors of America (ACCA) for a public service campaign called “When DIY is Not Cool.”

The campaign urges homeowners to rely on the expertise of qualified HVAC technicians, because “When it comes to your home’s central cooling system, DIY is not cool.”

More than 850,000 newspaper subscribers were targeted with the campaign, each tailored to eight different locations throughout the Houston region. Local, neighborhood HVAC professionals in each location were featured with their contact information.

Facing hot Texas temperatures, homeowners looking for a quick fix or to save money may be tempted to try do-it-yourself HVAC repairs, explains Nathan Walker, senior vice president, corporate marketing, Goodman..

But, the “DIY is Not Cool” campaign explain the pitfalls DIY repairs can cause on complex HVAC systems, which rely on high levels of pressurized refrigerant and potentially dangerous electricity. For example, the ads point out that changing a failed capacitor – a seemingly straightforward job on the surface – could lead to more expensive repairs.

The ads ran both in print and digital editions.

“Encouraging homeowners to use qualified HVAC technicians for air conditioner and heat pump repairs makes for a more effective way to keep their systems running and their houses cool when temperatures rise,” Walker says.

For more information about Goodman, visit www.goodmanmfg.com.

###

About Goodman

A member of the DAIKIN group, Houston-based Goodman Global, Inc. is a leading manufacturer of heating, ventilation and air conditioning products for residential and light commercial use. Goodman® brand products are predominantly sold through company-operated and independent distribution networks, with more than 1,000 total distribution points throughout North America. For more information, visit www.goodmanmfg.com.

