

# Success Story: The HVAC Service Solutions



Dmitry Polidva, Founder and CEO

## History

Based just outside Toronto, Ontario, The HVAC Service Solutions® prides itself in offering a high level of heating and cooling services to homes across Ontario.

Service is in their name and is the core of their business. The HVAC Service has a team of highly qualified and skilled technicians that make a complex problem simpler and ensures customers are comfortable in their own home.

## Quick Facts

-  Serves customers across Ontario
-  Provide heating, cooling, and air filtration services
-  Financeit partner since 2021



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## The Challenge

In the majority of circumstances, a customer requires The HVAC Service in times of need and emergency due to an unforeseen problem such as a broken furnace. HVAC units carry a large price tag and require a more affordable solution to provide customers with a more budget conscious option.

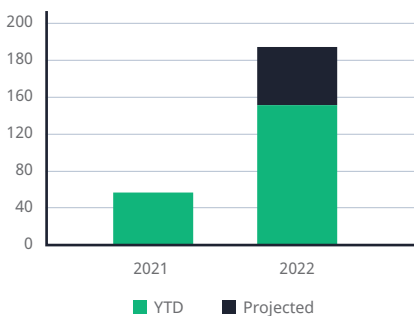
## How Financeit Helped

Having access to financing programs has alleviated this challenge and has allowed The HVAC Service to provide customers with more flexibility on their budget. With financing, they are now able to break those large payments into more digestible monthly payments for customers.

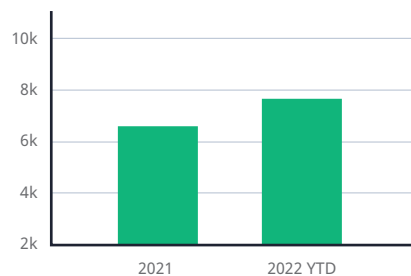
The reliability and transparency of the Financeit platform has also made a huge impact on their sales associates in selling financing to their customers. Having the ability to pull up quotes instantaneously while clearly outlining the required documents and terms helps provide quick approvals while in their customer's homes.

*"The app is great. It's four easy steps. It has provided a solution for the homeowner to get easy approval right away."* – **Mike Seman, Sales Advisor**

Increase in loan applications



Increase in average ticket size



The utilization of Financeit promotions on offer has been another critical tool for their growth story. By leveraging deferral programs that offer customers a "buy now, pay later" option, they are able to push higher ticket items which give them a competitive edge. This strategy has enabled them to grow their average ticket size by over 25% and sales by 30% contributing significantly to their overall financing volume which represents 40% of all transactions today.

*"Financeit promotions gives us a competitive advantage on the market, simply because we're able to offer better rates, better discounts, and better options for the customer"* – **Dmitry Polidva**

## The HVAC Service Success by the Numbers\*

# 30%

Increase in sales

# 240%

increase in loan applications

# 25%

increase in average ticket size

*"It's easy to use. It gives us a competitive edge and the Financeit team offers amazing support."*

– **Dmitry Polidva**

\*Source: The HVAC Service Solutions Inc. sales closed from financing