

Contractor Review

Heat / Air / Moisture (HAM) Model



John Fleishner, owner of Steel City Insulation, LLC was looking for a way to close more business based on value and not on price.

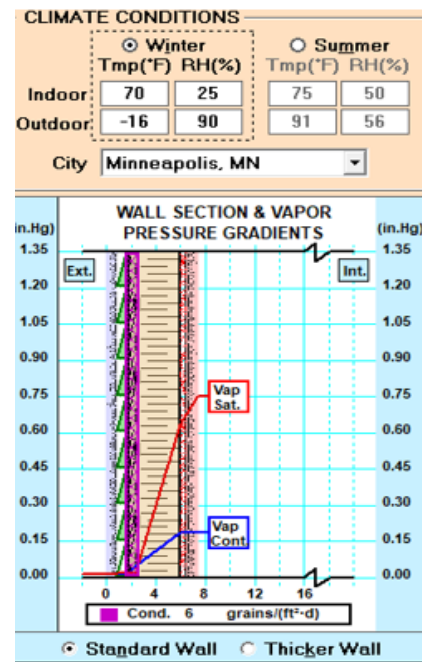
Including a HAM Model in proposals shows the client **why** Steel City's approach works.

How does a HAM Models help you close more business?

John says, "The HAM analysis allows my company to present factual information to potential customers without being combative or pushy with sales. Too often, competitors will make outrageous performance statements and talk about the "magic" of spray foam or use heat flow reduction charts to claim that a minimal amount of foam is enough, and they will get better ROI by installing less foam. The HAM model allows me to target clients looking for a spray foam contractor to provide a quality solution based on value, not on price."

Does a HAM Model help your potential customer?

"HAM Analysis can be used to demonstrate the building science and performance associated with spray foam insulation and how proper application will eliminate condensation and potential mold issues."



Was the HAM Report easy to get?

"Tom's HAM Models are simple to get and easy to explain. Just a few simple emails and I had a report in my hands within a few days."

Would you use a HAM Model again?

"Absolutely. I'll continue to include a HAM Model report with all my proposals."