The Value of Certification

What is certification? Why is it important to home owners?

Certification is independent, third party verification of a technician’s skills. It means a disinterested third party has validated a technician’s knowledge of heating or cooling. Certification provides consumer assurance.

87% of consumers want their home’s heating or cooling system installed and serviced by a certified technician. Why? Because they have had a bad experience with technicians who didn’t know what they were doing. Certification assures the home owner that their heating or cooling system is being serviced by a knowledgeable technician.

Did you know that NATE-certified technicians:

- Tend to do the job right the first time
- Have nationwide certification
- Have passed a rigorous industry-supported test
- Have proof of their knowledge
- Know heating and cooling
- Fix problems, not change parts

Choosing a heating or cooling contractor isn’t a random act. Consumers want value for the money they spend—and they want a contractor whose technicians know heating and cooling because homeowners don’t have time for expensive and time-consuming call-backs. Consumers know certification is a technician’s seal of excellence.

Real value is using a certified technician to insure your heating or cooling unit is properly installed and serviced so it performs the way it was designed to. Anything less is a waste of time and money. With energy costs high, why throw away money on poor installation or service—get what you pay for!

To find a contractor who has NATE certified technicians, go to the Consumer Contractor Connection at www.natex.org.