

Equities

- Name
- Family owned/3 generations
- Since 1949
- Unsurpassed Knowledge & Expertise



ESSENCE

We'll Handle It

PERSONALITY

Service-oriented, professional,
patient, thorough, friendly

BRAND VALUES

Honesty, Integrity; reliability, transparency, reputation
Employee retention, helpful

BENEFITS

FUNCTIONAL

- Unsurpassed Customer Service
- Quick service
- UL approved Rheem trained Conversion Facility
- Can Service Any Brand
- Large Parts Inventory
- One Call Does it All
- Right Sizing

EMOTIONAL

- Relief
- Ease of Use
- Reassurance
- Hassle-Free
- Peace of Mind

BRAND ATTRIBUTES/ASSETS

- Local Warehouse
- Large Water Heater Inventory
- Large Parts Inventory
- Experienced Installers
- Everything you need to install and service water heaters
- Able to Install any Water Heater
- 24 Hour Delivery
- Focused – commercial only.

Promise

- Always the right product and service for the need.