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Schaafsma Heating & Cooling Named Dealer of the Year by Bryant

GRAND RAPIDS, MICH.—(June 7, 2011)—Grand Rapids-based Schaafsma Heating & Cooling has been named 2010 Dealer of the Year by Bryant Heating & Cooling Systems. The company was recognized at the Bryant Indy 500 Dealer Rally on May 27th in Indianapolis. In addition to the honor and sense of accomplishment associated with the Dealer of the Year Award, Schaafsma Heating & Cooling was rewarded with a 2011 Ford F-250 King Ranch pick-up truck.

Schaafsma Heating & Cooling was one of 15 Bryant Factory Authorized Dealers selected as a Bryant Medal of Excellence Award (MOE) regional winner. Medal of Excellence applicants are judged on their sales growth, product mix, and customer satisfaction. Schaafsma had the highest score out of the 15 regional MOE award winners, which earned it the Bryant Dealer of the Year title.

The company experienced a substantial, 30%, growth in sales in 2010. Kevin Walsh, President of Schaafsma Heating & Cooling (www.schaafsma.com), attributed the company's sales growth to its staff. "Our employees do whatever it takes. We offer 24/7 service, we install furnaces in the evening, nighttime, weekends, and even on holidays."

Walsh also cited the continued education of his employees as a key reason for winning the award. "The HVAC industry has evolved significantly over the past 20 years," said Walsh. "The equipment is more complicated. Our service and installation technicians complete training *weekly* so their skills and knowledge are always current."

Grand Rapids-based Behler-Young (<http://www.behler-young.com/>) is Bryant's exclusive distributor for Michigan and Northwest Ohio dealers, including Schaafsma Heating & Cooling. "We couldn't be more proud of Kevin and his team," said Doug Young, President of Behler-Young. "They've worked very hard to earn the title of Dealer of the Year, and we're thrilled for them."



Schaafsma Heating & Cooling (www.schaafsma.com) has been a Bryant dealer for 20 years. The company has been providing total home comfort for West Michigan residents with their HVAC services since 1905. Their service technicians are NATE certified which is a one of the primary requirements for the

Bryant Factory Authorized Dealer status. The North American Technician Excellence (NATE) is the leading testing and certification program for technicians in the heating, ventilation, air-conditioning, and refrigeration (HVAC/R) industry. It is the only technician testing and certification organization that is governed, owned, operated, developed and supported by the HVAC/R industry.

About Bryant Heating & Cooling Systems

Bryant has been dedicated to customer comfort and satisfaction since 1904. In addition to its best-in-class network of distributors and dealers, Bryant offers exceptional reliability and energy efficiency through an extensive line of durable heating and cooling products. Bryant is devoted to doing Whatever It Takes to deliver the highest quality in HVAC products and services for consumers nationwide, which is why so many people have trusted their indoor comfort needs to Bryant. For more information, visit www.bryant.com.

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