

Fay Brown

Comfort Master Heating & Air Conditioning, Inc.

Zebulon, North Carolina • 33 Employees • 27 Years in Business • \$6M Annual Revenue • Brand Sold: Trane

Why did you decide to select Contractor University and the Business Accelerator Program as one of your growth benefit selections?

I was first exposed to the platform at the last TCS Dealer meeting in the Bahamas by Weldon Long. Hearing about the value and that it's co-oped was one of the biggest takeaways I had from the meeting. Since then, we have been using Contractor University for a lot of things, especially training. Utilizing the virtual format has been helpful with saving us money and time that once would've been taken up by travelling.

What elements of the Contractor University platform have you found most helpful and what portions have you utilized the most?

The Contractor University team has always been responsive, which I really appreciate. I have enjoyed the videos and hearing the discussions between Weldon Long and some of the other faculty members, especially when Covid hit. It was also helpful that we were able to have our new hires watch the videos and go through the training programs.

What have you been able to improve in your business as a result of the Contractor University platform?

It has definitely helped our marketing. I've really appreciated Gary Elekes' approach to the topic and the information that he provides in the videos, which we have been able to implement into our company.

How would you compare the Contractor University platform to other business training programs you have used/experienced in the past?

I like the fact that there are so many modules and training plans compared to other training companies. I don't have to worry about how much each video is going to cost if I want to use it because I have already paid to have the access to any of the content on the platform

What would you tell other contractors who may be considering signing-up for Contractor University?

I think that it's definitely worth the investment – there's a lot more value to receive than what the cost is. Anytime that I get asked how I train new hires, I refer to the material that Contractor University provides. The training that's available, especially for new hires, is engaging and in-depth on the topics that are covered.

