

**Brian Turner**  
**Franks Air Conditioning**

St. Cloud, Florida • 33 Years in Business • Brand Sold: Trane

**How has your overall experience been with Contractor University since you've joined?**

It's been really good. A lot of the information that you can get on your own is great and everybody that I've contacted or talked to has been really helpful.

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

I would say a lot of the sales training and sales information in there. Just understanding people's styles was the big thing and understanding how to better communicate with different types of people.

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

Along the lines of better planning, I'd say there's a better understanding of everything that goes into the business: from sales to service, and even maintenance contracts and things like that and how they all work together.

**What type of financial impact would you say the Contractor University platform has made on your business?**

I would say mainly in the system sales and on the accessory side we can see some difference. There was probably a 10% increase in revenue over a year, so approximately \$400,000.

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

I think that on Contractor University there are actually a lot more actual people that you can talk to and get information from. One of my favorite things is just the amount of support that is available.

