

## 5. Reviews & Testimonials

Today it is easier than ever before to go online and find reviews and testimonials about the companies you may want to do business with. It's important to read between the lines. Be suspect of a company that has 100% 5 star reviews; especially if they don't have very many. And, even great companies often have a couple of 4 star ratings. Look for reviews on multiple sites for the same business. Look for reviews by people that have been using the company for years.

### Charles Berg Reviews & Testimonials

Charles Berg Enterprises has proudly gained many great reviews, ratings, and testimonials from a number of sources. Ask your neighbors—50 years and a great reputation!

As of the printing of this brochure....

**Lennox Dealer Reviews**—4.8 rating with 94 Reviews

**Facebook**—11 Five-Star ratings

**Google**—4.8 rating with 6 reviews

**Yelp**—3 Five-star ratings



#### Highly Recommend, Outstanding Service

"We required both HVAC systems in our house replaced and from start to finish Charles Berg Enterprises delivered. On time, on budget, professional installers, and prompt communication. We were very pleased with the service and product."

~ CRG123

## A Few of Our Testimonials



As the owner of a new home where the AC unit was installed incorrectly and not working properly, Mr. Carpenter couldn't get the installer to come out for service promptly so he called Charles Berg Heating and Air.

"Charles Berg came out the same day and fixed the problem immediately," says Mr. Carpenter. "I've recommended them to anyone mentioning Heating and Air companies. I've had them maintain the unit ever since their first call and they are always on time, reasonably priced, and keep everything running smoothly."

The Suskins are well-established real-estate experts in the Gainesville area and they have Charles Berg Heating & Air service their personal residence and their rentals properties year after year. "Charles Berg is always on time and fixes things right the first time," says Mark. "They're dependable, clean up after the job, and are very cost efficient."



Mr. Davis owns Davis Gas and has been in business since 1963. He's been working with Charles Berg Heating and Air for many years and uses them for his personal residence, his place of business, and refers many of his clients to Charles

Berg. "They're consistent," says Mr. Davis. "They are always prompt and always professional no matter whom they send out on a job, we know it'll be done right the first time. They maintain high standards for quality workmanship, appearance and professionalism. Anyone we have referred to them has thanked us. We're happy to know and refer to Charles Berg Heating and Air."



## Not All HVAC Companies Are the Same...

### Top 5

Things to Look for in an Air Conditioning & Heating Company



Dave Lennox  
**PREMIER DEALER™**  
**LENNOX**

Residential • Commercial

Air Conditioning • Heating  
Ice Machines • Refrigeration

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"I won't be satisfied until my customers are satisfied."  
~ Charles Berg

[www.CharlesBergEnterprises.com](http://www.CharlesBergEnterprises.com)

# 1. Experience

As they say... "There's no substitute for experience." It pays to know how much experience a heating and air conditioning company has. Many of our employees have been at Charles Berg Enterprises for over 20 years. Several have over 35 years in the trade. Experience can be the difference between having your unit repaired the first time verses an inexperienced person just replacing parts. An experienced technician will look for the cause, preventing a call-back.

# 2. Equipment

If you purchase a unit based solely on price you may be short-changing yourself. There are plenty of low-cost and low-end units on the market. They are not likely to be as efficient or last as long as a good, name brand unit. Some units only last a few years, while others may last for more than a decade. A good unit will have a good warranty and great efficiency ratings. The new equipment's efficiency and life-expectancy can be greatly impacted by the procedures used to install it. Our company is committed to following manufacture guidelines and industry standards to ensure your unit meets the efficiency ratings stated and continues running for many years.

# 3. People

The people who own, manage, and work in a company are the most important piece of the puzzle. Good equipment isn't so good if it's not serviced or installed properly. It is getting more and more difficult to find good experienced HVAC technicians as well as customer-friendly team players. It all begins with that first phone call. Is everyone friendly and happy to listen to your needs, or are they just happy to get you scheduled and off the phone?

# 4. Company Policies

This is something you're not likely to know about the HVAC company you call. However, you want a company that has policies that govern excellent customer service from top to bottom. You want old-school values like the customer is always right, listening is more important than talking, yes sir, yes ma'am, we understand your problem and we'll be there today to help you. Can you speak directly to the owner of the company? Again, it all begins with that first phone call.

## Charles Berg Experience

Charles Berg is a fourth generation family owned and operated business. They will celebrate 50 years in the heating and air conditioning business in January 2017.

Today, Charles Berg's daughter, Cindy LaCoste and her husband Kevin, run the day to day business. They have high standards set in policies created decades ago by the founder. To be honest, friendly, kind, and courteous.... and do things right the first time.

"My dad raised me with these values," says Cindy, "and we'll never change. I won't be satisfied until my customers are satisfied."



## Charles Berg Equipment

Lennox is the perfect match for Charles Berg Enterprises. Since 1895, Lennox has been on a continuous quest to reinvent home comfort. Today, that pursuit takes shape in many innovative ways: precise and energy-efficient air conditioners, the quietest high-efficiency furnaces, heat pumps, Wi-Fi-enabled thermostats, air handlers, air cleaners, small-space comfort systems, boilers and more.



## Charles Berg People

At Charles Berg Enterprises, people make the difference. With the owners leading by example and always reachable by team members, customers are assured of great customer service.

When you call Charles Berg Enterprises you'll get a friendly customer team representative. When a technician comes to your home to service your equipment, you'll get another honest, knowledgeable, friendly, customer service representative.

All employees are carefully screened and trained to serve the customer at the highest level. You deserve to be treated honestly, fairly and with integrity. Don't settle for less than Charles Berg Enterprises.



## Charles Berg Policies

Charles Berg is a **Dave Lennox Premier Dealer**.

**Dave Lennox Premier Dealers** are trained and evaluated on a regular basis. They deliver a level of comfort and service no one else can match. Only those dealers who achieve and continue to meet the very highest standards of professionalism and customer satisfaction are allowed to earn—and maintain—the status of a **Dave Lennox Premier Dealer**.

This level of service can only be achieved through high level company policies. This generation of the Charles Berg team believes in principle-centered policies like honesty, fairness, kindness, promptness, and guaranteed satisfaction. Coupled with product knowledge and experience, these policies lead to years and years of satisfied customers who call on Charles Berg Enterprises year after year to maintain their comfort.

*Our number one policy—we won't be satisfied until our customers are satisfied.*

*Dave Lennox*  
**PREMIER DEALER™**  
**LENNOX**