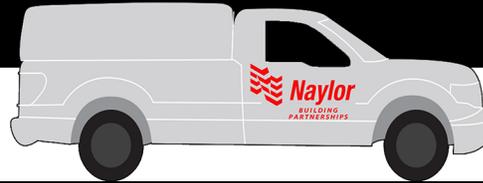


# NAYLOR NEWS

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Naylor Building Partnerships Inc.



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## Lakeforest Condominium Seeks Professionalism and Timeliness, Naylor Delivers

The HVAC industry in Canada generates close to \$16.4 billion in revenue yearly, with an annual growth between 1.3%-2.3%. The industry today has relatively medium barriers to entry, but is still highly competitive with a number of existing contractors. For an industry of such competitive nature, there are certain traits in a company which customers look for which separate ideal premium contractors from the rest.

For Lakeforest Condominium, two important traits to consider in a contractor are professionalism and timeliness. The importance of timeliness in this industry is invaluable as it establishes trust between the customer and the contractor; this is especially true when it comes to equipment breakdowns. Lakeforest has given positive feedback on Naylor's response time to dedicate personnel to resolve problems as efficiently as possible.

Professionalism is also placed at the forefront of Naylor Building Partnerships Inc. It's most important for the technicians to demonstrate professionalism as they are representing Naylor when communicating with the customer. This is what identifies Naylor as a premium contractor in the industry. This professionalism is reflected in one of Naylor's core values; *Providing the right solutions to cus-*

*tomers through technical competence and exceptional workmanship.*

For Lakeforest Condominiums, working with Naylor has been a collaborative effort. This partnership has developed as a result of hard work from Naylor's technicians and the appropriate direction given from Lakeforest Management; this can be described as a consultative team approach. It is important to Naylor that it is not only providing premium service to its customer, but is also developing a long term partnership. This is also attested in Naylor's corporate values; *Creating win-win partnerships with our customers.*

To establish a partnership of value, it's important that Naylor is not only there for Lakeforest when needed, but it's also important that the right people are available. In many instances, the customer may need service not only from technicians, but also from management. In these cases the management team will be there to facilitate and resolve critical issues effectively, and provide solutions for long term planning. This is also a significant service quality which separates Naylor from other premium contractors in the industry.

Bob Rideout, President of Lakeforest Condominium states, the

following which outlines the partnership between Naylor and Lakeforest Condominium.

*Over many years we have had three HVAC contractors. Clearly, Naylor's dedication to customer satisfaction has been the best in our experience. They consistently have provided highly skilled preventative services and a laser focus on problem resolution when required. They provide a very helpful online customer portal where extensive financial, incident and other data can be accessed by the customer 24/7. The quality of Naylor's work has convinced us that they value our business and are eager to provide excellent service for it." – Bob Rideout (President, Lakeforest Condominium)*

For Naylor, retaining a customer is essential as part of its business model. These partnerships with Wilson Blanchard and Lakeforest Condominium are very important in the long run, this is why Naylor chooses to provide service at the highest level to its valued clients.

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