

“THE DUCT-FREE ZONE”

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If you could buy a product that could change and expand as your family expanded...as your household expanded, but it cost a bit more than a similar item that couldn't adapt, would you consider it? Would you buy it? I ask these questions because I speak to this in my Design & Installation training events.

The GREE Multi21+ multi-zone mini split product is unique in that no matter what the capacity of the outdoor unit, (18, 24, 30, 36 or 42K) all you need to connect to any of them is just one indoor unit... that's it! To be specific, you can install just one indoor unit as long as the capacity of that indoor unit is at least one size smaller than that of the outdoor unit...so that you can expand in the future.

As a result, I have created what I call the “expandable single-zone.” Think about it... Why quote, and ultimately install a single-zone system that has no ability to be anything but what it is...a single-zone system? How about quoting a GREE Multi21+ 18K outdoor unit...an outdoor unit that can accept two indoor units, so that in the future an additional indoor unit could be added? Sounds like a winner to me...and it is!

Let me explain...Even when my design calls for just one indoor unit to be installed, I will quote a single indoor unit with a GREE Multi21+ outdoor unit and explain to the customer how this allows me to add additional indoor units down the road as their family gets bigger...as the household size increases. If I quote 10 jobs like this, I get 9...Now, you already know why I don't get 10 out of 10...obviously there is a cost difference. But look at this...

A GREE VIREO 9K single zone system...which I affectionately call “Popeye” because it “is what it is” and cannot ever be anything but a 9K single-zone system, compared to a GREE 9K VIREO indoor unit with a GREE Multi21+ 18K outdoor unit which I call a “Transformer” because it can be so much more and accept another indoor unit in the future, is

only about 36% different in price.

36% represents a few hundred dollars...maybe a little more. Is 36% additional cost a deal breaker? It can be. However, I find, when you explain the value of my proposal, the homeowner more often than not can see and appreciate the value and as long as their budget permits, they will go for it! In fact, I can predict with complete certainty how your customer will respond to my proposal...he or she will say, “no one else told me that.”

WOW! You know what they just told you? They just told you are “special”...in a good way! When a homeowner says to you, “no one else told me that”, you just set yourself apart from your competition... YOU JUST GOT THE JOB!

A gentleman in a recent training event where I brought up this subject did offer a legitimate concern...He said, “your window of opportunity to expand the system is not infinite as technology changes and the additional indoor unit you need may not be available 5 years from now.”

Good point...no question that this indeed is a concern with my proposal. That said, a 2 – 3 year window is better than no window at all and as long as you tell your customer that there are limitations, well, I still feel strongly that most homeowners will appreciate the value and go for it.

So back to my original question...If you could buy a 2018 Mazda MX-5 Miata today that turned into a 2020 Dodge Grand Caravan when you need more seating and cargo space, wouldn't you consider it?

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