



# Controlling Humidity – A Path to Permanent Problem Solving & Profits

Industry experts agree that changes to building techniques and new developments in HVAC equipment over the years have resulted in the need for dedicated moisture control and outdoor air ventilation. As the pioneer of whole house ventilating dehumidifiers, Ultra-Aire™ has been at the forefront of this ever-changing market. With the most complete line of energy efficient products, Ultra-Aire™ has been the go-to brand for HVAC contractors looking to grow their business and deliver superior IAQ and comfort for their customers.

## DURING THIS TRAINING, LEARN TO:

- **Differentiate Your Business**  
Set yourself apart by offering solutions with products designed to give you a competitive advantage in the market.
- **Be the Expert**  
Know how to diagnose and prescribe effective solutions that address moisture and comfort concerns in the home.
- **Offer the Best**  
Choose premium whole house ventilating dehumidifiers that offer superior energy-efficiency and filtration, backed by the industry's best warranty.
- **Understand the Why**  
Learn what is driving the need for whole house ventilating dehumidifiers and how to successfully present and sell this to your customers.

## MEET THE TRAINER



**Bill Holz**

Director of Sales

Ultra-Aire™ Whole House Ventilating Dehumidifiers

For over three decades, Bill Holz has been involved in direct-to-consumer sales, marketing, and training. Bill has extensive experience with contractors and distributors in the HVAC industry and is a licensed Certified General Contractor in the state of Florida. His knowledge and passion will help take you and your team to the next level.



[WWW.ULTRA-AIRE.COM](http://WWW.ULTRA-AIRE.COM)

*East Coast*  
**METAL DISTRIBUTORS**

**DATE:** March 27

**TIME:** 8:00am - 12:00pm

**LOCATION:** Hilton Garden Inn

108 Carolina Point Pkwy  
Greenville, SC 29605