

ECONO AIR

Offering high-end, high-efficiency HVAC, solar-electricity, and plumbing products for residential and commercial use

BY CHRISTOPHER CUSSAT



The Econo Air management team: Dan Kocalis, Keith Flores, Ken Moll, Raul Aldaco, Jim Searls, Lee Servin, and Jannette Ramirez (not pictured).

MIKE RICHARDS HAS ALWAYS DREAMED BIG. WHEN he started Econo Air (EA) back in 1982, he knew two things for certain: he wanted more and he wanted to grow the company rather than stay small. Along with his wife, Rhonda, Mike literally hit the streets and began making his dream for EA come true. In fact, his first advertising campaign consisted of him going door to door and distributing advertising flyers for his services.

General manager Ken Moll describes EA as, "a large, regional 'boutique' business that specializes in residential, high-end, and ultra-high-efficiency HVAC products—as well as solar electricity." In addition to its residential clients, EA also completes commercial work for building owners. "With the reality of rising energy costs, EA is uniquely positioned to offer full-scale solutions to homeowners and businesses interested in improving comfort and reducing energy costs," he adds.

EA has been blessed with a very large residential customer base. In fact, many of its clients become automatic repeat customers and call EA multiple times a year to tune up their systems. The company's commitment to service and consistent quality maintenance

also helps EA customers stay efficient and save money. Moll explains, "We are helping our customers stay on top of their utility costs by keeping their systems in peak operating condition."

This constant customer interaction allows EA to provide up-to-date product options and state-of-the-art industry advances. "Because we maintain strong client relationships, we are always available to consult with them about when it makes sense to invest in the 'next best thing,'" Moll notes. Due to rapid improvements in system efficiency, 5- to 10-year-old functional systems may actually be underperforming compared to the next generation of technology that is available today.

EA is also considered an expert in zoning applications—which further enhance efficiency and performance by dividing homes into multiple zones. For example, homeowners can elect to heat or cool a select area of their home rather than having to heat or cool the entire house. "Additionally, because of our expertise, we have honed the installation process to where we can safely, expertly, and meticulously install high-quality systems [for most homes] in one day," Moll says. Similar jobs can generally take traditional service providers several days, often disrupting the homes and lives of homeowners.

Another unique aspect of EA is its various licensures and diverse experience, which allow it to holistically address all of its customers' problems and offer complete solutions to all of their comfort and energy needs. "Other companies may just be licensed for HVAC and offer unit change-outs, but we specialize in complete system redesigns that integrate today's available technology to create an ideal solution for each and every homeowner," Moll says.

EA recently launched its new hybrid system, which integrates ultra-high-efficiency HVAC with solar electricity, allowing the company to address the customer's needs from both the demand and supply side of the equation. In other words, EA customers can reduce their energy-consumption demand by using high-efficiency equipment. Then, by simultaneously integrating renewable

AT A GLANCE

LOCATION:

ANAHEIM, CA

FOUNDED:

1982

AREA OF SPECIALTY:

HIGH-END, HIGH-EFFICIENCY HVAC,
SOLAR-ELECTRICITY,
AND PLUMBING
PRODUCTS FOR RESIDENTIAL AND COMMERCIAL CLIENTS

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—Ken Moll, General Manager

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or cogeneration technology, they can lower the cost of energy being used at the same time.

Moll acknowledges the non-micro-managerial style and dedication of EA's founders and owners as directly contributing to the company's great success. "Mike and Rhonda Richards are passionate about the business, our customers, and getting things done—the key is that they

let managers manage," he says. "They are the best owners one could work for."

EA has not only survived, but has thrived through a decade that has gotten the best of many similar companies—a living testament of EA's many talented employees and its simple, yet substantial, owner-driven philosophy. ABQ



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