



## Contractor discovers the impact Sensi™ Smart Thermostats can have on his business.

Jimmie Johnson felt frustrated by the lack of adoption of smart thermostats in his market. What frustrated him the most was the fact that lack of adoption was the fault of smart thermostat manufacturers—their clunky operation confused homeowners and complex installation slowed down technicians.

Jimmie had stopped offering his customers a connected thermostat option for over a year until he found Sensi™ Smart Thermostats.

### RESULT

Jimmie appreciates many of the features on Sensi thermostats, including its ease of installation, ability to control the humidity and heat cycle. He also noticed that homeowners are always very impressed by the responsiveness and speed when controlling the device from their phones.

### APPLICATION

Jimmie Johnson Air & Heat now installs about 200 Sensi Smart Thermostats a year with that number expected to grow.

### CUSTOMER

After 20 years in HVAC, Jimmie started his own business, Jimmie Johnson Air & Heat, eight years ago. He has grown it from a one-man shop to a thriving business with two install teams, three techs (including Jimmie) and three support staff.

### CHALLENGE

Many smart thermostats are incredibly complex for both homeowners and less tech savvy service technicians. Many of them are incredibly complex for both homeowners and less tech savvy service technicians. Homeowners often find themselves frustrated by clunky interfaces and constant error messages. Jimmie's experience was that many models would send customers "false alarms", sending his team on unnecessary and wasteful service calls.

Many smart thermostats are also difficult to install with unfamiliar wiring configurations and additional jumpers required. These complexities can add hours to what should be a simple install, limiting the number of new installs that can be accomplished in a day.

### SOLUTION

The issues with connected thermostats were so problematic (and costly) that Jimmie had stopped offering them to new customers. Until one fateful day in his local supply store when he noticed a brand he trusted—White-Rodgers—had developed a new smart thermostat line: Sensi Smart Thermostats.

Sensi thermostats eliminated the problems Jimmie was experiencing with other smart thermostats. They are much easier to install, sometimes allowing technicians to complete the job in less than fifteen minutes.

Cutting down the time spent on individual installs means he can complete more installs per day. And while the Sensi thermostats also alert customers to potential problems, they are much less likely to send out false alarms. This significantly reduced the number of call-backs for Jimmie's teams.

### TIME SAVER

*"It's made my life a lot easier. Just program it, connect it to the Wi-Fi and you're done. It works seamlessly and saves us time."*

### Jimmie Johnson

*Jimmie Johnson Air & Heat  
Roaring River, North Carolina*