

The New Face of HVAC



Photo by Joe Crawford

Jerry Aizen (left), owner of *A New Image Heating & Cooling*, still thinks of his Northeast Ohio company as a family business. He ought to. His staff includes his brother, Mardy, daughter Melissa, and sister, Annette Friedson.

A New Image Heating & Cooling has been around for nearly 25 years, but owner Jerry Aizen still approaches customer service just like he did on day one.

by **KenMcEntee**
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cup your hand over your mouth and nose, then breath in and out a few times.

Now you know how your furnace feels when its filter is clogged.

“A dirty filter makes your heating and cooling system work harder than it should, and less efficiently,” explains Jerry Aizen, owner of *A New Image Heating & Cooling*. “That also can cost you more money on your utility bills.”

“We respect your time, so we schedule appointments within a tight window and always call to let you know we’re on our way.”

Preventative maintenance on your furnace and central air unit may not be your main concern as you work to get through your busy days, weeks, and months. That’s why *A New Image* is ready to take care of it for you. The company’s annual preventative maintenance contracts include a spring and a fall inspection and cover all labor costs on heating service should a repair become necessary during the year, Jerry promises.



“People have other things to worry about,” he says. “That’s why we often see filters that look like they haven’t been replaced in years. A preventative maintenance contract not only ensures that your system is in top working condition, but you also get same-day service and a 10 percent discount on parts. It’s like having an insurance policy on your heating and cooling system. If you ever have a problem we’re just a phone call away.”

Convenient quality service and good communication with customers have been the keys to building *A New Image* from a one-man operation into a family operated business with 22 vans serving Northeast Ohio.

Jerry, laughs Annette Friedson, Jerry’s sister and office manager, started out with a van—and a dog—doing everything from installing replacement windows to violation repairs to fixing toilets.

“I was a union sheet metal worker out of high school,” Jerry recalls. “In that field there are busy times, like when I spent three years working on the new BP building. But there are lean times as well, and I wanted to do something where I could be in control of my own destiny.”

So, while picking up any work he could find during the day, he attended the West Side Institute at night to learn how to fix heating and cooling systems.

“It was never my plan to be the biggest company in town,” Jerry says. “I just wanted to stay busy and provide the best service possible to my customers. Even though we’ve grown through the years, I still think of us as a family business that is still small enough that we can provide excellent personal service to all of our customers.”

Along with his sister Annette serving as office manager, Jerry’s brother, Mardy, is on the sales team and Jerry’s daughter, Melissa, works in the warehouse. Bill Jubell, Jerry’s friend of more than 30 years, is the operations manager.

Communication, Jerry insists, plays a large role in keeping customers happy.

“Communication is a big problem, not only in our business but in the service industry as a whole,” he says. “The biggest customer complaint is companies that don’t show up for scheduled calls, or showing up late. We respect your time, so we schedule appointments within a tight window, and we always call to let you know we’re on our way, or if we’re running a little behind. Nobody wants to be kept hanging.”

That attentive service may be one reason why a national retailer trusts *A New Image* to handle the installations and service contracts for 12 of its Northeast Ohio locations.

“It isn’t easy to get those contracts,” Bill says. “We started out with one location in 2002 and they were so satisfied that they kept adding on over the last 13 years.”

Along with sales and service of heating and cooling systems, *A New Image* also specializes in IAQ (indoor air quality) solutions and whole house automation driven through a Wi-Fi thermostat that connects to a smart phone or tablet.

For more information, or to start your preventative maintenance contract, you can call A New Image at 216-896-9500. The company is located at 4463 Renaissance Parkway, in Warrensville Heights. You can visit New Image online at NewImageHVAC.com.

Spring Special

Ensure your heating and air conditioning system is ready for spring with *A New Image*’s 21-point inspection. Mention *Mimi* and receive a **Spring System Check Up for only \$59.95** (Regular \$89.95). Call (216) 896-9500 to schedule an appointment.

Limit one per customer. Cannot be combined with any other coupon or discount. Only one coupon may be applied per transaction. Coupon must be surrendered at time of service.