

Absolute Air Systems Is One Family's Commitment To Customer Service

By Joey Stanziani

Neighborhood News Correspondent

Absolute Air Systems, Inc., is a family-owned heating and air conditioning company that has been serving Central Florida for three decades. Founded by Steve DeRolf and Mike Thornton, who met while working together at a previous HVAC (heating, ventilation & air conditioning) company and continue to operate the business alongside Steve's wife Tammy and Steve and Tammy's daughter Amber DeRolf. Amber oversees office operations and marketing, while Tammy manages office administration and employee coordination.

Absolute Air Systems is North American Technician Excellence (NATE)-certified and serves Wesley Chapel, New Tampa and most of Central Florida.

Steve says the company was created after he and Mike both saw way too many customers being charged for unnecessary full-system replacements and/or repairs by other HVAC companies.

"That's why we started Absolute Air," Steve says, "to help people save money and stop them from being taken advantage of."

According to DeRolf, many HVAC companies rely on sales-driven business models that prioritize replacement over repair. He estimates that 80–90 percent of heating and air conditioning customers are oversold on parts or services, a practice he attributes to those companies employing salespeople rather than trained technicians.



Tammy, Steve & Amber DeRolf of Absolute Air Systems were joined by their dogs Storm (left) & Hurricane for this picture. (Photo by Charmaine George)

"Most of them couldn't service a unit if their life depended on it, because they aren't service guys," Steve says. "If your unit can be fixed for \$300, [many of these other companies] would rather charge you \$12,000 for a new system [you don't need]."

Amber says that Absolute Air Systems' pricing structure differs from other HVAC

companies because the business is family operated and because they evaluate each job individually, rather than relying on flat sales pricing.

"My dad and I are the ones who run everything, so every price is made per job," Amber says. "We take the time to understand what the job needs and how long it will take, and then we price it fairly."

When determining whether a system should be repaired or replaced, Amber says the age of the unit and the severity of the issue are the primary factors.

"If the unit less than 10 years old, we always offer to repair it first," Amber says. "If it's more than 10 years old, what we offer depends on the issue it's having."

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The Value Of Memberships

To help customers avoid emergency repairs, Absolute Air Systems offers an annual preventive maintenance membership.

The basic preventive maintenance normally costs \$100 per year, but members receive \$5 off the service the first year and \$15 off the second year. Additional benefits include priority service, yearly maintenance reminders, a single annual payment with no additional monthly charges, 10 percent off service fees for additional repairs, and \$250 off a full-system installation anytime during the membership period.

Maintenance under the membership can occur once or (usually) twice per year. Heating systems are typically checked shortly before colder weather kicks in — typically around October — while air conditioning systems are ideally inspected between January and March, before Florida's scorching summer heat arrives.

Routine maintenance is especially important in Florida, where heating systems are rarely used and are too often left unchecked. When cold weather does arrive, a system that has not been maintained may fail due to problems that went unnoticed. It also is recommended to check air conditioning systems well before summer to reduce the likelihood of breakdowns during peak heat waves, catch small issues early and to ensure your system's drain lines are clean to prevent clogs that may cause system failures.

In addition to standard HVAC services, Absolute Air Systems installs UV lights to improve indoor air quality for homeowners with pets or allergies by reducing mold, bacteria, allergens and viruses. The company also installs and repairs so-called "smart thermostats" that

allow homeowners to turn their air on or off and monitor system performance remotely and to receive alerts if a unit experiences an issue while they are away. Absolute Air also services mini-split systems, which are ductless air conditioning units commonly used in studio-style apartments, garages and converted lanais.

The company also provides ductwork services, including inspections, repairs and replacement. Properly operating ductwork is important for HVAC system efficiency, as disconnected sections, holes and damaged ducts may cause systems to overwork or fail to cool.

Online customer reviews frequently praise Absolute Air's professionalism, reliability, and pricing. The company has more than Google reviews with an overall rating of 4.8 stars out of 5, including 60+ 5-star reviews. In his recent five-star Google review, customer Craig V said,

"Steve is great! He was on time, professional, and knowledgeable. Friendly, reliable, and his quote was significantly less than the others I got. Super happy with the work and the price — [I] highly recommend these guys for HVAC needs!"

For the DeRolf family, success in the HVAC industry is measured by customer satisfaction. "I just love the customer service aspect and how people are so grateful when they find out that we've saved them \$5,000 or \$10,000 or even more than that," Steve says.

Neighborhood News readers who mention this story or the ad on page 38 will receive \$600 off a new AC system install.

For more information about Absolute Air Systems, call (813) 779-0101, visit GetColdAir.com or see the ad on page 38.

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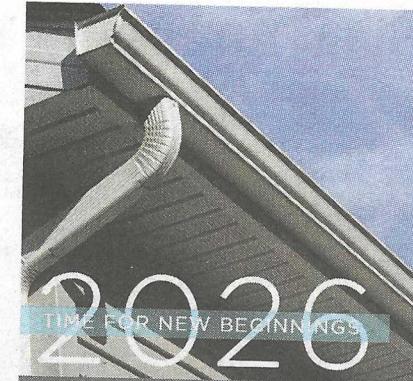


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