

# A Silver Jubilee

**Mr. Wilson Heating & Air Conditioning** is proud to celebrate their 25th year in business. **Tim Wilson** came from small beginnings, starting his business with a small loan and one man in a truck. He and his wife, **Patty**, were new parents, had just purchased their first home and it was a time when life was in chaos getting a new business up and running.

Working from their home, Timothy was a solo act in the field. After one year, he brought on this first employee. As the company slowly grew, a little each year, Mr. Wilson Heating & Air Conditioning moved into their own offices in 2006.

In 2020, Mr. Wilson Heating & Air Conditioning acquired another company whose owner was facing major health issues. Tim had already had a great relationship with the owner of the company through their contractor's association, TACCA. Similar in core values and customer care, it was an easy transition. "We were grateful we could step into shoes and continue their legacy of customer service," says Patty.

Now, 25 years after taking a leap of faith, Mr. Wilson Heating & Air

Conditioning is celebrating its silver anniversary in business.

To kick things off, Timothy and Patty Wilson decided to host a sweepstakes of banner proportion. "During the summer, all you had to do was send us an inquiry on website and fill out the form," says Patty Wilson. "Anyone could participate."

The contest ran all summer long. Then on Labor Day weekend, Sept. 1, the winner randomly selected by computer and was one of their referral customers, an 80-year-old widow. That weekend, the winner was greeted by a literal parade of Mr. Wilson employees and their families to install her brand new air conditioning and heating system.

"She had some health issue this summer, so we were happy so won," adds Patty.

"The whole year has been a silver jubilee with coupons available on our website," Patty continues. "This Christmas we are going to do ornaments around our silver theme."

"We're getting involved in a community event with a neighbor this month. Our community is hosting a 'Neighbors Together' event at the

clubhouse with food, games, and entertainment. We are excited to attend as a community member and hand out silver anniversary ducks for our duct season promo. Duck season begins Nov. 1."

"It's that time of year that we can work up in the attics because its cooler and our technicians can perform a better service," Timothy adds. "We going to offer a performance test for \$200 which is half price. The performance test is a room-by-room evaluation of air performance, where we check for air leaks in ducts. That's our next up and coming promotion and so we'll be handing out silver ducks, which will probably end up in a lot of jeeps."

This year, Mr. Wilson Heating and Air Conditioning added a new program to the company to honor the elderly. The "Golden Oldies" club was introduced to help their customers who may be a widow or widower on a fixed income. Their technicians get to nominate the customer. The plan includes free maintenance checkups, and special discounted pricing on repairs and installation. "It's been well received so far," added Patty. "We are

proud to give back to those that need it most."

Mr. Wilson Heating & Air Conditioning has served thousands of homeowners and companies over their 25 years in business. years and have always felt trusted and trustworthy. "We try to deliver reliable, honest, and quality service to our customers every time 100% satisfaction," states Patty. "We are extremely proud of how far we have come and we owe that to our loyal customers and dedicated employees. We have employees that have been with us a number of years. We are proud of our culture, our business, and the community that supports us."

Altogether, Timothy has been in the trade for 47 years. Timothy and Patty feel very fortunate to have started from nothing but a listing in the yellow pages back in the day to where they are today. They've had their challenges along the way like freon, labor, equipment shortages and the latest social media craze and knowing where to promote, how to promote and get your name out there, and yet, they seem to have figured it out. -cwr



L-R: Jeff Yoder, Shiloh Pennock, Javi Martinez, Ryan Delgado, Eric Bernal, Patricia Merk, Patty Wilson, Tim Wilson, Adam Rogers, Andrian Rodriguez



L-R: Tim Wilson, Sweepstakes Winner Patricia Merk, Patty Wilson on the day of the sweepstakes winning announcement



On parade L-R: Adrian Rodriguez, Adam Rogers, Eric Bernal, and Ryan Delgado



Patricia Merk with her new Daikin Fit Equipment on the day of the install.



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