



How We Answer

We need to have a uniform approach for how we answer questions. I would like everyone to get very familiar with how these questions are answered. By removing the ambiguity in our answers, we will deliver consistent results to our customers. If questions are answered the same way every time, we will remove our inconsistencies which will make everyone's lives easier. Often when meeting with customers, they will say "someone in the office said". By having a uniform approach, we eliminate this, and we will be able to respond to the customer by saying "We do not say that here"

It all starts with the phones. Customers will either be calling looking for service, estimate, or general inquiries.

Thank you for calling Generator Supercenter this is ____ speaking. How may I help you?

For Service

*For booking PMs, try to schedule them on a day that we have other preventative maintenances in the area, and do your best to schedule a window. The customer does not need to be home for PMs, and it makes scheduling the day much easier if it is a window. Be sure to notate the window in the service request.

- For a customer looking to schedule a **PM**.
 - **"What does your PM include?"** We complete a multi-point inspection, oil change, oil filter, air filter, spark plug change, battery terminal cleaning, as well as a full detail of the unit inside and out. This preventative maintenance is \$325. (Let them respond) then ask the customer if to their knowledge, they have been experiencing any issues/faults with the generator. (More often than not, they will say no. At this point, it is a good idea to mention that if the unit is not functioning, there will be additional charges for the diagnostic/repair because obviously they would not want to have a PM done on a unit that is not functioning. If we are already going there for a PM, we can waive the trip portion of the diag fee. That is why I itemized them on the price list that I provided everyone).
 - **GenMonitor** (I would not recommend pitching GenMon before knowing if our monitoring equipment is compatible with their unit's controller but still good to know if it is a lead for a new unit) The Mobile Link system uses either preinstalled Wi-Fi technology available in the newest Generac Air Cooled standby generators with

Evolution 2.0 controllers (Sync 3.0 for Honeywell users), or you can add the latest Mobile Link 4G LTE version to any compatible generator made 2010 and after.

- Our GenMonitor plan, which all our turnkey customers are on, is a comprehensive maintenance plan, which basically means you pay a monthly fee, but we show up a year from the installation date and you will not pay us at that time because you have been paying for it throughout the year. At that time, we will do a full 40-point inspection. As well as an oil change, oil filter, air filter, spark plug change, battery terminal cleaning, as well as a full detail of the unit inside and out. We then simulate a utility loss and have the generator power the house. What our customers really love about this plan is the fact that we cellularly monitor the generators 24/7. That way we know about an issue as soon as it happens, instead of you finding out when most people do, when the power goes out and the generator you paid a lot of money for is not doing what it is supposed to in a time of emergency. On this plan, you will also have access to 24/7 service, as well as discounted labor and trip charges for work that is not covered under your warranty. (If customer is still hesitant) My personal favorite part about this plan is that, like I said, we are wired directly into these units, so most of the time we can clear codes and do some diagnostic work straight from the office, which could save you a trip and labor charge.
- Diagnostic
 - What are the issues you are having with the generator? (Get as much info as you can so that our technicians can be prepared as possible)
 - Our diagnostic fee is (\$). This includes your trip charge, and the first hour of diagnostics. By chance do you have the model number/serial number for the generator? (If they do not, which most won't, you can tell them that if it is easier, we can schedule your appointment and they can either give us a call or email their generator information to us before the appointment. If a customer asks why we need this, it is so our technician can be as prepared as possible, that way we could potentially save them money by not having to come back later to bring the correct parts. If they are unable to provide, at least we made them aware, and they will be less likely to be upset if we are unable to perform service when the tech arrives.

For Sales

- We conduct free in-home consultations, where we do an overview of the system, map out the scope of work and do a load calculation together, to make sure that we are sizing the generator to meet your needs. Is that something you are interested in? (Book appt)
- When scheduling IHCs, do your best to find other IHCs in the area to book around.

This phone procedure is pretty straightforward, so below I have some FAQs. These do not need to be answered this way in full length, but it is good to have the information at your disposal. That way answers can be automatic and consistent.

Sales FAQs

- 1.) **“How much does this cost”** – We are a turnkey company, meaning that we have you covered from permitting, trenching, electrical, gas, all the way through maintenance and warranty work. Our turnkey solutions range from 9-14k. That being said, the most important factor in determining a price, is scope of work. Our in-home consultation experts will search for the most cost effective way to install your standby generator, and they will discuss this with you at your in home consultation.
- 2.) **“Why are lead times so long?”** – Obviously when the pandemic started, everything was shut down. On top of that, there is excess demand for standby generators right now. People are working from home, kids are taking classes from home etc. therefore securing the home is more important now than it has ever been. Not to mention, every time there is a natural disaster, shipments are diverted to the affected areas.
- 3.) **“What makes you different than other dealers?”** - I hope you have gotten a chance to check out our reviews. What our customers really like about us is the fact that we are a turnkey company, meaning that we have you covered from permitting, trenching, electrical, gas, all the way through maintenance and warranty work. There are really 3 different tiers of companies who install generators. The first being mom and pop electricians, and then finding your own gas company. More often than not, we are the company that gets called out to fix issues with other companies' installations. This option also makes it so that you are essentially the general contractor for your own generator installation. Generator installations are full construction projects and we make it easy by handling it from start to finish. These companies usually do not stock inventory, therefore you are exposed to the 35-week lead time because they will order the unit after the sale. The second tier would be an HVAC or plumbing company. These companies are great, and we actually have a partnership with one. That being said, when you call these companies back in the future with a question/issue, they will most likely tell you that you need to call “Paul the plumber” or whatever local electrician they subcontracted your installation to. At Generator Supercenter, you have one phone number for all your standby generator needs. The third tier would be turnkey standby generator companies like us.
- 4.) **“Do you offer financing?”** – Yes we do! Our financing is through Synchrony Bank. Are you familiar with Synchrony? Synchrony Bank is who Home Depot, Lowes, Generac etc. offer for consumer lending. Through Synchrony Bank we are currently offering a few promotions! A 6 month, 0% interest plan. Obviously 6 months is still a tight time frame to pay off a standby generator purchase, so for more expansive terms, Synchrony offers an 11 Year 9.99% APR plan with no pre-payment penalty. Additionally, we offer a 88 month plan with a 7.99% APR. Often times customers give a deposit at the time of sale, and then finance the remainder with these plans. They then pay it off in a year, two years, whatever it may be, that way the interest is not so heavy. (We also offer 18 months no interest

- 5.) **“Why Generac over other manufacturers?”** – Generac invented the residential standby generator. That is why they control roughly 80% of the market share in the United States.
- Kohler- Kohler makes a great unit, I would say it is comparable to Generac, but the issue with Kohler is that they offer so many other product lines (sinks, toilets) whereas Generac is solely focused on standby generators. The biggest issue with Kohler is parts availability and serviceability. There are so few dealers across the nation that often customers are left with extensive lead times just to have a technician out to service, not to mention the difficulty in finding parts being that there are so few Kohler generators out there in the market. I once waited 2 months just to get ignition coils for a Kohler unit.
 - Briggs and Stratton – For residential standby generators, Generac controls 80% of the market share. The Generac and Kohler units are a much higher quality product, and ironically Briggs and Stratton filed for bankruptcy last year.
- 6.) **“I have heard about a lot of issues with Generac”** – This is most likely because of the fact that 80% of the standby generators across the country are Generac. Obviously, with such a large customer base compared to all other manufactures, you are more likely to hear about issues with Generac. Generac sells more than 5 times as many generators as all other manufacturers combined.
- 7.) **“How long will the generator last?”** – Obviously the most important factor in the longevity of the unit is how well it is taken care of, comparable to a car. That being said, we have worked on units that are 30 years old. Conservatively I would say that the generators last 10-20 years. However, we do offer swap out specials to our customers, where at the end of the life of the unit, we offer discounted installations for a brand-new model.
- 8.) **“How long can the unit run off (blank) amount of propane?”**- That is a great question, however it is very hard to answer being that there are multiple factors at play. Generac’s generators have voltage regulators in them, which means that it will only consume as much fuel as it needs to supply the demanded load of the residence. For air cooled generators, fuel consumption ranges from roughly 1.8-3.8 gallons per hour (liquid propane).
- 9.) **“I only want a 10kW” or “My portable generator runs my whole house”**– At the time of your in-home consultation, our representative will conduct a load calculation with you. National Electric Code requires that when using automatic transfer equipment, which we obviously would be, we have to either A). Size the generator to handle the full load that it is connected to. B). Undersize the generator with load shedding or load management. It does not make a difference to us what size unit we go with, however what I tell customer all the time is that the majority of your cost is coming from labor and installation, not the unit size. Therefore, the difference in pricing between different unit sizes is not as significant as most would expect.

- 10.) **“How loud are they”** – As far as standby generators, they are the quietest on the market. The best analogy being that it is an air-cooled motor, is a lawnmower inside of a metal box. They are much quieter than a portable generator. Generac generators are also equipped with a “Quiet Test Mode” where the unit runs at a low RPM during its weekly exercise for only about 5 minutes. This is a Generac exclusive feature.
- 11.) **“I am looking for an essential circuit system”** – We strictly do “Whole Home Systems”. The difference is in the way that the transfer switch is wired. For an essential circuit system, the installation would include adding a subpanel, and moving all the breakers over to that sub panel for the generator to power. With our systems, we can still use roughly the same size generator, however you will still have “access” to everything in the home. Our transfer switch is going to be fed directly from your meter, and then will feed the entire panel. If you are looking to use a smaller generator, we could do that through load management or load shedding. Which essentially means that you will have access to everything, however, if and only if your unit is going to be overloaded, it would drop off the dedicated circuits of your choosing. If you are not consuming the power elsewhere in the house, you will have access to the load managed circuits. On an essential circuit system, you will only ever have access to the breakers that are moved over to that subpanel. We do not do these installations because 80% of our customers come from either having an essential circuit system, or a portable generator. The price difference between the two solutions is not as large as most people think, due to the fact that the essential circuit installation is almost more laborious, and we would still have to do the same gas and electrical trenching to get to the generator.
- 12.) **“Why is it so expensive when the generator only costs \$4k?”** – Installations are a full construction process. The majority of the cost with standby generators is the labor and installation. Having gas technicians and electricians on staff, with the proper insurance, liability coverage, and annual Generac training and certification is not inexpensive. Not to mention, we often see installations that are done incorrectly which can void your warranty, and customers end up paying almost double what they would have paid by not going with an established dealer like ourselves.
- 13.) **“How long have you been in business”** – Our company is the largest Generac dealer in North America, and it has been in business for roughly 16 years. Our location here in NH has been in business for roughly 5 years.
- 14.) **“Why do I need 2 x 120 gallons of propane”** – Manufactures recommendations are roughly 250 gallons minimum. This is not necessarily because of consumption, but due to propane vaporization. A standby generator will not be able to receive enough BTUs to start with one tank especially if it is cold outside, which most often will be the case during an emergency situation.
- 15.) **“What is the warranty”** – Generac offers a 5-year manufacturer’s warranty. (If they want more info) For the first 2 years, the unit is covered bumper to bumper, parts and labor. For year 3, it covers parts only. For the remaining years, only major components are covered (Rotor, Stator,

etc.) Generac does offer extended warranties that can be discussed more at the time of your in-home consultation.

16.) **"I don't have propane"**

- **(Customers in Townsend /Dodge Territory)-** We do have a relationship with a propane company called Townsend Energy. Through this relationship, Townsend has given us the ability to offer free propane tanks to our customers who switch to Townsend for both oil and propane. In no way are you obligated to use Townsend, however, the reason we established this partnership is because most energy companies will require that you purchase the tanks (\$~2k) or charge egregious fuel rates being that the propane will only be used for the standby generator.
- **(Customers not in Townsend Territory) –** Unfortunately you are outside of our propane partner's coverage territory. We have found that customers have the best luck calling your current oil provider if you have one. Customers who already have oil accounts get a much better deal than customers who have separate oil and propane companies. Our salesperson can give you some recommendations at the time of your in-home consultation.

17.) **"Why am I being charged a permit fee if my town does not have permits?"** – Regardless of whether your town has permits, we still follow the same process to ensure that our installations are in line with the strictest standards of the code. Which includes site plan drawings, pictures of proper clearances, and measured distances from property lines. That way, if you were ever to sell your home and had inspections, we have everything on file to show that the installation was in accordance with local code and requirements. (If they still are arguing, we can remove).

18.) **"Why is the GenMonitor plan so expensive because I heard it comes with free MobileLink"** – You are correct, all new Generac generators come equipped with Wi-Fi capability. The MobileLink that the generator comes equipped with is a free Wi-Fi version. We do not use the Wi-Fi version because it comes with very limited capabilities. Not to mention, when your power goes out, you will lose your Wi-Fi signal. The data on this plan is not live, meaning that you could have an issue at any time, and not be aware until the power goes out and the unit is not operating correctly. Our version is cellular, meaning that we have 24/7 live data, and we are monitoring the unit for you. Our GenMonitor maintenance plan is comprehensive, meaning that it includes your annual preventative maintenance, as well as our 24/7 monitoring (reference previous answer in service section)

- **If the customer persists with price** – You are able to purchase and install your own cellular version, however the device costs \$250 and the cellular plan is \$69.99/year.