

**Why we're different...**

**Because we're the most likable people you'll ever meet!**

**Mission Statement**

At Hobaica, we promise to serve our customers professionally & efficiently while treating them as we would want to be treated.

We will provide the greatest value possible, by offering the best service & uncompromising quality...every time.

**Core Values**

**Likeable...** always friendly & cheerful

**Ethical...** treating others as we want to be treated

**Trustworthy...** it's our promise

**Reliable...** we're always here

**Knowledgeable...** we know our business

**Comfort...** it's our top priority

**Safety...** never compromised

**Memorable...** creating positive memorable experiences

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**Important Questions  
To Ask When Selecting  
A Home Service Company**



**Our Promise**

We do the right thing...  
even when no one is watching.

**"You'll lika... Hobaica"**

## Company Comparison Scorecard

		Hobaica Services	Brand X
1.	How long has the company been in business?	Since 1952	Since _____
2.	Is the company family owned and operated?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
3.	Are the company representatives extremely likable, trustworthy and professional?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
4.	Does the company have proof of the level of their service with 100's of 5 star on-line reviews?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
5.	Has the company received national award winning recognition for excellence?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
6.	Does the company have \$1,000,000 in liability insurance and proof of it?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
7.	Can you visit the company's place of business?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
8.	Does the company have worker's compensation insurance and proof of it?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
9.	Does the company have state licenses for the appropriate work?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
10.	Does the company have a clean record with the Registrar of Contractors?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
11.	Does the company follow all EPA guidelines for reclaiming refrigerants, and are they certified?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
12.	Does the company have an "A" rating with the Better Business Bureau?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
13.	Is the company APS & SRP certified?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
14.	Does the company have industry certified technicians?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
15.	Does the company have dedicated technicians for fast, reliable and professional installation and service?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
16.	Are the company employees uniformed and properly identified?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>

		Hobaica Services	Brand X
17.	Does the company "Trust Certify" their employees with extensive background checks, Photo ID's and Drug Tests?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
18.	Are the company vehicles identified?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
19.	Does the company offer a 100% satisfaction guarantee?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
20.	Does the company offer a No Lemon Guarantee?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
21.	Does the company have specific detailed proposals?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
22.	Does the company offer up front pricing?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
23.	Does the company use UL approved materials?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
24.	Does the company offer custom design and layout of your system before installation?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
25.	Does the company perform professional heat loss/heat gain tests for proper sizing of equipment?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
26.	Is the company certified to perform a home energy evaluation?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
27.	Does the company have Core Values: Likable · Ethical · Trustworthy · Reliable · Knowledgeable · Comfort · Safety · Memorable	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
28.	Does the company offer 24/7 service with call takers and technicians on Saturday and Sunday to handle all of your service needs?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
29.	Does the company have a documented ongoing training program to ensure the highest level of technical service?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
30.	Do the technicians use shoe covers and drop cloths to protect your home and property?	Yes <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>