

GARY'S

“If we can work with them when they first move in, we can **prevent a service problem in the future.**

We like to see **everyone win**—the Realtor, the homeowner and our technicians.

We like to solve potential problems **before** they become **real problems.**”



VACUFLO CLEANS UP

by Mindy Sullivan

“For me, there is nothing better than doing business with really good, ethical people, that I like personally and that sell a really quality product. Bottom line, Gary Phillips is at the top of my list as a great person, a great friend—and I wouldn’t build a house without at least pre-piping for his [Vacuflo] system.”
Rick Bernard, President, Bernard Custom Construction

Every homeowner who dreads the drudgery of housecleaning needs a hero to turn to when the demons of dust and dirt threaten their happy home. In more than 30,000 homes across the Portland metro area, that household hero is Gary Phillips and his crew of certified installers at Gary’s Vacuflo. Phillips has created an award-winning and record-breaking company by focusing on just one thing—being the best at selling and installing central vacuum systems and accessories.

Becoming the victorious champion of vacuum system sales wasn’t even on the radar screen for Phillips while he pursued a career as an air traffic controller in 1969. That career was grounded in 1981 by the air traffic controllers’ strike. When labor negotiations failed, President Reagan fired the majority of controllers who refused to return to work without contracts—and Phillips found he was suddenly motivated to begin a new career to support his young family.

In 1982 Phillips, a native Oregonian and Hillsboro High alum, began installing Vacuflo systems as a side

job in Anchorage, Alaska. In 1987, he returned to the Portland area and restarted this satisfying business from his garage. From those humble beginnings, Phillips has grown his company to more than 50 employees working from showrooms in southeast Portland, Beaverton and Bend.

For the last four years Gary’s Vacuflo has garnered national awards and recognition as the leading Vacuflo dealer and the largest volume dealer of central vacuum systems, regardless of brand or kind of system, in the country. Phillips and his company are also consistently honored by various trade organizations like the Vacuum Dealers Trade Association Award in 2004 and the Limited Energy Resource Center Award in 2005

Success hasn’t spoiled Phillips or dimmed his commitment to quality customer service. “Gary is a very hands-on owner,” describes Curt Nelson, Sales and Marketing Manager for Gary’s Vacuflo. “He stills works very long hours, and even goes out on installations sometimes just to make sure that he’s never too far removed to understand how customers experience our service.”

The mission statement for Gary’s Vacuflo sums up the award-winning sentiment that permeates all parts of the company: “Exceeding expectations at all times.” Record-setting sales and thousands of satisfied customers are proof positive that the corporate mission is right on target.

GARY’S VACUFLO CREATES A WINNING TEAM WITH REALTORS

In the world of central vacuum systems there are only three kinds of houses. Luckily, Realtors list and sell all three kinds—and Gary Phillips, President of Gary’s Vacuflo, thinks that fact is the springboard for a great relationship between a homebuyer’s representative and Gary’s Vacuflo.

“We think of houses in one of three ways,” he explains. “There are houses with a central vacuum system installed, houses with a central vacuum system roughed in ready for installation, and houses with no central vacuum system. Even in that case, we are still able to install a system with no damage to the home.” A recent government housing report sited that a \$1500 central vacuum increased home value by as much as \$2600. Given the current hot real estate market, Phillips designed a special program that gives Realtors a chance to help spread the joy of using central vacuum systems to their customers. Gary’s Vacuflo offers Realtors the opportunity to provide their customers with discount certificates for accessories, maintenance or installation services specific to the type of home they own.

For homes that have a complete central vacuum system installed, Realtors may offer a certificate for a free evaluation of the current system, regardless of type or brand, or step it up to a 20% discount on a 20-Point Check Up and a 10% discount on system accessories. During the Check Up, technicians test system pressure, functionality and do a thorough evaluation of the system.

Curt Nelson, Sales and Marketing Manager for Gary’s Vacuflo, relates that often problems occur when a new homeowner is unfamiliar with the system installed in the home, or has never used a central vacuum system in previous homes. “If we can work with them when they first move in, we can prevent a

service problem in the future. We like to see everyone win—the Realtor, the homeowner and our technicians. We like to solve potential problems before they become real problems.”

For homes that are pre-piped for a system, Realtors may offer their homebuyers a Gary’s Vacuflo certificate redeemable for a \$100 discount when a Vacuflo Power Unit and accessory package is installed. Cost for finishing the pre-pipe with the equipment varies depending on size, but estimates start at from \$800 to \$1300.



The last category of homes, those without any system or preliminary prep work, presents the greatest opportunity for Realtors to be a hero. “Helping introduce customers to life with a central vacuum system can make friends for life,” quips Nelson. The certificate from Gary’s Vacuflo entitles homeowners to a \$100 discount on installation of a brand new system. For a 2,000 square foot home, the complete system install including the piping and all labor is typically about \$2,000.



“Realtors are often our best salespeople,” reports Nelson. “When they get a system for their own home they can’t help but want to spread the word. We want to help them to succeed—referrals are the lifeblood for our business too!” Sounds like the beginning of a great friendship.

Realtor Program

Contact:
 Gary’s Vacuflo
 Curt Nelson
 503.572.9475



8

**CLEAN AIR, CLEAN HOME
 VACUFLO OFFERS BEST CURE
 FOR SICK AIR**

Indoor air quality is becoming more important to homeowners as energy-efficient building practices lead to tighter construction and less air exchange to release some of the trapped pollutants. Household dust used to be considered an annoyance. Today it is often a health hazard. Trapped inside an energy-efficient home, this dust is a hazardous mix of mold spores, pet hair and dander, pollen, bacteria and other small particulates.

Gary Phillips, President of Gary’s Vacuflo, has spent 24 years educating homeowners about the health benefits of installing a quality central vacuum system. For his money, and theirs, he only recommends one system—Vacuflo. Thanks to the efforts of Gary’s Vacuflo, about 6,000 homes in the greater Portland area breathe a sigh of relief

each year. Gary’s Vacuflo works with over 900 local area builders, but installation of built-in systems is not restricted to new construction

“We have generations of families who have installed or used our product,” explains Curt Nelson, Sales Manager for Gary’s Vacuflo. “Our customers become our biggest fans. People tell us over and over that they can never be without one [Vacuflo system] again. Our customers call us for new systems as they move from one home to another.”

Traditional vacuum cleaners have less than half the power of a built-in system and do nothing more than recirculate dust, allergens and odors. A Vacuflo system uses a patented True Cyclonic Power Unit to clean and capture 100% of the dirt and dust, sending the large dirt particles to an airtight container and exhausting the fine particles and odors outside the home. The Earth Advantage Program has approved the

Vacuflo system exclusively because it is the only system that exhausts the small particulate dust outside the home.

With the increasing cost of health insurance, investing in a central vacuum system is proving to be most cost effective. Unlike portable vacuums that wear out and frequently need to be replaced, Vacuflo systems carry a lifetime warranty and a one-year satisfaction guarantee.

We spend 90% of our lives indoors—imagine the impact if the air in our homes was 100% pure and healthy to breathe? Gary’s Vacuflo is already working on making that dream a reality. For more information on Gary’s and the Vacuflo system, check their website at www.garysvacuflo.com and go visit one of their convenient showrooms—your lungs will thank you.

