



Randolph W. Rathe
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Greg Shirley, Principal
Scott Shirley, Principal
Shirley Heating and Air Conditioning
48 Shirley Drive
Saltsburg, PA, 15681

Re: 2010 Trane PennOhio DSO SOAR Award – Pennsylvania Office

Dear Greg and Scott,

Congratulations on winning the 2010 Trane PennOhio DSO Soar Award!

This is the highest recognition which we bestow on our dealers.

Truly, this is an achievement for both you and everyone at Shirley Heating and Air Conditioning.

There are a number of factors which make this award so hard to earn and so prestigious to hold. First, one must consider the competition of nearly two hundred fellow dealers.

Then there are the business criteria:

- Residential sales growth – a growing business is a healthy business, one with a future for employees and serviceability for their customers.
- High XL/XV Rate – High end product mix is an indication that the dealership personnel truly “listen” to the consumer and propose solutions to help the homeowner achieve their comfort levels.
- High Customer Satisfaction Rating – the best “yardstick” to gauge a dealers’ commitment to their customers’ satisfaction.
- Referral Rate – the highest compliment a consumer can bestow!
- Percentage of CleanEffect Sales to System sales – demonstrates the commitment to public health and welfare
- Training Attendance – a true understanding that no matter how good the equipment is, it is only as good as its installation.

On behalf of the Trane PennOhio DSO team, I offer our heartfelt congratulations and appreciation.

It is an honor to work with you and your team.

Sincere Personal Regards,

Rand Rathe
District Manager

