

suburban life

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after its founding,
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to deliver comfort
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to an ever-growing
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Complete Control

Nearly 50 years after its founding, **C&C Heating & Air Conditioning** builds on its commitment to deliver comfort and peace of mind to an ever-growing customer base.

MUCH LIKE AN ARTIST IN FRONT OF A BLANK CANVAS, Doug Cordero devotes a lot of time, energy, and brain power to dreaming up new ways to perfect his craft.

Cordero may not consider himself an artist, but he is incredibly passionate about what he does for a living. He's the vice president of C&C Heating & Air Conditioning, a family-owned and operated business that provides a wide range of HVAC services to residents of Bucks and Montgomery counties, as well as a base of light commercial clients. He also represents the second generation of the Cordero family to lead the C&C enterprise, which was built upon the foundation of "faith, trust, and loyalty."

"I live and breathe what I do," he says. "I love it, mostly because we

can have a positive effect on other people's lives," referring to customers and employees alike.

Since its founding in 1972, C&C has grown to 70 employees—significantly bigger and more complex than the mom-and-pop shop started by his parents, Will and Catherine Cordero, nearly 50 years ago. Back then, Will handled the day-to-day operations and Catherine took care of the bookkeeping. Both remain connected with the business to this day.

We recently caught up with Doug Cordero to talk about how the business has evolved over the years. He also shared his perspective on the importance of maintaining an HVAC system, the experience he aims to provide to each customer, and where he envisions C&C in the years ahead.



Q&A

You essentially grew up in the family business. Do you remember much about your early experiences with C&C?

When I was young, my father put everything into the business. He worked a ton of hours, and every night he came home to our house in West Point and went down to his office in the basement. I remember going down to tell him it was time for dinner. We would eat dinner together as a family, and then he would go back down after dinner and work from 7 to 10 p.m. I had a wonderful upbringing, and sometimes I would go to work with my father. As I got older, even with the little bit I had learned, I didn't even think of any other options besides working in the family business. I thought: *This is what I was born to do.*

After high school, I went to Pennsylvania College of Technology in Williamsport and then came back here to start working in the business. I did everything, starting with installations, and then service, and then working nights and weekends selling [replacement systems]. I got to watch us blossom into what we are today. We still have some custom homes that we provide systems for, but it's our service and replacement division that has fueled most of our growth.

Tell me about the experience a customer can expect from C&C.

Any time we're in a client's home, we're going to be as courteous as possible and clean up as best we can. I like to think we're the best in the business. You have to strive to be the best when you're in a family-owned business, because your name is on it, literally. If someone is having an issue, you want to make sure you resolve that issue; if I lose money in the process, I lose money. A good price, a good warranty, and a good install—at the end of the day, that's what we're trying to deliver to everyone who calls us.

The efficiency of the equipment has gotten much better over the last 10 to 15 years, and that means it's probably going to cost the customer less in the long run. One, you're paying less for the equipment, and two, you're saving money on utility bills. We

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—Doug Cordero,
C&C Heating & Air Conditioning



make sure we're putting the best equipment in a customer's home. In that way, we're sort of like a financial advisor; our goal is to make sure you see a return on your investment.

A healthy HVAC system is essential year around. Why is it important to have the system evaluated, and when is a good time to do so?

People should be proactive with their HVAC system, but most people are not. It's almost like it's out of sight, out of mind, and they don't think about it until it becomes a major issue. It's an expensive piece of equipment, like a car or any other expensive piece of equipment, so you should have it maintained.

You see a lot of people investing money in bathroom renovations or additions, but you really can't enjoy those investments until you're comfortable at home. That's why a service agreement is so important; you want to make sure your system is running at 100 percent efficiency. Otherwise, it could cost you money. Whether your system is gas or electric, we're checking all aspects of your system to make sure it's running at 100 per-

cent. Doing so helps to increase your system's longevity and ensures that you're getting the best bang for your buck. When it's 95 degrees outside and your system goes down, you're going to be sleeping in a 90-degree house. Nobody wants that. Everyone who comes to us is a preferred customer, but if you have a maintenance agreement with us, we're trying to get to you first.

The company is approaching its 50-year anniversary, which is a huge milestone. Going forward, what do you envision for the future of C&C Heating & Air Conditioning?

Growth will come purely because of where we're located; the area has grown so much, and we don't need to travel very far to reach a lot of people. Above all, we want to continue to do better. If we lose a customer, I will call that person and ask, "What did I do wrong? What could I have done better?" We strive to do better each day. That's our goal. We will do everything we can to make sure our customers have a good experience.

I think about C&C all the time—at night, at home, when I'm on vacation. I'm blessed to have had this company handed down to me. I love what I do, and I enjoy coming to work, because it's like a family to me. Our employees make me better, and I like to think I make them better, too. A lot of our people have been here a long time, and they stay here because of the way we treat them. If you take care of the people around you, they'll take care of your customers. One hand washes the other. ■



→ C&C Heating & Air Conditioning

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