

# Memphis Business Journal

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## **How has your business changed as a result of the residential construction crunch?**

***John Conway***

***Owner***

***Conway Services Heating & Cooling***

Due to the slowdown in new construction, in recent months we've noticed a huge increase in homeowners that are replacing and maintaining their existing heating and air conditioning systems, rather than buying new homes. To offset the slowdown, we are ramping up our service and replacement divisions and using aggressive marketing.

You may have noticed our company service vans and trucks wrapped with my picture on the side and back, standing with an air conditioner. I get many laughs from friends and acquaintances about our vehicles, but the response from consumers continues to be phenomenal; the van wraps not only set us well apart from the competition, they also help consumers remember us when they are in need of service.

Surprisingly, during this slowdown in the market, our business is actually growing.