



HRAI & EGIA Announce Strategic Partnership to Elevate HVAC Contractor & Distributor Success Across Canada

New collaboration unites industry leaders to strengthen training, research, advocacy, and resources for Canada's HVACR professionals.

FOR IMMEDIATE RELEASE

SACRAMENTO, CA & MISSISSAUGA, ON – October 17, 2025– The Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI), Canada's leading HVAC trade association representing over 1,150 companies, has announced a new strategic partnership with the Electric & Gas Industries Association (EGIA), the leading provider of business training and development services for HVAC contractors. This collaboration brings EGIA's industry-leading Contractor University and HVAC Distributor University training platforms to Canadian HVAC contractors and distributors while expanding joint research initiatives that benefit the entire North American HVAC industry.

Increasing Access to Premier Business Training

Through this partnership, Canadian-based HVAC Contractors gain access to EGIA Contractor University through a dedicated HRAI-branded platform. All HRAI members are eligible for a comprehensive 10-day free trial that includes access to the full training library, a customized business evaluation and training roadmap, one-on-one coaching sessions, and 24/7 expert support. After the trial period, HRAI members are eligible for an exclusive membership discount for ongoing access.

Additionally, Canadian-based HVAC distributors are now eligible for discounted access to EGIA's HVAC Distributor University, which is focused on developing HVAC distributor sales teams into indispensable value-added resources for the contractors they serve. HVAC Distributor University combines convenient on-demand online training courses with high-impact live workshops to deliver the industry's most powerful training solution for distributor Territory Managers.

"HRAI has been the gold standard for HVAC industry leadership in Canada for over 55 years," said Bruce Matulich, CEO of EGIA. "Their commitment to professional standards, industry advocacy, and member success makes them the ideal partner to help us serve Canadian HVAC contractors and distributors. Their deep market knowledge will be invaluable as we work together to elevate business practices and profitability throughout the industry."



Joint Research Strengthens Industry Intelligence

The partnership builds on the two organizations' successful collaboration on the 2025 HVAC Contractor Survey Research Report, which provided critical benchmarking data across North America. EGIA and HRAI have now launched this year's new survey, live through November, with HRAI promoting Canadian participation to ensure robust representation and a diverse spectrum of responses for the 2026 edition of the report.

"EGIA Contractor University represents the pinnacle of business training in our industry, with proven methodologies and an unmatched track record of helping contractors and distributors build more profitable, sustainable businesses," said Tara Smith, Chair of HRAI. "This partnership allows us to bring world-class business development resources to our members while contributing to industry-wide research that benefits all HVAC professionals."

Contractors interested in participating in the 2026 survey can visit MyContractorUniversity.com/Survey, HRAI contractors who want to learn more about their special access to Contractor University can visit MyContractorUniversity.com/HRAI, and Canadian-based HVAC Distributors can learn more about HVAC Distributor University at HVACDistributorUniversity.com/HRAI.

About the Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI)

Founded in 1968, the Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI) is a national, non-profit trade association representing manufacturers, wholesalers, and contractors across Canada's HVACR industry. HRAI promotes a safe, responsible, and sustainable industry through advocacy, education, and certification programs that ensure quality and professionalism.

The association provides learning programs, government and industry advocacy, and workforce development resources that advance energy efficiency and environmental stewardship. Through its partnership with EGIA Contractor University, HRAI expands its educational leadership to include world-class business and leadership learning, empowering Canadian contractors to build stronger, more profitable businesses.

Learn more at www.hrai.ca



About the Electric & Gas Industries Association (EGIA)

EGIA is a nonprofit organization that empowers home services contractors to get the most out of their businesses through industry-leading training, financing, and marketplace solutions. Its Contractor University offers access to the industry's most recognized educators, who deliver innovative keys to success through online training systems, in-person workshops, conferences and webinars. EGIA's HVAC Distributor University delivers powerful and convenient training solutions designed to empower sales team success within HVAC distribution businesses.

OPTIMUS Financing, which has facilitated financing for hundreds of thousands of residential and business projects valued at over \$9 billion, provides contractors with a best-in-class suite of financing options.

EGIA is also a recognized leader in delivering sponsored demand management and resource efficiency services on behalf of electric, gas and water utilities and municipalities. These services include financing; rebate program administration and rebate processing; contractor network management, training and certification; and sales channel development and support. Learn more at www.EGIA.org.

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