



Electric & Gas Industries Association

3800 Watt Ave, Suite 105

Sacramento, CA 95821

EGIA Launches HVAC Distributor University to Help Distributors Support Their Contractors' Success

The new HVAC Distributor University combines decades of proven training expertise with modern tools to empower distributor sales team success through live, virtual, and on-demand training designed to help them resolve their contractors' biggest pain points.

FOR IMMEDIATE RELEASE

SACRAMENTO, CA — March 13, 2025 — The Electric & Gas Industries Association (EGIA) has officially launched HVAC Distributor University, a comprehensive new training platform designed to help HVAC distributors and their sales teams deliver greater value to the contractors they serve.

Built on years of successful distributor-focused training programs, HVAC Distributor University is the first fully productized solution from EGIA tailored specifically to the needs of distributor sales teams — combining on-demand online courses with optional in-person and virtual training workshops to create a flexible, scalable learning system.

"Contractor success is often influenced by the support and expertise they get from their distributor partners," said Bruce Matulich, CEO of EGIA. "HVAC Distributor University equips distributor sales teams with the tools they need to become true business-building partners to contractors — and early feedback from participating distributors has been overwhelmingly positive. It's a major leap forward in workforce development for our industry."

Developed by the nonprofit team behind Contractor University and OPTIMUS Financing, HVAC Distributor University delivers impactful training in business knowledge, communication, and support strategies that help territory managers and distributor leaders better serve their contractor customers. While many classes focus on critical distributor sales team skill development, others are designed to help TMs coach their contractors toward growth and profitability.

Current On-Demand Courses Include:

- Understanding Contractor KPIs
- Value-Added Selling for Territory Managers
- Understanding Contractor Financials
- A Territory Manager's Guide to Understanding Financing
- A Distributor Sales Manager's Guide to Success
- Distributor Strategies for New Business Prospecting
- Prosperity Mindset
- Maximizing Performance & Productivity

- HVAC 101

Additional Courses Set for Launch Later this Year Include:

- Coaching Contractors on Pricing for Profitability
- Coaching Contractors on Repair vs. Replace Discussions
- Coaching Contractors on Service Agreement Programs
- Coaching Contractors on Effective Marketing Tactics

Distributors can now explore the full platform and start a free trial today at HVACDistributorUniversity.com.

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 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. 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. Contractor Marketplace brings together some of the most in-demand vendors and products in the industry at exclusive pricing. Learn more at www.EGIA.org.

Contact

Lucas Ehrbar
Electric & Gas Industries Association (EGIA)
Director, Communications & Marketing Partnerships
(503) 780-6045
lehrbar@egia.org