

# Hallstrom Plumbing & Heating

KALISPELL, MONTANA

## PLUMBING & HEATING CONTRACTOR ESTABLISHES ITSELF AS THE LEADING GEOTHERMAL INSTALLER IN NORTHWEST MONTANA

Hallstrom Plumbing & Heating is a small contractor that enjoyed success during the building boom in Northwest Montana's Flathead Valley. But, when the construction market dropped with the housing downturn, Hallstrom turned to the geothermal market to maintain growth and profits. Realizing the need for a partner with a strong technical background, Hallstrom partnered with ThermLink as a geothermal supplier.

Leveraging the design experience and technical support of ThermLink immediately allowed Hallstrom to establish a foothold in the geothermal market. The next boost came from ThermLink's marketing programs which have continued to fuel growth for Hallstrom's geothermal installation services.

## Success Story



“With ThermLink's help we grew our geothermal business from virtually nothing to \$250,000 in three years and we expect to see an increase of 50% again this year.”

**Leif Hallstrom**  
Owner,  
Hallstrom Plumbing & Heating

### DECISION TO GET INTO THE GROWING GEOTHERMAL MARKET

Hallstrom Plumbing & Heating is a ThermLink certified geothermal specialist that has grown from a residential plumbing contractor to a full-service plumbing and heating company that specializes in geothermal.

During the residential building boom in Northwest Montana in the mid-2000's, Hallstrom grew steadily by sticking to it's plumbing business and servicing a core set of general contractors. However, with the housing downturn in 2008, Hallstrom realized that they needed to diversify into heating and, more

specifically, geothermal. This segment of the market was still mostly untapped and Hallstrom felt like establishing a foothold would give an advantage over other plumbing contractors and lead to new sales.

Hallstrom determined that training was needed due to the complex nature of geothermal systems. Not only installation training, but also design/sizing training along with sales training. "We quickly realized that our existing suppliers did not have the knowledge and experience to help us with geothermal," says Leif Hallstrom. "So we turned to ThermLink in early 2009."

## SUCCESS STORY *continued*

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### HALLSTROM TURNS TO THERMLINK

Hallstrom found that ThermLink had the perfect combination of products, design service, and technical knowledge to jumpstart their geothermal business. ThermLink provided training to ensure proper system installation

and by looking to ThermLink for system sizing and design, Hallstrom was able to focus on installation.

Soon they had a number of geothermal systems installed and word-of-mouth began to spread and business blossomed.



Customers want to be confident that their system will be sized and installed correctly and that's what our partnership with ThermLink offers. "

"Not only did ThermLink's technical knowledge help with design and installation, but more importantly, I was able to assure customers that they were dealing with someone who had hundreds of active geothermal systems installed," says Hallstrom. "Customers want to be confident that their system will be sized and installed correctly and that's what our partnership with ThermLink offers."

### SUCCESS BOOSTED BY THERMLINK'S MARKETING PROGRAM

With the technical and installation aspects covered, Hallstrom then leveraged ThermLink's marketing program to generate more business. ThermLink's marketing materials provided the right type of information for homeowners boosting customer response and helping to close sales.

In addition to marketing materials ThermLink provided everything Hallstrom needed for a professional booth at the local home show. "This past home show was outstanding with over 30 solid leads to follow up on," says Hallstrom. ThermLink also conducted a seminar on behalf of Hallstrom with 40 attendees. "We picked up over 10 leads from the seminar and two of them are confirmed projects starting immediately," adds Hallstrom. "There's no doubt that ThermLink has been key to our success."



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