



## Superior Equipment Sales, Inc. Announces Free Services Now Available to All Customers

*Superior Equipment Sales has announced their plans to make their Superior Dealer loyalty program benefits available to all HVAC dealer customers at no charge.*

Superior Equipment Sales, Inc., a wholesale distributor of heating, ventilation, and air conditioning (HVAC) equipment and accessories, has announced that starting in 2022, they will make their loyalty program benefits available to all customers at no charge. Previously, their Superior Dealer loyalty program required either a minimum spend commitment or a buy-in fee in order to receive special benefits and services including free deliveries, warranty processing, technical support, training programs, and more.

"Our customers have been loyal to us through the pandemic," said Superior Equipment Sales President and CEO, Mike Healy. "Our hope is that the services we are now providing at no charge will allow our dealers more room for business growth this year."

In 2021, Superior Equipment Sales invested in a completely new eCommerce website, allowing HVAC dealers the convenience of placing orders online that can be picked up at any branch or delivered to a job site. Now, by offering their loyalty program services at no charge, the HVAC wholesaler continues to set itself apart in its exceptional dedication to its customers.

For more information about Superior Equipment Sales, please visit [www.seshvac.com](http://www.seshvac.com).

### **About Superior Equipment Sales**

Superior Equipment Sales, Inc. was founded in 1974 by Sherman Reece and Betty Koenigsberg, who built the company on long-standing relationships with HVAC contractors. The company was the first Goodman distributor east of the Mississippi River. Today, Superior is the largest distributor of Goodman equipment in Virginia and carries one of the largest inventories of HVAC parts and accessories in the state.