The Ductless Directory Announces Official Launch

January 30, 2019

SAINT PAUL, MN - January 30, 2019 -
The Ductless Directory has announced the official launch of their directory which is an educational resource that helps consumers learn about the benefits of ?going ductless? with a ductless mini split system. Consumers will discover a more modern and efficient option to traditional forced air heating and cooling equipment. The Ductless Directory provides information about the benefits of ductless heating and ductless cooling and how these systems are revolutionizing the HVAC industry.

Michelle LaFrance, founder of the company says, ?I created the directory as a resource for consumers. It?s an educational website that helps them understand the benefits of going ductless and helps them find a qualified contractor. Although heating and cooling systems aren?t considered the sexiest appliance in the house, they are the most important. Many home owners are saving up to 50% on their utility bill and improving their health by having these systems installed.?

LaFrance states that the HVAC industry has never had a product as exciting as the ductless mini split. She states that the product not only transforms the lives of homeowners, but we?ve seen it transform the lives of the ductless contractor as well. Ductless heat pumps allow consumers to upgrade their heating and cooling system to a more modern and advanced technology.

LaFrance says that those who are looking for a ?ductless heat pump contractor near me? will find listings of contractors that offer these systems in many areas of the United States. She continues that, ?I also created the Directory as a resource for contractors. The Ductless Mini Split is the fastest growing segment of the HVAC industry; however, this message gets lost on most contractors? websites. As a marketing and SEO company, we?ve been serving the HVAC industry for over 11 years and have specialized in the ductless niche, we are experts on how to promote this product.?

The ductless heat pump, or ductless mini split as it is also known, is one of the most exciting advancements in home comfort, LaFrance says. Since a ductless system does not force air through duct work that is most likely filled with dust, mold, bacteria and other allergens, people who suffer from asthma or allergies are often able to recover their health. The ductless system is super energy efficient and offers huge saving on utility bills. LaFrance also states that rebates and incentives may apply because utility companies are looking for ways to help consumers reduce their energy usage.

LaFrance says that the Ductless Directory makes it easy for any consumer to learn more about ductless systems and provides an avenue for them to ask questions, get a quote, or schedule an appointment with a local contractor. She states that all of the leads that come through the directory are sent straight to a qualified contractor. LaFrance says that any consumer or contractor who would like to learn more or connect with the directory and other users can like their official Facebook page at https://www.facebook.com/DuctlessDirectory/. She says that regular changes, updates and other information about the directory will be shared on their Facebook page, and that it gives consumers a chance to interact with other users and to learn more about the directory itself.

LaFrance states that the directory provides contractors with a step-by-step approach to grow their ductless business. She says that the first step is to get listed as an approved and certified ductless contractor. Levels of membership in the directory range from a basic to a high efficiency membership, which includes video marketing. LaFrance says that contractors who would like to know more can visit the directory and find a list of information about the various membership levels at https://ductlessdirectory.com/create-a-listing/invitation/.

The directory provides a means for ductless manufacturers as well, to gain access to consumers by sponsoring various aspects of the website. There are a number of options available including a brand section, a monthly featured product section and access to video marketing, press releases and informative blog posts.
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For more information about The Ductless Directory, contact the company here:The Ductless DirectoryMichelle LaFrance(833) 568-9474support@ductlessdirectory.comThe Ductless DirectorySaint Paul, MN 55125

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The Ductless Directory

The Ductless Directory, more than just another directory listing, it can be an important part of your Total Marketing Strategy. By invitation only! If you own a real business that installs, repairs, services or sells ductless heat pumps you are eligible.

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