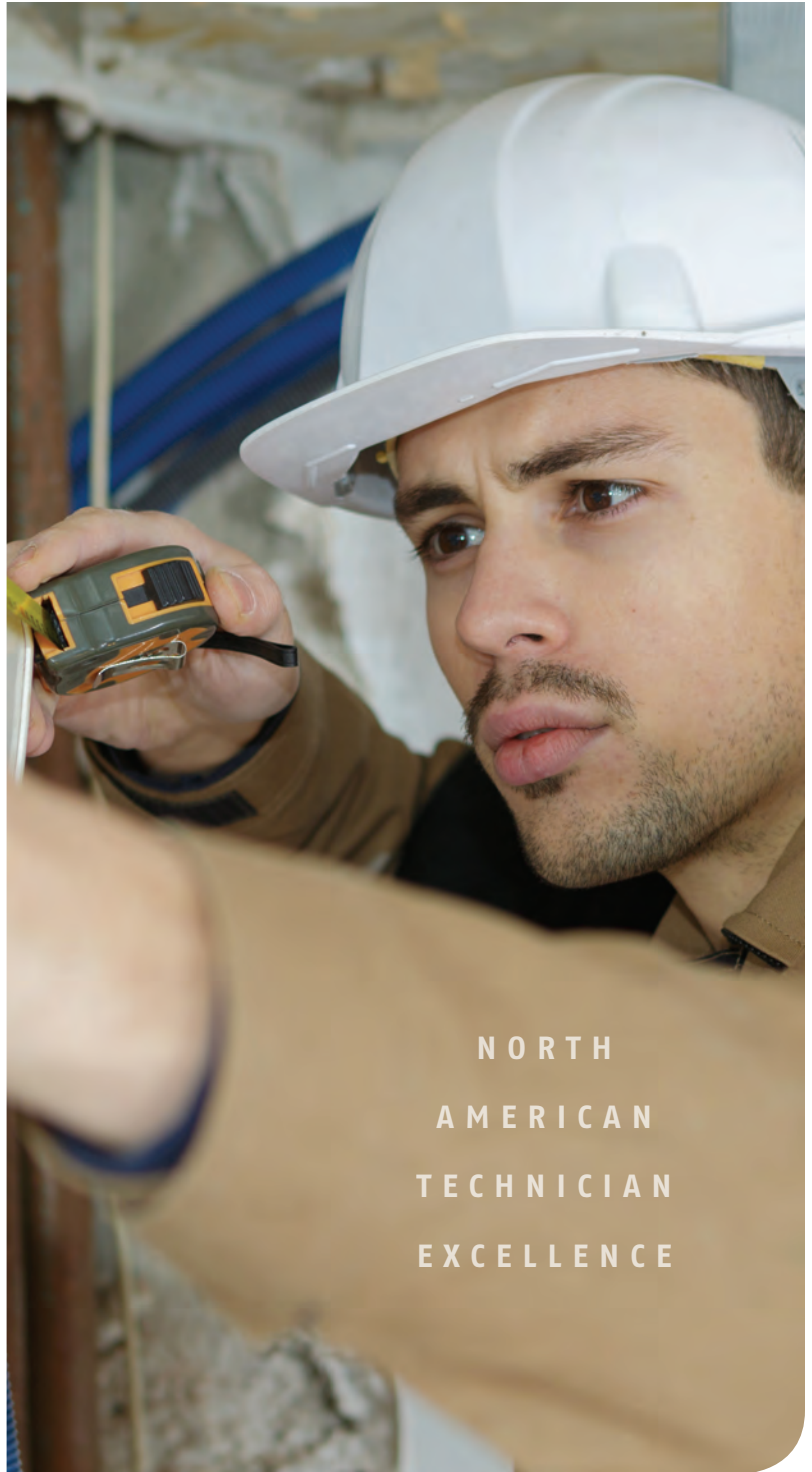


NATE Guide to HVACR Success



NORTH
AMERICAN
TECHNICIAN
EXCELLENCE



The Leader in HVACR Certification

As the nation's largest non-profit certification organization for heating, ventilation, air conditioning and refrigeration (HVACR) technicians, North American Technician Excellence (NATE) certification allows new and experienced technicians to demonstrate their ongoing ability to perform at the industry's highest standards.

Founded in 1997, NATE is the only technician certification organization developed and supported by the entire HVACR industry. Considered the HVACR certification program of choice, NATE aims to be the leader in developing and recognizing professional HVACR technicians, while serving as a partner in advancing professional competence for contractors, distributors, manufacturers, and utilities.



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NATE's Guide to HVACR Success

NATE tests represent real-world working knowledge of HVACR systems. Entry-level technicians, with little to no formal education or training and under one year of experience in the field, can earn the Ready-to-Work Certificate. Those with six months to one year of field experience or education can earn the HVAC Support Technician Certificate. These certificates can help a student to distinguish themselves as having the job knowledge needed to begin their careers.

Professional technicians with a recommended two or more years of experience can earn NATE certification through the Traditional Certification Pathway or the Certified HVAC Professional (CHP-5) Pathway. Additional certifications include the Senior Level Efficiency Analyst, Ground Source Heat Pump Installer, HVAC Performance Verifier (for HERS Raters), Low-GWP Refrigerants, EPA 608 and Industry Competency Exam (ICE).



NATE certifies the best in the business, so everyone benefits:

- Manufacturers
- Distributors
- Technicians
- Contractors
- Utilities
- And of course, the consumer

STAND OUT WITH NATE



NATE CERTIFICATES

Designed to support new technicians, our certificates help technicians demonstrate they have the fundamental skills necessary to be relied upon and trusted.

READY-TO-WORK HVAC SUPPORT TECHNICIAN

Designed for technicians who are just entering the HVACR field, with little to no formal education or training.

For technicians with 6 to 12 months of experience. The exam covers topics linked to the NATE certification pathway, but at a more fundamental level.



NATE CERTIFICATION

NATE Certification is recommended for technicians with two or more years of experience. NATE offers two certification pathways for technicians to choose from.

TRADITIONAL PATHWAY

Technicians take two exams - the Core exam and a Specialty exam. Techs can choose from multiple Specialty exams.

CERTIFIED HVAC PROFESSIONAL (CHP-5)

With the CHP-5 pathway, technicians earn their NATE certification through a series of five exams, each on a different subject domain.

CERTIFIED HVAC PROFESSIONAL EXAMS

HVAC Fundamentals
Electrical and Controls
Comfort and Airflow
Installation
Service

INSTALLATION SPECIALTY EXAMS

Air Conditioning
Air Distribution
Air-to-Air Heat Pump
Gas Heating (Air)

SERVICE SPECIALTY EXAMS

Air Conditioning*
Air Distribution
Air-to-Air Heat Pump*
Gas Heating (Air)*
Oil Heating (Air)

Hydronics Gas
Hydronics Oil
Light Commercial Refrigeration
Commercial Refrigeration Service

OTHER CREDENTIALS

The Industry Competency Exam (ICE)
EPA 608 Certification
Ground Source Heat Pump Installer (IGSHPA)†

The HVACR Performance Verifier

* Exams available in Spanish
† International Ground Source Heat Pump Association

Technicians: Certify Your Success

Technicians who step up with NATE demonstrate why they are among the finest in the industry. From the entry level to advanced level exams, those who train, test and recertify with NATE differentiate themselves from the competition.

NATE MEANS BUSINESS.

Earning NATE certification and wearing the NATE patch—a symbol recognized throughout the industry and to a growing number of consumers—is the mark of technician excellence. NATE-certified technicians benefit in more ways than one:

- Earn higher than average salaries*
- Considered more valuable to their employers*
- Are in greater demand
- Provide customers peace of mind
- Have proven HVACR skills and knowledge



* HVACR Business Magazine 2015 Sales Workforce Trends Study



Wade Mayfield
PRESIDENT
Thermal Services

“When I became a technician, I’d always heard about NATE certifications. One of the trainers I used to go to always said, ‘If you want to be the best, get your NATE certification.’ I went on and got my NATE certifications, and by the time I got all of those done, I felt like I was the most well-rounded, confident, competent technician that a homeowner or business owner could hire.”

NATE Quick Reference Guide

ACTIVATE



1 Activate myNATE

Use the activation code sent via email upon testing. myNATE allows you to easily review continuing education credit balances and expiration dates, upload proof of training and keep contact information up-to-date. Call or email customer service for assistance.

EARN



2 Earn Training Hours

NATE accepts any training taken in class or online. Courses must be related to a technician's specialty or in general areas such as safety, electricity, controls, codes and regulations. Find a NATE-recognized training provider at www.natex.org or through the training tab of myNATE.

TRACK



3 Track Training

Keep a copy of all training courses taken. NATE accepts certificates, rosters, receipts and emails from training providers. The technician's name, NATE ID#, course name, date and duration are required. NATE-approved courses are automatically uploaded to myNATE. Any other courses must be submitted. For assistance, email recertify@natex.org.

RECERTIFY



4 Recertify

When 16 training hours have been approved, eligible technicians may pay renewal fees by phone or online through the NATE store at store.natex.org. While NATE accepts payments that are emailed, faxed and mailed, online transactions are secure and much faster!





Test Online: Live Online Proctoring

Technicians can now choose to take their certification exams remotely using our Live Online Proctored Exams (LOP). LOP exams give technicians the convenience of taking a NATE exam from home using a computer, webcam, and stable internet connection.

How it works: A qualified proctor monitors test takers in real time using webcams in order to ensure the integrity of the exam process. Additionally, after the session is complete, a recording of the session is reviewed. Technicians can schedule an exam through their myNATE account.



Laura DiFilippo
VICE-PRESIDENT & CO-OWNER
DiFilippo's Service

"I am very excited as NATE embraces its living mission to meet the industries changing needs. The evolving tests and methodologies anticipate the work and needs of today's technicians. NATE is special as it is one of the only organizations solely focused on the technician and their certifiable, quantifiable technical proficiency. Technicians that travel the NATE learning path show their commitment to an elevated process."



Official NATE Study Guides

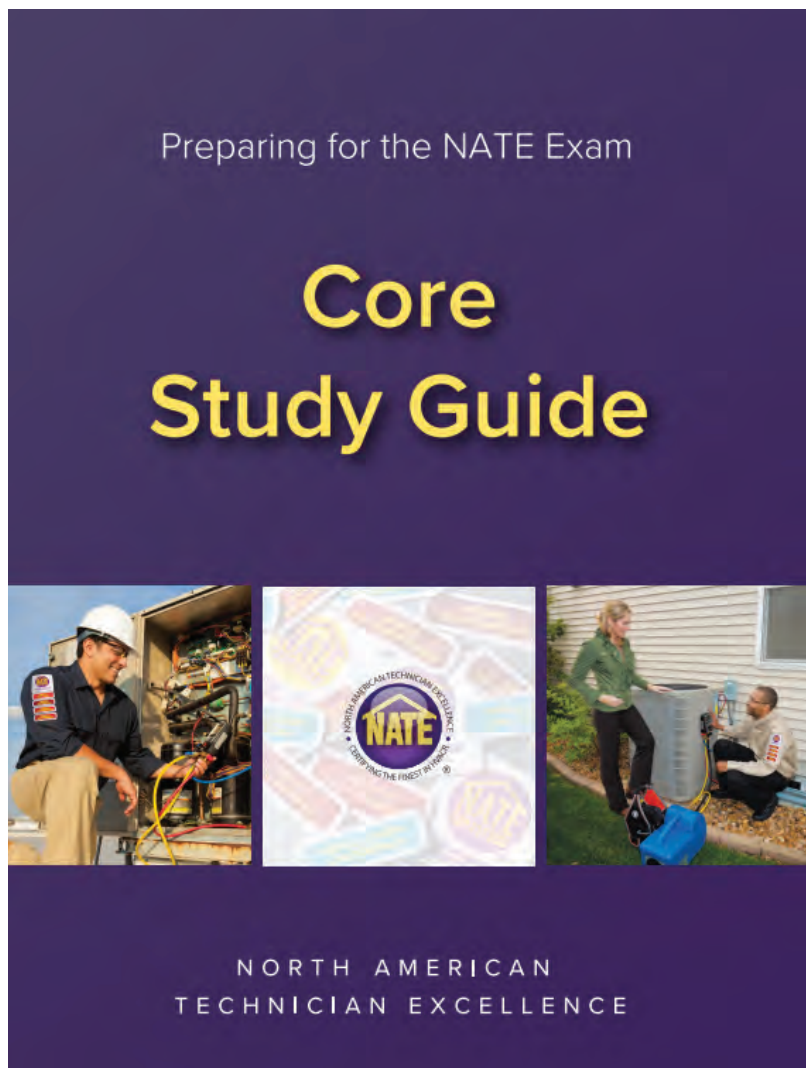
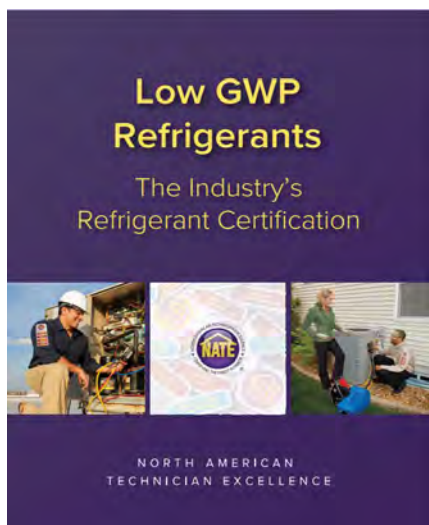
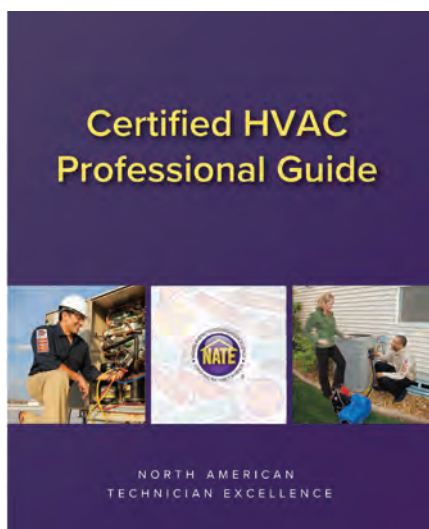
Prepare at home with NATE

NATE now has study guides to help technicians prepare for their NATE exam. All guides are concise, graphics-heavy, and have practice questions at the end of each chapter. Study guides are available for the Ready-to-Work certificate, the HVAC Support Technician certificate, the CHP-5, the Core exam, the Air Conditioning and Heat Pump specialty exam, the Gas Heating specialty exam, and the new Low-GWP Refrigerants certification.

You can also find guides for NATE's Ready-to-Work and HVAC Support Technician certificate exams in both english and spanish.

All study guides are available for purchase in the NATE online store:

store.NATEX.org



The NATE Online Store

Find patches, decals, pay certification renewal fees, and more!



Patches

Training Manuals

Accessories

Decals

Apparel

Recertification

store.natex.org

Wear your NATE with pride.

877-420-6283



LEARN ONLINE

NATE has partnered with Interplay Learning to create the NATE Training Academy, a complete online training program. The comprehensive set of courses allow technicians to prepare for the the CHP-5 certification exams at their own pace and from the comfort of home.

Course subjects cover HVAC Fundamentals, Electrical and Controls, Comfort and Airflow, Installation, and Service.

"Our world and our products are only getting more complicated. The more technical support we can provide to our customers and their technicians the better equipped they will be to service and install more complicated equipment. The better the technician, the better the install which results in less call backs. This saves our contractors time and money in addition to giving a better customer service experience."



Rhonda Wight
PRESIDENT
Refrigeration Sales



Low GWP Refrigerants Certification

NATE is proud to introduce a new refrigeration exam and certification. The exam is designed to validate a technician's knowledge of the low-global warming potential (GWP) refrigerants becoming common in the HVACR industry due to new state and federal regulations.

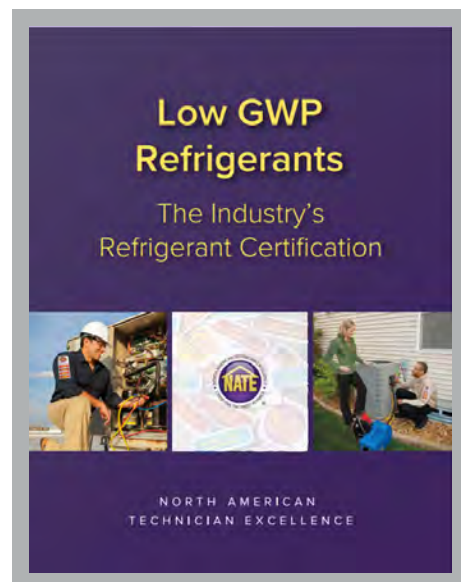
While the new low-GWP refrigerants are more efficient, these products are also more advanced and complicated for HVACR technicians to work with. The NATE refrigerant exam is designed to ensure that HVACR engineers and technicians have the necessary skills and job knowledge to handle refrigerants of all types.



STUDY GUIDE AVAILABLE

NATE created an accompanying study guide to help technicians prepare for the exam. The guide is available for purchase in the NATE online store:

store.NATEX.org



NATE CERTIFIED TECHNICIANS SMART FOR BUSINESS



"NATE certification is now the standard upon which all HVACR technicians are measured, a fact that we have verified through numerous research projects. Looking forward, the HVACR industry is increasingly dynamic with challenging labor markets, significantly increasing awareness of indoor air quality and comfort, and changing regulation that will require mildly flammable A2L refrigerants.

For the contractor to succeed and the industry to thrive, it's critical that each and every technician is professionally competent to meet the demands of this dynamic market. That's why the importance of NATE has never been greater."

Quan Nguyen

VICE-PRESIDENT & General Manager

Lennox Industries Residential



86% of Technicians value NATE certification the most among HVACR certifications. Technicians value that NATE certification makes them seen as more knowledgeable and valuable to contractors and homeowners alike.*

*2021 Decision Analyst Survey

“We’re probably getting three or four calls a week from customers requesting a NATE-certified technician. Having employees who are NATE-certified shows a commitment to providing excellent service. We get less call-backs on jobs, and we make more revenue.”

**Rich Porter
Parker & Sons**

Contractors Prefer NATE

In a 2020 Decision Analyst Survey, 76% of contractors preferred NATE certification over any other HVACR certification.

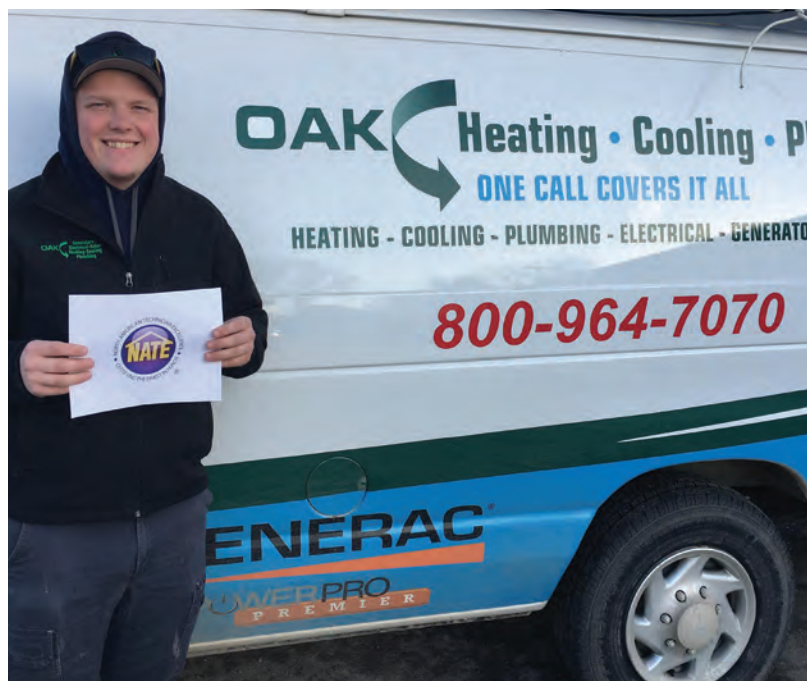
Most contractors said NATE Certified Technicians were better prepared than non-certified technicians, and reported NATE Certification as worth the cost and effort to obtain.

CONTRACTORS: Boost Your Business with NATE

Do not let an inexperienced, non-certified technician put your business at risk. A NATE-certified technician can do the job right, the first time.

As a contractor, you need every competitive advantage possible. By employing NATE-certified technicians, you’re making a statement to your customers that you value excellence. Ninety percent of consumers prefer a certified HVACR technician over a non-certified technician to service their heating and cooling systems. And they’re willing to pay 11-25 percent more on average to have a NATE-certified technician work on their home HVACR.†

It is no surprise that consumers want a job done right the first time. Call-backs are not only expensive to you and inconvenient to your customers, but they can undermine the relationships you have worked so hard to establish.



† Decision Analysts Inc. Study 2013

Get Free Customer Leads

Consumer Contractor Connection (C3)

To help you boost sales and increase leads, contractors who employ NATE-certified technicians can register to participate in our Consumer Contractor Connection (C3) program. This contractor locator feature connects consumers with the nearest contractors that employ NATE-certified technicians at no cost!

Over 5,000 consumers view and use the NATE contractor locator every month. When consumers look for a contractor who employs NATE-certified technicians at www.natex.org, let them find your business!



REGISTER TODAY!

To Qualify:

25% of the technicians you employ must be NATE-certified

Easy Registration:

Contractors with at least 25% of your technicians certified by NATE may go to www.natex.org to register.

- You will need the NATE ID numbers for all of your eligible technicians
- When entering your company information, it will appear exactly as you type it, so be sure to double-check your entry
- Update your information simply by using your username and the password you will create when you register

**If you need assistance,
please call toll free:
1-877-420-6283**

Remember, it makes good business sense to be a part of the C3 program. It's free, easy, connects you with new customers and gives you access to free advertising.

How Do Wholesalers Benefit from NATE-Certification?

Wholesalers profit from:

- A program around which you can build specific training
- Verifying an industry-recognized knowledge base of skills, tasks and items every technician should know
- Testing as a way to expose new and current customers to your warehouse
- Creating a potential income stream from training and from testing
- A value-added service
- A program that gives an advantage to your customers, instead of their competition
- Developing your “go-to” business person that knows HVACR
- Reduced callbacks for contractors—means more calls produce income. Thus contractors are financially stable and can order more products (and pay for them)
- Satisfied consumers get what they paid for and enjoy optimum energy savings
- Energy savings and atmospheric protection

**NATE is good for business—
it's that simple.**

Correct installation and service means fewer returns of products whose only defect was improper installation.



Did You Know?



87% of consumers said they wanted certified technicians to work on their home comfort system



The projected HVACR workforce shortage means that there is room for growth



55% of consumers live in conditions they would describe as less than comfortable because they don't know who to go to, for fear a technician will take advantage of them



Giving NATE tests provides one more reason for contractors to send technicians to your location



1/3 of all NATE tests were given by distributors

What do other wholesalers know about NATE testing that you don't?

Think about that.

Contractors identifying themselves as having NATE-certified technicians are fulfilling consumer needs—and that can mean more business. If they sell more, you sell more—and that's what you want to do.

NATE certification means business.

Why Do Successful HVACR Distributors Promote and Support NATE?

A distributor that couples training opportunities with the proctoring of NATE exams offers value that can build loyal customers.

More Successful Contractors

Distributors support NATE to help develop better contractors—those that sell more high efficiency equipment, have higher customer satisfaction rates, and thus more opportunities for repeat business. Having these successful contractors as your customers means you can sell more and collect sooner.

Reduced Warranty Costs

Contractors with NATE-certified technicians benefit from reduced warranty expenses and fewer call backs than those with non-certified technicians. This means your organization spends less time processing warranties and can focus on other profit-making activities.

Less Demand on Technical Service & Support Staff

Contractors with NATE-certified technicians require less technical support, meaning your service and support staff can spend more time offering training and other services. A distributor that couples training opportunities with the proctoring of NATE exams offers value that can build loyal customers.



Utility Incentives

Consumers often blame higher energy costs on utility companies, but for many consumers, extensive energy waste can be attributed to improper unit sizing, installation, and maintenance, leading to equipment that does not run at peak efficiency.

Promoting and offering incentives for using NATE-certified technicians means utilities such as Tennessee Valley Authority, Nebraska Public Power District, EVERSOURCE (formerly Connecticut Light & Power), Xcel Energy and others, will have higher customer satisfaction and will be taking important steps towards meeting their energy efficiency goals.

“We believe that contractors with NATE-certified technicians are better prepared for high efficiency installations. It is a good differentiator in the sales conversation with customers.”

Ann Kirkpatrick
Xcel Energy

Consumers often blame higher energy costs on utility companies, but for many consumers, extensive energy waste can be attributed to improper installation.



Tennessee Valley Authority



Nebraska Public Power District
Always there when you need us

EVERSOURCE





Get on Board with NATE

Teach Others to Excel

Education is a noble profession. And while you may not be a certified “teacher,” you can be a NATE-Recognized Training Provider—and pass on knowledge, skills and confidence to those in your industry. For individuals seeking NATE certification, recertification or just looking to brush up on technical skills and knowledge, NATE-recognized training providers are the obvious choice. NATE recognizes coursework that aligns with Knowledge Areas for Technician Expertise (KATEs)—the content that is tested in our exams.

To become a NATE-recognized training provider:

- 1 Develop your training program
- 2 Submit a Recognized Training Provider application online
- 3 Await Approval

Recognized training providers can submit rosters for immediate credit on myNATE.org.



The website, myNATE.org, provides all necessary tools and information needed to submit courses, pay and renew courses, and to submit attendance records via the myNATE.org portal.

What Does it Take to Be a NATE Testing Organization?



NATE certification offers limitless advantages to all professionals in the HVACR industry, as well as our customers. Take an active part in improving the quality of professionalism and service we provide by becoming a NATE Testing Organization.

A NATE Testing Organization is an organization that agrees to follow the NATE testing protocols and offers at least one testing session a year. Testing organizations must have a minimum of one NATE-approved proctor, to oversee exams. A proctor can be any person who is a member of the Testing Organization, but he or she must be approved by NATE.





Tell Your Story

NATE Magazines: Print + Digital



Advertise with NATE to reach the largest circulation of HVACR and Electrical Contracting Professionals in the HVACR industry.

ADVERTISE IN NATE MAGAZINE

REACH 75,000+

CONTRACTORS + WHOLESALERS

NATE Magazine is written for HVACR, Mechanical, Electrical and Plumbing/Heating Contractors, as well as HVACR wholesalers and distributors.

NATE is the only certification organization developed and supported by the entire HVACR industry.

Print and digital editions brought to you by **Contracting Business** **CONTRACTOR** **EC&M**.

ADVERTISING BENEFITS

➔ Extensive Reach in Print + Online

Connect with an audience of **75,000+** key prospects—HVACR Contractors, Plumbing/Heating Contractors, Mechanical and Electrical Contractors, and HVACR Wholesalers and Distributors. With one buy, you're reaching the combined buying power from *Contracting Business*, *CONTRACTOR*, *Electrical Construction & Maintenance* and *HVACR Distribution Business* brands!

➔ Event Print Distribution

The print issues will feature extended reach to attendees of key industry events throughout the year for full year visibility of your ads. In addition, 25,000 digital copies of each issue will be sent to electrical CONTRACTOR readers of *Electrical Construction & Maintenance (EC&M)* magazine. What's more, copies of ALL issues will be posted on the magazines' and NATE's websites.

➔ More Visibility

The *NATE Magazine* includes Business Card Ads and Classified Ads. Business cards enable you to gain quick exposure for your products and services. Classified ads create awareness of your products and services in a specially designated section of the magazine. The entire package provides more business for you!



Program Details

ISSUE	FORMAT
February	Print Edition
May	Digital Edition
August	Print Edition
November	Digital Edition

Please call Endeavor at **978-289-0098** or email asknate@natex.org to confirm the ad close and materials due dates. As a general rule, ad space is closed one month prior to the month of the issue, with the exception of the February issue, where ad confirmation is required by mid-December.

