



AtlasCare[®]
Heating + Cooling

Always there

CULTURE BOOK



CELEBRATING 85 YEARS OF SERVICE EXCELLENCE

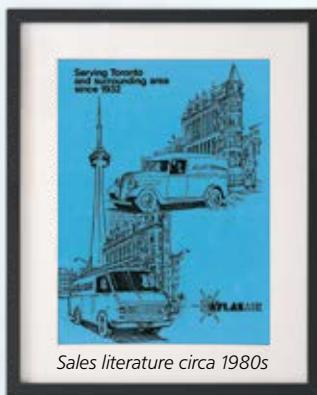
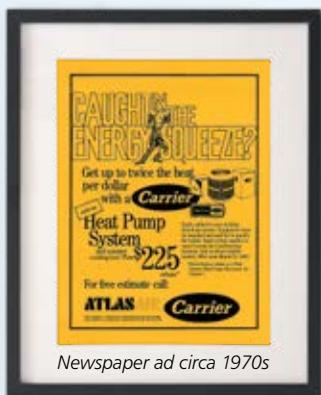
For all of the change we've seen in the world and in our industry since this company was founded, the simple philosophy created by Harry L. Bach in 1932, continues to guide us:

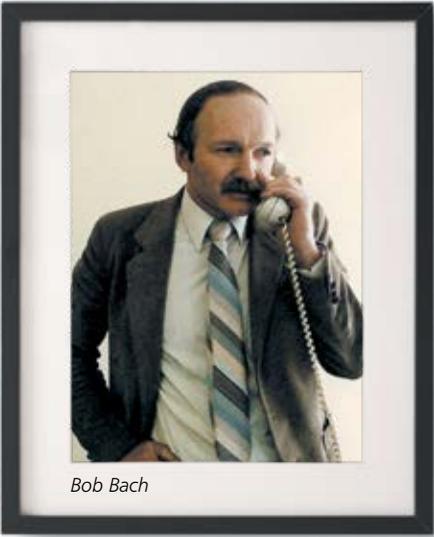
Provide reliable, trusted and friendly service to our customers.

This will be our first measure of our success: first, foremost, always.

AtlasCare today is not defined by its innovative products, superior technology or even how clean the house is when we leave (which is always as we found it).

We are defined by our people.





Bob Bach



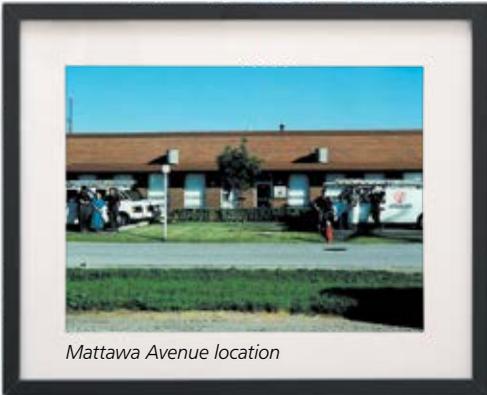
Roger Grochmal with technician Bud Gordon



Service van circa 1982



Service contract circa 1960s



Mattawa Avenue location



Staff training session circa 1982





AtlasCare®

Heating + Cooling

Always there when you need us

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This Culture Book is produced by AtlasCare for the exclusive use of our extended customers, family and friends.

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TABLE OF CONTENTS

6	<i>Our Brand Foundation</i>
8	<i>Dedication</i>
11	<i>Chairman's Note</i>
13	<i>President's Note</i>
14	<i>Staff Speak Out</i>
22	<i>A Magnificent Milestone</i>
24	<i>Building Great Careers</i>
26	<i>Work Scrapbook</i>
36	<i>Long-Term Service Awards</i>
38	<i>Sunshine and Silver Fox Awards</i>
42	<i>Consumer Choice Award</i>
44	<i>Community Care at AtlasCare</i>
52	<i>Lennox Partner of the Year</i>
53	<i>HomeStars Giving Back Award</i>
54	<i>Christmas Party Scrapbook</i>
62	<i>HomeStars Customer Reviews</i>
86	<i>Kudos</i>

OUR BRAND FOUNDATION ALWAYS THERE WHEN YOU NEED US

The AtlasCare brand defines the unique qualities that make us different from every other home service company.

Our Vision: To be Southern Ontario's most trusted source of mechanical home services for homeowners who value exceptional care.

Our Mission: To deliver a fantastic experience with every interaction.

Our Values: What separates us from our competitors are the values we hold individually and together as a company:

Urgent – All customer requests are important and deserve our immediate attention.

Trustworthy – We make promises to our customers and keep them.

Solutions – People come to us with problems. We solve them.

Safety – We work safely and go the extra mile to protect our customers' homes and families.

Kindness – We are friendly, compassionate and caring in our interactions with customers, co-workers and our community.

Our **passion** and **enthusiasm** show customers that we really care about them. We are respectful and professional at all times. Period.

Our commitment to **continuous learning** drives our **technical excellence**. As members of the **AtlasCare family**, we treat each other as respectfully as we treat our customers.



DEDICATION

ROBIN HANSON

Remembering a vital contributor to our success

As the owner of AtlasCare for the past 31 years, it has been my mission to always deliver best-in-class service. We not only display a real sense of urgency, we work hard together to deliver solutions that work for our customers. We do it with kindness and humility – always.

This only happens with a dedicated team of employees who demonstrate the “will to serve” daily. It doesn’t happen by accident. Over the past 20 years we have devoted significant resources to hire and train the best, followed up with annual training to keep everyone at the top of their game.

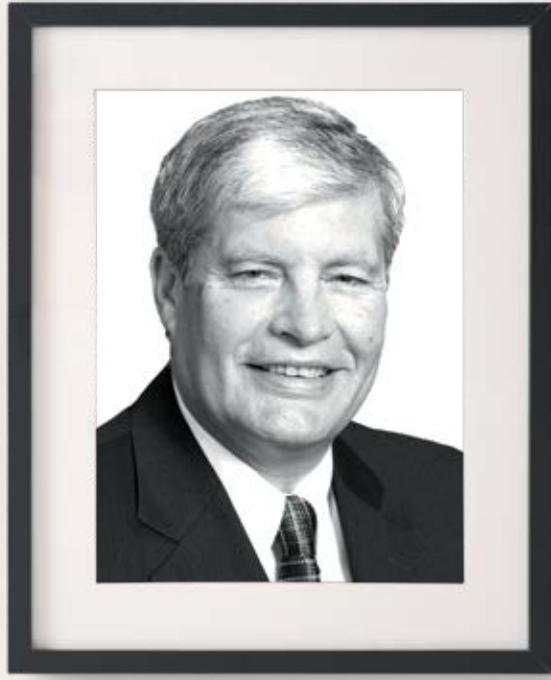
This issue of the culture book is dedicated to Robin Hanson, who passed away last October. Robin joined us in 2000 as our business manager with a mandate to oversee all of our accounting and administration activities. She played a big role in establishing a human resources department in the company and introduced training initiatives at all levels in the business. In order to encourage better management accountability, she introduced the Balanced Scorecard which ultimately led to ISO certification.

Robin believed that it was never good enough to just maintain our position in the market, we also needed to keep upping our game. Her vision and leadership directly attribute to our ability to attract and retain the best and brightest people – you.

Robin’s legacy will continue to guide us. I miss her because she was not only an innovative leader in the company; she was also my wife.







CHAIRMAN'S NOTE

CELEBRATING YOUR COMMITMENT TO BEING EXCEPTIONAL

There are countless reasons why I love coming to work at AtlasCare: the genuine camaraderie we have here, learning about new products and advancements in our industry, helping to solve a problem... all this and plenty more helps to keep my battery charged.

Topping the list is the stories I hear from our customers about the exceptional people who work here. Whether it's from one of the many "perfect 10" reviews we receive on HomeStars, an appreciative comment on our social media channels, an email or letter in the mail, or (my personal favourite) a phone call from a customer who simply had to let me know how pleased they were with our team's service – these always make my day.

In a world that is more and more defined by faceless corporations providing poor customer service, I am reminded how essential it is that AtlasCare continues to focus on being exactly the opposite: defined by warm and generous individuals who deliver exceptional experiences for our customers every day. You truly demonstrate to our customers that we are "always there when you need us."

I am also very proud that our workforce is a true reflection of the wonderful diversity in the communities where we work. I love spending time with employees who are new to our country or our area. Thank you to everyone for sharing your stories with me. It is a privilege to work with each of you.

This book tells some of those stories, and celebrates the only thing that truly makes us great – you.

Thank you for being part of the AtlasCare team.

A handwritten signature in black ink that reads "Roger Grochmal". The signature is written in a cursive, flowing style.

Roger Grochmal
CEO, AtlasCare



PRESIDENT'S NOTE

OUR EXTENDED FAMILY – YOU

Pride. Respect. Integrity. Welcoming. Laugh. Smile.

These are just a handful of the words I read in surveys that were completed by our employees as we prepared to publish this fifth edition of the AtlasCare Culture Book. More highlights can be found on several pages inside.

“Family” is another word I read a lot in our staff comments. Our employees feel they are part of a family at AtlasCare. This fills me with pride because family matters a great deal to us. We all know that families have ups and downs; face challenges, and conflicts. When we care for one another, we can overcome them. We can be silly, serious and sentimental. And, we’ll go to the ends of the earth to be “always there” for one another. When this happens, we win, and our customers win.

We want to do business with the people who share our values and appreciate the difference they can make in the world for others. I’ve heard this called the “caring gene” and our team has this in spades!

Life got busy over the past couple of years and we took a break from publishing this yearbook. I’m delighted to bring it back – better than ever. I hope you will enjoy the celebration of our team’s excellence, the generous praise from customers that remind us what we do makes a difference in people’s lives, and the many wonderful photos that look a lot like pictures from a family scrapbook.

As we move forward together, let’s keep up the pride, respect, integrity and – especially – let’s remember to laugh.

Cheers,

A handwritten signature in black ink, appearing to read "mi se", written in a cursive style.

Mike Grochmal
President, AtlasCare



IN YOUR WORDS

WHAT IS THE ATLASCARE DIFFERENCE?



“More than just a quick fix, AtlasCare takes pride in providing the best customer service and delivering **EXCEPTIONAL** quality.”

Alex Bisnett

Service Technician | Team Member 4 Years

“Exceeding expectations is something that we take **PRIDE** in. AtlasCare is very consistent in being highly technical while delivering a comfortable training environment for employees. The relationships formed over the years are real.”



Eric Chanthabanith

Service Technician | Team Member 11 Years



“AtlasCare is all about great customer experience with **RED CARPET** treatment.”

Paul Chatterpaul

Service Technician | Team Member 2 Years

“AtlasCare’s customer service philosophy is to make our customers feel that they are very important and **RESPECTED**. Also, we are happy to listen to their concerns and complaints. This can be validated when we show empathy, when we seriously listen to them, and give a professional and sound recommendation to their concerns. Working at AtlasCare over the past eight years has shown me that the learning never stops and that I am so fortunate to be working with a team that is very supportive. When the chips are down, it is so amazing to see everyone come together to help one another.”



Nimo Mansouri

Service Manager | Team Member 8 Years



“We make sensible decisions for customers that will benefit them and the company. The culture at Atlas is a never ending goal to being a better person and a **BETTER** mechanic.”

Jeff Eaton

Field Supervisor | Team Member 19 Years

“AtlasCare is geared toward amazing quality and customer service. We’re all a big happy family and I love everyone here. My fellow Teammates make work **ENJOYABLE** and easy.”



Jordan Butts

Service Technician | Team Member 1 Year



“Our motto is to exceed our customer’s expectations with every interaction. We always try our best to go above and beyond! It’s great to be able to learn from some of the most **KNOWLEDGEABLE** techs in the field and also to be able to help mold the young technicians just beginning their career.”

Steve Woods

Field Supervisor | Team Member 11 Years



“I admire the **FAMILY** atmosphere. Technicians are willing and able to help out if you run into problems with a call.”

Chris Elshaw

Service Technician | Team Member 1 Year

“Our manager always tells us that the most important call is the one we are at. We don’t rush through our day, but instead **FOCUS** on what is right in front of us so that the job is done right.”



Chris Wilson

Service Technician | Team Member 5 Years



“Working at AtlasCare feels like a tight group and very **WELCOMING** culture. I appreciate being able to work for a company that has my back and a manager I can talk to, not only as a boss, but as a friend.”

Allen Batur

Service Technician | Team Member 1 Year

“I like that at AtlasCare I can **LEARN** something new everyday.”



Jermaine Atkins

Service Technician | Team Member 2 Years





“We work as a team. Everyone is **POSITIVE**.”

Anthony Dicaro

Service Technician | Team Member 2 Years

“The best part about working for AtlasCare is the **PEOPLE**. I have met and had the pleasure of working with the best in the Industry. The company hires great people and this is what makes this company great.”

Stephanie Freeze

Service Technician | Team Member 5 Years



“Always put the customer first and make sure they receive the best service possible in a timely manner. I’ve never worked for a company that’s been this **ORGANIZED** which makes my job easier.”

Jason Vasey

Service Technician | Team Member 1 Year

“Atlascare customer service is by far the best I’ve seen. The word ‘No’ is usually not in their vocabulary when speaking with customers. What I enjoy most about working at AtlasCare is how nice my co-workers are, the **TRUST**, and the credit never seems to be missed.”

Daniel Panzine

Service Technician | Team Member 2 Years



“Our aim is to provide **FANTASTIC** customer experiences.”

Erin Kiers

Sales Coordinator | Team Member 9 Years



“AtlasCare strives to provide the most outstanding customer experience with every interaction. We pride ourselves on offering the best advice and most **RESPONSIVE** service in the GTA. I enjoy the willingness to change and seek better ways of doing business because it challenges my abilities and provides interesting opportunities.”

Anthony Dagg

Controller | Team Member 6 Years

“Customer service represents the **HEART** of a brand in the hearts of its customers. I love waking up in the morning knowing I work at AtlasCare. I’ve developed a second family here.”

Catherine Brelik

Human Resources Coordinator | Team Member 1 Year



“Everyone at AtlasCare is helpful, **HARDWORKING** and passionate. A big family that are always willing to help each other out and go the extra mile. I love meeting new customers everyday and having the opportunity to help them and their family find the best HVAC solution for their home.”

Margaret Kodric

Sales Professional | Team Member 3 Years

“**PROFESSIONAL** standards and satisfaction guaranteed. We have a great attitude and passion to go about our day to day business. I am proud to be working at the best HVAC company in the GTA.”

Fraser Hillis

Sales Professional | Team Member 30 Years



“It’s a happy place to come to everyday. We **LAUGH** a lot and have a great time. Management understands that happy workers are productive workers.”

Marlene Grignano

Customer Care Representative | Team Member 4 Years



“We want to be the company that you call because you **TRUST** us with your home and family and know that we will be there when you need us.”

Alex Wegrzyn

Dispatcher | Team Member 6 Years

“A positive customer experience is essential to a company’s success. I value my colleagues and the **GENEROSITY** of those around me.”

Laura Correa

Installation Admin | Team Member 5 Years



“If the customer isn’t **SATISFIED** we’re not satisfied. Atlas’ culture is very much people oriented, we care about making our customers happy as well making sure the employees enjoy what they do.”

Kyle Hutchison

Service Technician | Team Member 1 Year

“We are committed to deliver a great experience every time for every customer. Everybody looks out for each other. I work with great people at a company that values morals, **INTEGRITY** and cares about people.”

Jennifer Lutvak

Customer Care Representative | Team Member 2 Years



“Every day is a different experience and nothing feels better than going out there and **SOLVING** air quality concerns for our clients.”

Deshawn Da Souza

Duct Cleaning Supervisor | Team Member 3 Years



“Different **CHALLENGES** everyday.”

Al Caruk

Service Technician | Team Member 29 Years

“Give the customer the best customer experience they have had. We are **ALWAYS THERE** when the customer needs us. I most enjoy meeting our elderly customers and the genuine conversations we have.”



Lyndon Vase

Service Technician | Team Member 1 Year



“I value the team work towards an end goal of exceeding our customer’s expectations, and meeting new customers, identifying and **SOLVING** their hydronic system problems.”

Ron Robinson

Sales Representative | Team Member 41 Years

“One word: **AWESOME!**”

Anthony Yongao

Service Technician | Team Member 3 Years





“When you spend 8 hours a day with people, you need to trust and **RESPECT** them, and I really do!”

Steve Crozier

Customer Care Manager | Team Member 12 Years

“I **LEARN** new things every day.”

JooYoung Song

Installation Technician | Team Member 1 Year



“Gathering time with the rest of the employees – it is **AWESOME!**”

Aura Grajales

Assistant Controller | Team Member 1 Year

“Everyone really **CARES** about each other.”

Binyam Terfera

Service Technician | Team Member 5 Years



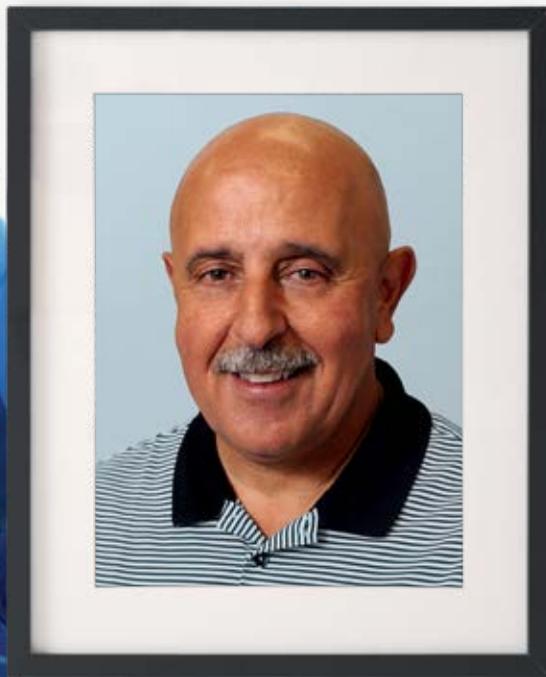
“Being able to provide our customers with the best HVAC solutions for their homes and a **SAFE** place to live.”

Leo Selvaggi

Service Technician | Team Member 10 Year

CELEBRATING

40 YEARS! A MAGNIFICENT MILESTONE



Despite his youthful appearance and endless energy, in 2017 AtlasCare's **Dick Thomas celebrated an astounding 40 years of service** with the company. We sat down with Dick to ask him the 10 questions we all want to know...

1. What was your first job in the HVAC sector?

I was an Installation Helper.

2. What is your education or training?

Graduated Grade 13. Then went to U of T for half a year and didn't like the course. Then I transferred to George Brown College for the three year heating/a/c technician course.

3. What attracted you about AtlasCare? (What was the company called then?)

My brother had just started here and said it was a great place to work. It was called Atlas Air – the name got changed because a lot of our customers didn't know we did heating.

4. What keeps you at AtlasCare?

The people and the diversity of every day. I have done almost every job at AtlasCare and there are never two days that are the same.

5. What has been the most significant change in the industry in your 40 years here?

Technology has changed so much over the years.

6. What one thing do you love the most about your job?

Dealing with customers. You meet so many interesting people and helping them solve their problems is very rewarding.

7. What's the one thing about your job you wish you could change?

24 hours a day/7 days a week can be a challenge at certain times.

8. What's the one piece of advice you give to anyone looking to start a career in the HVAC industry?

This is a big industry. It is not just about being a technician. There are many different avenues to make a career.

9. When people find out you're working for a heating and cooling company, what do they always ask you?

Any time people find out I am in the HVAC Industry they have a million questions. They are always looking for an honest answer. 'What do I really need?' is a very common question.

10. How do you stay looking soooooo good?

Loving your job for over 40 years and a great supportive family.

BUILDING GREAT CAREERS

It is important to us that we support our team members in realizing their career goals, and to reach their fullest potential. AtlasCare management and employees participate regularly in training and development programs to ensure we are armed with up-to-date industry knowledge, technical skills and best practices in our industry.

We are also focused on promoting staff from within our ranks whenever possible. Pictured middle below are **Steve Woods, Deshawn DaSouza, Jeff Eaton, and Gary Johnson**. Together, they make up our team of newly appointed Field Supervisors – a position designed to recognize technicians’ experience and leadership skills.





The future is looking good! AtlasCare also supports individuals looking to build a career in the skilled trades by participating in skills competitions at technical colleges and through Skills Ontario to help student technicians connect with career professionals.





WORK SCRAPBOOK

WHETHER WE'RE WORKING OR HAVING SOME FUN, IT'S ALWAYS REWARDING AT ATLASCARE



















TEAM APPRECIATION

EACH YEAR, WE STEP AWAY TO HAVE SOME FUN AS A TEAM. FORTUNATELY, THERE'S AN AMAZING BOWLING ALLEY RIGHT ACROSS THE STREET!

#ATLASCAREPINHEADS





LONG-TERM SERVICE AWARDS

Each year, we take a break from our usual hectic pace to thank all employees, and highlight those who are celebrating a milestone. We are very proud that so many of our team members have chosen to stay with AtlasCare for such a long period of their career. We truly appreciate their dedication and hard work.

2016 SERVICE AWARDS



10 YEARS

Steve Crozier
Customer Care Manager



30 YEARS

Roger Grochmal
Chief Executive Officer
(and Blue Jays fan!)



35 YEARS

Marlene McLeod
Installation Administrator

2017 SERVICE AWARDS



5 YEARS

Left to right (with Michael Grochmal and Dick Thomas): **Adam Nivisi**, Install Technician; **Lesya Colantonio**, Director of First Impressions; **Anthony Dagg**, Controller; **Aleksandra Wegrzyn**, Dispatcher; **Chris Wilson**, Service Technician



10 YEARS

Left to right: **Neil Campbell**, Install Technician; **Steve Woods**, Field Supervisor – Service; **Eric Chanthabandith**, Service Technician



20 YEARS

Stephan Glanfield, Sheet Metal Specialist

40 YEARS

Dick Thomas, Vice President Sales

SUNSHINE AWARD

AtlasCare's annual Sunshine Award recognizes an individual – selected by their peers – who demonstrates the true character of AtlasCare. This person always brings a generous dose of joy, enthusiasm and energy to work every day, is the first one to jump in and help a co-worker, and overall makes every day a great day at AtlasCare.





Lesya Colantonio

☀️ 2016

Our 2016 Sunshine Award recipient was Lesya Colantonio, AtlasCare's Director of First Impressions. She is the voice of AtlasCare to our customers and the face of the company to our staff. Lesya does a great job of setting a positive, energetic tone for the day – every day.



Jeff Eaton

☀️ 2017

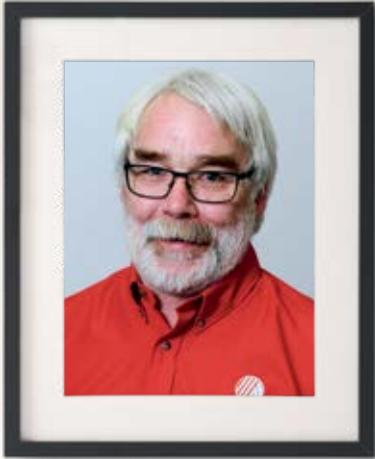
Our 2017 Sunshine Award recipient was Jeff Eaton. He is a highly skilled technician who works tirelessly to take care of our customers' most challenging problems. He also makes technical training fun at AtlasCare.



SILVER FOX AWARD

This award is in memory of Bud Gordon, the original “silver fox”, a legendary problem-solver who could find a solution to any challenge. The award is given to the technician who best embodies the AtlasCare values of trust, family, passion, building relationships, technical excellence, continuous learning, and uses creative solutions to deliver excellent customer care.





Gary Johnson

🦊 2016

Our 2016 Silver Fox Award recipient was Gary Johnson. He is known for solving complex problems on the job if they occur. Gary's perseverance and positive attitude ensure our customers always get what they pay for.



Steve Woods

🦊 2017

Our 2017 Silver Fox Award recipient was Steve Woods. Never one to shy away from work, Steve is one of the best technical mechanics at AtlasCare – which is saying a lot! Other technicians rely on his expertise to get the job done.



CONSUMER CHOICE AWARD...

FIVE YEARS IN A ROW!

It is a tremendous honour for AtlasCare to be recognized by our customers as the number one HVAC contractor in the GTA for five straight years, from 2014 through 2018.

The Consumer Choice Award was established in 1987 with the sole purpose of recognizing business excellence in small and medium sized businesses. Today, they are the only organization in Canada to conduct statistically accurate independent market research to determine brand reputation, customer satisfaction and business excellence. The organization uses a sophisticated four-step selection and review process to ensure that the companies they celebrate are 100% worthy of the recognition.



AtlasCare takes great pride in delivering a first-class customer experience, every time. We owe this award to our exceptional team: everyone, in every role, plays a part in ensuring we are number one.

“Congratulations to AtlasCare for achieving five straight years at number one! Each year across Canada, Consumer Choice Award gathers opinions, perceptions and expectations through the responses of thousands of consumers and businesses. All winners have gone through a rigorous selection process conducted by third party research firms to ensure only the most outstanding service providers are the winners within their industry. Your team has many reasons to be very proud!”

- Jeff Havercraft, Vice President, Consumer Choice Awards



COMMUNITY CARE AT ATLASCARE

At AtlasCare, we are forever grateful for the support we get from thousands of homeowners in our community who use our services, and for the loyalty of our many employees as we help them to prosper and grow.

Supporting our neighbours is more than a gesture of thanks – we see giving back as a moral imperative. There are literally thousands of organizations, big and small, that have needs that are not being met. We can't support them all, we know, but we do all that we can.

Our philanthropic energies are wrapped up under an umbrella we call Care to Share. Several important causes are part of this program, and we put major effort into areas that affect us very personally. We also support our employees who are engaged in the community. Whether it is coaching a sports team, helping youth, raising money for a walkathon or volunteering for a local cause, we encourage our staff to be involved and are proud to help them so they can make a difference.

Our Care to Share project invites our team and our community to nominate and support charities they care about, and we can help raise the profile of the work of these organizations. We are fortunate to be able to provide funds to help some of them gain the foothold they need to become better established. We have even brought charitable organizations together to share ideas on how they all become more successful not only in raising funds but also in delivering services.

Finally, we have had the opportunity to employ people in our community who need a leg up, whether it be with Community Living or a Syrian refugee. They deserve the same opportunity to earn a living as the rest of us who sometimes take our good fortune for granted.

We deeply appreciate and care about our community.

A handwritten signature in black ink that reads "Roger Grochmal". The signature is written in a cursive, slightly slanted style.



Thanks to our customers and neighbours, AtlasCare's **Care to Share charity program** reboot in December 2017 was a huge success! The program invites anyone in our company or community to nominate a worthwhile charity, by telling a story of their impact and work to help make life better.

We couldn't imagine a better way to celebrate our 85th anniversary than to read the hundreds of stories we received about the good work of charities in our community. It was our privilege to make three cash donations totalling \$8,500 to worthwhile causes selected by a random draw.

Pictured below with Roger Grochmal (left) and Michael Grochmal (right) are representatives from our 2017 Care to Share recipients: Eagles Nest Association of Waterdown, Scientists in School and The Dale Ministries.

Learn more about these terrific charities on the following pages.





Eagles Nest Association of Waterdown provides compassion, hope, and dignity for local families. The organization runs several important services in the community:

Drummond House is a residential program focused on restoring the lives of women and children through temporary housing and compassionate care.

The HOPE Centre is empowering people by restoring hope through practical education in order to help them rebuild their lives, and together to build a stronger community.

Rescued & Restored is a retail store that gives unwanted goods a new purpose, while raising funds to support the programs of Eagles Nest.



Scientists in School brings science education and STEM (Science, Technology, Engineering and Mathematics) workshops aligned with the curriculum for students in Kindergarten to Grade 8.

Scientists in School reaches more than 660,000 children annually in Ontario and Alberta. They are in more than 25,000 English and French-speaking classrooms in 351 communities annually. Over 400 workshop presenters have career backgrounds in science, technology and engineering and deliver hands-on programs in a half-day format designed to spark scientific curiosity.

Scientists in School also provides community workshops, providing their program to daycares, summer camps, libraries and community groups. They estimate they have served over seven million children and youth since 1989.



Serving Toronto's Parkdale neighbourhood, **The Dale Ministries** supports people who are experiencing poverty of spirit or space.

Their free meals, drop-in programs and outreach are run by volunteer community members, of all backgrounds and ability, who believe in creating a space where anyone is safe to join in, ask hard questions, pray together, encourage each other, share meals and celebrate life.

The Dale has no building. All of the organization's programming happens in partnership with local organizations and outside on the street. They have few belongings and endeavour to share what they have, and be there to listen and support the neighbours who need it most.

OTHER CHARITABLE INITIATIVES



It is proven that good foot health can impact one's ability to seek food, shelter, medical care and other social services. **Socks 4 Souls Canada** is a non-profit volunteer organization committed to contributing warmth, comfort, dignity, mobility and health to homeless people by providing them with new clean socks. Through this service, individuals are quite literally able to get back on their feet.

Founded in Toronto in 2015, Socks 4 Souls has bagged, tagged and donated more than 350,000 pairs of socks. It is their goal to expand the program nationwide.

Pictured above, Roger and his grandson Philip Grochmal volunteer at a recent "bag and tag" event.



A SAFETYNET FOR FAMILIES

The Grochmal family and AtlasCare team have been long-time supports of **SafetyNet**, an Oakville-based charity that provides programming for children and families that encourages independence and helps to break the cycle of poverty.

SafetyNet services families with clothing, diapers, furniture, household items, bicycles, tutoring, and music. They rely on community donations to provide free items and services to financially disadvantaged families. Thousands of local families have benefited from their generous support.

Giving back can be a wonderful thing, as it was through their volunteer work with SafetyNet that Michael and Roger first met **Abdel Kader**, who arrived in Canada as a Syrian refugee with his family in 2016. It didn't take long for them to figure out that Abdel, who studied Mechanical Engineering in Syria, would be a terrific asset to the AtlasCare team.

Abdel started with AtlasCare as a duct cleaning specialist in 2017, and today is among the best reviewed AtlasCare team members on HomeStars and other review services. We encourage you to read some of our customers' generous praise later in this book.

Abdel has recently taken a role on AtlasCare's sales team and assumed responsibility for building our company's water heater division. Congratulations, Abdel, on a job well done!



Abdel Kader has recently taken a role on our sales team. Congratulations!



HELPING BATTLE OVARIAN CANCER

In 2017, Roger and Michael Grochmal participated in The Ladyballers team to raise money to support the **Ovarian Cancer Canada Walk of Hope**. Later that year, Roger's wife Robin succumbed to the disease after a long battle. The entire AtlasCare team was an important support for Robin.

"This event was close to my heart because it ensures women who are living with ovarian cancer know they are surrounded by a circle of support. Robin and I received outstanding care from a very qualified and dedicated team at Princess Margaret Hospital. We are very fortunate to have this great facility in our backyard," said Roger.

The Walk of Hope raises money for Ovarian Cancer Canada, the only national charity entirely dedicated to overcoming this disease. Donations raised help to improve the journey for women living with ovarian cancer while striving towards a day when this disease will be overcome.



INTRODUCING SCOUTS TO THE TRADES

AtlasCare Vice President Dick Thomas has had an association with local Scouts for many years. In 2018, Dick invited about 15 scouts and their leaders to AtlasCare's Oakville offices to share his passion for the industry and trades in the mechanical field. During their visit, the Scouts built lamps from gas piping, and the day was a great success at showing youth the rewards of a career in the trades at a time when there is a decline in interest in apprenticeships.

Dick is committed to promoting and supporting careers in the skilled trades. He co-chairs the Ontario Skills Competitions for the heating trade, and is on the advisory board for George Brown College to help set the curriculum to better help technicians be prepared when they reach the workforce.



TEERING OFF TO HELP BATTLE MS

AtlasCare continues to be a lead organizer, title sponsor and participant of the annual Golf Fore MS tournament in support of our **Local Chapter of the Multiple Sclerosis Society of Canada**. The tournament has run since 2001 and the most successful event yet in September 2017 saw nearly 80 golfers and 17 sponsors together raise more than \$55,000!

Multiple Sclerosis has personally affected the Grochmal family twice. Roger Grochmal lost his first wife, Kathy (Michael's mother) to the disease in 2003, and Michael's mother-in-law also passed away from MS in 2012.

"This has been a wonderful way for our business and families to honour the memory of our loved ones, while raising money to help support those who still live with MS and need our support," says Michael.

"We are very grateful for the amazing support of our staff, friends and community who provide donations, sponsorships, volunteer and come out with us to enjoy a day of friendship."

The funds raised at Golf Fore MS help support research towards finding the cause and cure of MS while providing services and programs for local people who live with the disease. The support of sponsors and golfers helps cover the cost of mobility aids for local individuals such as wheelchairs, walkers, lifts, beds and emergency response units. In addition, the Peel-Dufferin Chapter helps fund home support, house cleaning, transportation to appointments and other services for those in need of assistance.





PARTNER OF THE YEAR

At AtlasCare, we build our partnerships very carefully because we know that these companies are a direct reflection on us. This is especially true of our relationship with the manufacturers whose products we install and service in our customers' homes. We understand that the safety of families in our community who have put their trust in us is at stake.

Lennox Industries has been a leading innovator in the HVAC business for more than a century, and their products are the best you can buy. They are never more than a phone call away to help us solve a complicated challenge, their training programs for our technicians are second-to-none, and we value their generous advice in other areas such as operations and marketing. Most of all, Lennox shares our values: they have a strong reputation for charitable giving, and are a respected employer – we've met several people who've built their entire careers with this one company.

We were beyond thrilled in spring 2018 to receive the **Lennox Toronto District Partner of the Year Award**. Mike Hart, Lennox's Vice President of North American Sales, presented the award to Michael Grochmal at their annual conference in Orlando, Florida. The award honours dealers who are industry and market leaders who demonstrate a strong commitment to delivering exceptional customer experiences, quality training and a positive working culture, and a steady commitment to giving back to the community.

We were also very proud to receive the **Lennox Centurion Award**, which recognized the top six per cent of Lennox dealers for outstanding accomplishments in areas such as sales performance company growth, advertising and promotion campaigns, and business planning.





HomeStars

GIVING BACK AWARD

HomeStars is an online review platform that allows customers to provide a rating from 1 to 10 on a service company's performance, as well as provide more information to support their rating. This is an important customer service in our industry, and for us at AtlasCare, because at the end of the day it is the customer's own voice that matters more than anything else. We are deeply proud of the huge number of "perfect 10" ratings our employees receive on HomeStars – we hope you'll read some of them later in this book.

In 2016, we were very honoured to receive the **HomeStars Giving Back Award** for our contribution to the community. The award recognizes companies that pay it forward in their community through significant donations of time, money, material and creativity to local charities.

As a family business with a long attachment to the communities where we do business, we feel a strong sense of responsibility to give back locally, which is reflected in our annual fundraising work and in the many individual efforts of our employees.

In addition to receiving the HomeStars Giving Back Award AtlasCare, has been awarded "Best of" category several times, recognizing our team as tops amongst our competitors in the market.





CHRISTMAS PARTY

A TIME TO CELEBRATE AND BE THANKFUL

















CHILDREN'S CHRISTMAS PARTY



HOMESTARS CUSTOMER REVIEWS



The HomeStars “Best of” Awards are driven purely by consumer-based reviews on their experience with companies. AtlasCare has won “Best of” for four straight years.

We’re very proud to achieve such a consistently high ranking. It takes an entire team to make a service experience exceptional, and every review is a reflection on everyone at AtlasCare who goes to great lengths to be the best.

To us, this is proof of our promise to be “Always there when you need us”.

CONGRATULATIONS AND THANKS TO THE STARS OF HOMESTARS!

On the following pages, we are pleased to share a selection of the reviews we received from our customers. It takes a team to deliver any great service experience - listed are the individuals our customers thanked by name in their reviews.

Abdel Alstrojeh
Adam Manson
Adam Nivisi
Alex Bisnett
Alex Wegrzyn
Anthony Yongao
Brendan Minor
Chris Wilson
Daniel Visentin
Dave Grassby
Deshawn Da Souza
Fraser Hillis
Gabriel Jimarez
Gary Johnson

Jeff Maund
John Hart
JooYoung Song
Jordan Butts
Jose Colmenero
Josh Sukman
Kyle Hutchison
Laura Correa
Margaret Kodric
Mark Douglas
Marlene Grignano
Mateusz Zytka
Matt Rylott

McCloud Rego
Nasir Popalzaie
Neil Campbell
Nick Galloro
Nimo Mansouri
Paul Chattarpaul
Ricardo D’Ambrosio
Rudy Hogeveen
Ryan Hanna
Stephanie Freeze
Steven Nguyen
Tedros Gebru
Venecio Bocarro



New HVAC System



"AtlasCare replaced my heating and air conditioning system in Summer 2017, and I was thoroughly impressed with the quality of their service and workmanship. **Margaret** provided me with several options and paid great attention to every last detail. Along with **Nick**, they also did a thorough pre-inspection to make sure that nothing was overlooked. The installation crew - **Tedros, Venecio & Josh** -

were onsite for 2 days and did an excellent job of making sure that everything was done to a high level of workmanship. They answered all my questions and did a spotless job with clean up when done. I am very happy with my new system, it has performed very well so far, and I highly recommend AtlasCare for your HVAC needs."

- **R.M., Mississauga**

Duct Cleaning



"The last (and only) time we had the ducts cleaned in our house, it was like a visit from Ghostbusters, but perhaps not as effective.... So, with a new furnace (AtlasCare) we figured we were long overdue.

We live in Downtown Toronto on a one-way street with permit parking on one side of the street. Booking the appointment, **Marlene** ensured all details were considered and taken care of to ensure the correct truck came to do the job. Also I have fragrance allergies/sensitivities, so Marlene ensured any sanitizer used in our ducts was one that I could tolerate. Her care and consideration were most appreciated.

Ricardo and **Jordan** came to do the job. They are a tremendous team. They were extremely efficient, thorough and very thoughtful with our home ensuring floors were covered and spaces respectfully treated. They are also very friendly and truly lovely guys. We really appreciated their attention to detail, including the before and after pics. The disinfectant/sanitizer used in the ducts left a lingering aroma of sage and lemon. It was really lovely and I highly recommend it, especially if you have problems with fragrance. In a couple years when I need to get the ducts cleaned again, I know who I'm gonna call...!"

- **J.H., Toronto**



Heating + Cooling System Exchange



"As St. Anthony's Community in Oakville we give our heartfelt thanks to Atlas staff: **Adam N.**,

Adam M. and **Venecio** for their excellent work. Thank you very much."

- Fr. Czeslaw, Oakville

Duct Cleaning/ Furnace Maintenance



"AtlasCare was highly recommended by my dad who was very happy with their service. When we moved into our new home, it was the only company we considered for our furnace maintenance and duct cleaning. **Kyle** was the first representative we dealt with from Atlas when he came in to check our furnace to make sure all was well for the winter months ahead. He was very polite and had great customer service. He recommended duct cleaning because he mentioned it hadn't been done in a while. Our duct cleaning

appointment was scheduled the following weekend from 8am-10am. We had **Jordan** and **Abdel** who were at our door right at 8am. Abdel showed us the before and after pictures of our ducts, they did a wonderful job. They were polite, friendly and very professional. I WILL highly recommend this company to family/friends. The money is well worth it, and I have peace-of-mind knowing the job was done properly with a reputable company. 100% customer satisfaction!!!!"

- Carey

Duct Cleaning



"We got this company from HomeStars. Today, they have come and cleaned our house after a complete renovation. **Matt** was very nice and professional and explained the whole process to me. It took him about 2 hours to complete the whole house and at the end he

even showed us pictures of our ducts, before and after. We are very pleased with the final result. We really recommend this company and we'll for sure use them again!"

- Strainul, Mississauga

Furnace Service



"I came home one evening and found that my furnace was on but there was no heat. I called AtlasCare at night and the person on the phone tried to help me troubleshoot the issue over the phone. I opted to wait until the next day to get a technician out as it was more expensive for after-hours service. The service technician **Alex** came out and diagnosed the problem as a faulty pressure switch. He got

the heat temporarily going by playing with the switch. But I knew that this was only temporary as I had a similar experience with a faulty switch many years ago. The following day the part was ordered and the technician **Neil** came to replace the part. I appreciated that they had 24/7 service and that the technicians took their time to explain how the furnace worked and were very friendly."

- Sean L., Oakville

Furnace Maintenance



"I hadn't had my furnace maintained in a couple of years, I am now confident in facing the winter. **Alex B.** at AtlasCare did a fantastic

job. He was polite, diligent, conscientious and he answered my questions."

- *Carolyn Murray, Toronto*



Yesterday, a serious problem with my 9-year old furnace surfaced. An evaluation showed a new furnace was the necessary solution. Time was a serious constraint for me and within 30 hours, a new furnace was installed. I've been an Atlas customer for 9 years. Their service is courteous, professional and prompt."

- *AtlasCare Customer, Toronto*

Excellent Company with Good Service



"AtlasCare is a well-run, efficient firm. They offer good HVAC service and maintenance care. Service Techs are polite and knowledgeable.

While not a low-cost provider, they provide a high standard of service."

- *AtlasCare Customer*

HVAC



"**Stephanie** HVAC technician I would highly recommend her and also **Alex W.** from head office. Great professional service. Very

happy with my heating system. Recent visit only for seasonal maintenance."

- *AtlasCare Customer*

Clean Air Ducts



"**Anthony** and **Ricardo** did a fantastic job on cleaning out my air ducts. They were prompt

and efficient in their cleaning and answered all questions. I would use them again."

- *Keith, Burlington*

Duct Cleaning



“Very happy with the service provided by AtlasCare. **Abdel** and **Steven** were very professional and courteous. We have used Atlas before for our furnace heating and cooling and have always been pleased with the technicians. We have a pet cat so there

was quite a lot of fur that was trapped in the ducts. The air felt cleaner as soon as they finished. A must do for people with allergies or asthma.”

- **AtlasCare Customer**

Duct Cleaning



“This was the first time I have used AtlasCare for duct cleaning. I have been a customer of this company for several years. They installed a furnace and air conditioner and I have a service contract with them for annual maintenance. They did an excellent job with the duct cleaning. The team of **Ricardo**, **Abdel** and **Joo Young** worked really well together. They were

professional and paid attention to detail. In all the years I have dealt with Atlas I have always found their technicians to be well trained and the level of service has always been excellent. They provided the same high level of service with the duct cleaning and I highly recommend this company.”

- **Bobbi Schneider, Downsview**



Alex B. did a great job servicing our furnace. He detected issues that we didn't know we had and took the time to set up our new Ecobee. He recommended new parts, ie., humidifier, but didn't push it which is a nice change for a service organization.” - *AtlasCare Customer*



Very Helpful – And Paul Is Awesome



“**Paul** from AtlasCare has been very helpful for the past few years with our air conditioning and heating systems. We have a complicated attic AC unit; Paul did an awesome job repairing it for us and now maintains it every year which gives us peace of mind. He's also maintained our boiler system and has given great tips on how to use the

system more efficiently. All of the AtlasCare staff have been great over the years, but Paul is our favourite because of his wealth of knowledge, professionalism and friendliness. Thanks!”

- **Etobicoke2889**

HVAC System & Duct Cleaning



"**Margaret** provided me with a top of the line HVAC system. She also considered my tight budget and made suggestions and recommendations accordingly. Same time, she didn't compromise with HVAC systems & provided me top of the line furnace, AC, Water Tank. AtlasCare installation team is highly professional, polite and on time. Their

workmanship is of superior quality. I also asked AtlasCare for my home duct cleaning which was done in a very professional manner. Considering my experience with AtlasCare I highly recommend them to anyone who is looking for top of the line HVAC solution."

- **Santosh Arya, Oakville**



Stephanie was a wonderful technician and a pleasure to have in my home. She arrived on time for my scheduled appointment and completed the fall service on my gas fireplaces and furnace. She explained everything that she did and showed me how to change the batteries in my thermostat. She is an asset to your company." - **Jenwar, Mississauga**

Excellent Service



"I have been a customer on the AtlasCare optimum Plus plan for a few years. Discovered water damage during annual tune up. Less than 24 hrs later had a consult to replace the entire system and 48 hours later had a team here working to install new A.C., Furnace etc.

Excellent work, service, technical know-how... always professional from the people at head office to the guys on the ground. Would definitely recommend."

- **AtlasCare Customer**

Service



"Duct cleaning was performed by **Abdel** and **Nasir**. Excellent work, very professional, courteous and very thorough. Both were typical of the high caliber team to which we have

become accustomed since dealing with Atlas for the past 5-6 years."

- **Bill Carty, Mississauga**

Furnace Blower Issue



"Congrats to **Anthony**. A service call regarding a blower issue with my furnace was extremely well handled by your young technician on October 12th. He and his supervisor made the decision to advance and perform the annual service, on both

my furnace and fireplace, which saved me a separate service call. All work was completed in a thorough, knowledgeable and professional manner. Been with you guys for quite a while and plan to continue."

- **Phil Wisniewski, Mississauga**

Annual Furnace Inspection Plus Duct Replacement



"I have dealt with AtlasCare for a few years. I have always found them to be extremely professional in all work they have done in my home their technicians namely **Chris** and **Jordan** are experts in their field and advise

me on all work they have done as well as pointing out defects etc. I would recommend this company to anyone."

- **Viking, Oakville**

New Air Conditioner Installed



"AtlasCare installed a furnace for us a few years ago and we were very pleased with the team. This summer it was time to replace the air conditioner. **Rudy** did a thorough analysis to arrive at the optimum size of unit for the house and patiently answered all our questions and concerns. The unit was expertly installed by **Adam N.** and **Nasir**. Post installation, the

main office saw to registration and warranties and guided us through the process of applying for rebates. We have been very impressed with every representative of the company that we have been in contact with. They have been a pleasure to deal with, professional and knowledgeable."

- **Torbjorg and George, Toronto**

Replace AC and Furnace



"**Tedros, Jose** and **Ryan** were very professional and completed the work excellently. The unit didn't fit through the patio door and we had no street access to the backyard, and they went above and beyond by taking apart the fence

to bring the unit through then putting it back. Installation was very professional and clean, would definitely recommend."

- **Abeer, Mississauga**

Duct Cleaning



“The team of **Deshawn, Abdel** and **Ricardo** were on time, friendly and quick. Their equipment worked beautifully and they explained what they were doing each step of the way. They were also happy to provide before and after pictures of their work and were a pleasure to have in our home. AtlasCare

charges more than your average duct cleaner, but you get more as part of the service, and you also get the peace of mind knowing that you have professionals in your home that will do a great job. Great team, guys, and thanks for the great work!”

- **Hicksons, Oakville**

New Furnace Installation



“Very professional and helpful service person, punctual. I had a few minor repairs that needed to be done around the home and the service man was very willing to do the other jobs without hesitation. The salesperson also wasn't pushy. I was given several options re:

types of furnaces to purchase based on my needs. Both salesperson and serviceman were courteous and knowledgeable. I would highly recommend their business and their service again. Very happy. ”

- **LS**

Furnace, Air Conditioner, Air Cleaner and Humidifier Maintenance



“The technician **Alex B.** was on time, courteous, explained things well and answered my questions. I have had this service for many years

and have been always happy with their service from the booking staff to the technicians.”

- **AtlasCare Customer**

New Installation of Air Conditioning and Gas Furnace



“Very professional work performed by **McCloud, Brendan** and **Jose**. They arrived on time. Promptly covered all the areas they were working. After completing the job, they

provided all the necessary information and left the house spotless. Very satisfied.”

- **Diamando**

Install New Furnace and Hot Water Tank



"Consistent top quality service. **Gary**, the installer did a superb job of making the external vents be inconspicuous and the crew left the furnace room tidier than they found

it. I've used AtlasCare's services over the past 10 years and they are reliable and deliver great client service and top quality products."

- **Maureen, Toronto**



McCloud and team were fantastic, they re-designed our furnace, a/c, and tankless systems from scratch during our basement reno. They came up with solutions for routing everything in a compact footprint and did everything a day earlier than expected. Fast. Neat and professionally done."

- **Dscheller, Mississauga**



Duct Cleaning



"Received a reminder call day before appointment. Technicians, **Abdel** and **Matt**, called half hour before arrival within the allotted time span (between 10-12 noon).

Work was done efficiently, no mess. Both were very polite and professional."

- **AtlasCare Customer**

Annual Furnace Maintenance



"For 2016, our annual furnace maintenance was done by **Alex B.** As usual, he arrived as scheduled, conducted a thorough check of the furnace, and explained his service report in a professional manner. We purchased our furnace & AC from Atlas 15 years ago. From

the original install that required additional work, to the yearly maintenance call and at other occasions, the service provided has always been excellent."

- **G&M, Mississauga**

Duct Cleaning



"**Abdel & Ricardo** cleaned the ducts at my parents' house, after 50 years-they'd never had them done (and ALWAYS had pets). They weren't judgmental at all. Total professionals, unbelievably thorough, approachable, funny and went above and beyond with my senior parents-helping my mom down the stairs. They showed us before and after pics... WOW!!! My Mom's asthma has improved

as has her chest/sinus infections. I highly recommend this company and especially Abdel & Ricardo. So glad our neighbours recommended AtlasCare! No problems with air flow or AC after. The air feels lighter. If you're considering air duct cleaning, spend a bit more on a reputable company like AtlasCare."

- **Higginsons, Oakville**

10



I don't write reviews. This time was a must. I recently just moved into a new home with a 3 month old baby, so couldn't guess re air quality - **Deshawn and Abdel** not only confirmed my ducts were now clean via before and after pics, but unclogged my dryer vent which was previously drying poorly. Can't recommend these guys enough! Thanks **DeShawn!!!**" - **Wayne, Oakville**

Furnace & Water Heater Replacement



"Furnace & water heater replacement completed yesterday and we're very happy. We worked with **Jeff** on our purchase options and found him to be helpful and did not pressure us in any way. Also, getting through the steps of arranging the install, removal and return of

rented water heater, very smooth. Installation crew was very professional, with **Neil** as the lead. The detailed reminder we got was also helpful and appreciated. Great, professional job all around."

- **L&B, Mississauga**

I Can Breathe a Whole Lot Better Now



"AtlasCare has been looking after my heating and air conditioning needs for a long time. Recently I asked them to clean out our ducts. This was overdue and since we had our kitchen renovated about two years ago (and have a long-haired cat), the timing was great. **Ricardo** and **Abdel** were very professional;

they explained the entire process, kept everything clean, worked well together and showed me the "before" and "after" shots of my ducts (Yech!) We can now breathe easier knowing we're not pushing dust and dirt around our house!"

- **Michael Z., Toronto**

Installation of new HVAC Units



"My wife and I were very pleased with the professional service and quality work provided by AtlasCare and.....at a competitive price. **Margaret** prepared our contract after completing a thorough analysis of what we needed. She remained in close contact

throughout the job. The Atlas installation team, led by **Gary** - a true pro, completed the work on time and cleaned up thoroughly upon finalization. We have no hesitation in recommending AtlasCare for any HVAC needs."

- **AtlasCare Customer**

Very Quick Service!



"We have used AtlasCare multiple times for our heating and cooling needs. We had a sewer back-up that compromised our furnace and hot water heater. AtlasCare was great about sending an inspector right away to assess the damage and once it was determined that they needed replacing, we

had a sales person out (on the long weekend) and a new furnace installed within a day of calling back giving them the go-ahead. Always friendly and professional sales people and installers."

- **AtlasCare Customer**

Furnace Maintenance Inspection



"The furnace service technicians were extremely competent at their job. They were able to answer all of my questions and provided extensive knowledge about all of the programs and services that AtlasCare provides. They

were extremely polite, courteous, quick and above all very clean leaving absolutely no mess. Very highly recommended."

- **AtlasCare Customer, Mississauga**

New Furnace and ERV System



"AtlasCare came in and quickly assessed our heating and cooling challenges and came up with a plan to make our house built in 1991 as comfortable as possible. Installation was quickly set up and John, **Gary** and **Nasir** came in and did an expert job. Not only were they quick and clean but they managed to

carefully install the new furnace, air filtration system and ERV with expert precision so it looks like it was installed when the house was built. I highly recommend AtlasCare - you'll be in good hands!"

- **KBZavitz, Mississauga**



We love AtlasCare ... they are always on time and the technicians are friendly, thorough and efficient. The technicians will also make suggestions on things like duct cleaning but never pressure you to do it. (Note the price for today is \$0 because we are on their annual service plan)". - *AtlasCare Customer*

Furnace Replacement



"Last Wednesday, during its annual maintenance check, my furnace was red tagged for a cracked Heat Exchanger. By the next day, **Rudy** from AtlasCare had arranged for a new furnace and by Friday afternoon, **Anthony** and **Mark** had it installed, I have

depended upon AtlasCare and Rudy and his team for over 25 years and they have always been outstanding!! I can't recommend AtlasCare highly enough!"

- **AtlasCare Customer**

Duct Cleaning



"Called AtlasCare to arrange to have heating ducts cleaned and at my request scheduled an appointment asap. **Abdel** and **Ricardo** arrived on time and did a thorough job. They were both very friendly and explained all

details of what was to be done. Left the place clean and smelling fresh. Very pleased with their work and professional manners."

- **Lillian, Mississauga**

New Furnace and AC



"Exceptional service from beginning to end. I could not be happier with the service we received from AtlasCare. We needed a new furnace and AC as both were on their last legs. This was a new experience for my wife and I and we both had a lot of questions and concerns. From the first call for a quote **Margaret** replied promptly. She came to our home and was extremely professional and answered all our questions honestly and put any concerns we had to rest. The next step was the Installers, **Tedros, Brendan** and

Joo Young. They showed up at the time mentioned. They were pleasant, courteous and also answered any questions I had without rushing or pushing them aside. There was a minor issue with a missing piece of equipment which they came back very promptly to finish the install to my utmost pleasure. The system runs like a dream. I highly recommend AtlasCare for your needs. I think you'll be extremely happy with the choice."

- **Walter Penor, Mississauga**

Duct Cleaning



"**Abdel & Ricardo** are very professional & clean. They explained what they were doing in detail & gave good suggestions for future maintenance. Highly recommend AtlasCare.

We have used them several times for other services as well."

- **AtlasCare Customer**



Friday of long weekend, AC stopped working. Customer Service had a technician out within 90 minutes. While he diligently tried to fix it, it became apparent that the air compressor was blown. In short, a new AC was installed sooner than I thought."

- **Lorraine, Fifth Line West**



Furnace Repair



"My furnace stopped working on one of the coldest nights of the year. I have a service contract and I called at 6:00PM and they called back immediately and said they'd come

between 9:00 - 11:00PM. It was a quick fix and the guy, **Chris W.** was fabulous. The house was soon warm and toasty."

- **Gwen**

Regular Air Conditioner Maintenance



Anthony

"I have been dealing with AtlasCare for over 30 years. With each visit, I continue to be impressed by their wonderful technicians and excellent customer service. Today **Anthony** checked to ensure that my AC System is working properly and even washed

the AC units! Anthony is another testament to AtlasCare's great staff and wonderful customer service. The company deserves the high recommendations it consistently receives from its customers."

- **Barbara, Toronto**

Duct Cleaning



Ricardo

"**Ricardo** was a true professional who took his job very seriously. He was on time, explained everything and answered all my questions. As far as the duct cleaning went, Ricardo was fastidious in the detail he went through cleaning each return and supply line, the furnace (esp. the blower) and even the HRV system. The bonus was how much effort Ricardo put into cleaning out the dryer

duct. Apart from cleaning the line from both ends (ie. from the dryer to the outside vent and then with another tool, from the outside towards the dryer) he cleaned the back of the dryer and vacuumed up the lint that had gathered on the floor. I will definitely call on AtlasCare (and will ask for Ricardo) when it's time for the ducts to be cleaned again!"

- **Ken, Toronto**



New air conditioner. If you are looking for a very reliable technician to install your air conditioner, I would highly recommend Neil and his helper Josh from AtlasCare. Neil is very knowledgeable and very courteous. I have been a customer at AtlasCare for many years and I have always been extremely satisfied with the work of the technicians at Atlas. I would highly recommend AtlasCare to family and friends. **ATLASCARE is a great company.**" - *Giselle, Toronto*

Furnace/AC



“Very prompt, efficient service for both installations of our new furnace and AC. **Tedros, Gabriel** and **Jordan** did an

excellent job and were very professional and pleasant to deal with.”

- *AtlasCare Customer*

Heating and Cooling Service



“We have been customers of AtlasCare for over 30 years. We just renewed our annual insurance maintenance contract with them. We have always found them to be thoroughly

competent and professional as are their technicians. (Most recently, **Anthony**.) We recommend them unreservedly.”

- *B. Boyd, Etobicoke*

Combo Furnace/AC Install



“Was looking for a new furnace and AC and after having estimates with a few companies the decision was made to go with AtlasCare. (been around for many, many yrs.) from the initial visit with **Matt** (sales rep) to the install (**Gary** and his team), I was very happy with the customer service and professionalism. Matt-- was very upfront (costs) and very knowledgeable of the process and what needed to be done. Very pleasant to deal with. (Also saved me time by preparing all rebate paperwork.) Decided to go with Lennox as their products have always come through for

me (old furnace lasted 25 yrs.) and so far it's been a great choice (furnace install was Oct 2016). Have not had a chance to use the ac as both were installed in Oct 2016. do not anticipate any issues. The install team with Gary (lead) was very hardworking, did not stop from the time they showed up (on time) to the finish. Answered all questions I had and very knowledgeable of not only the install but the Lennox products themselves (furnace room was left spotless) would not hesitate to call upon atlas if I need any hvac work done.”

- *AtlasCare Customer*

Duct Cleaning



“AtlasCare was referred to me from my neighbour and they didn't disappoint me. **Abdel, Matt** and **Deshawn** were very professional, quick and efficient. Showed me

the before and after and couldn't believe the difference. I would highly recommend them.”

- *AtlasCare Customer*

Duct Cleaning



“The two lads arrived on time and politely explained the procedure in detail and then politely and efficiently got to work. They were respectful of the house, wore ‘booties’ and

laid down carpets for the hoses to rest upon. At the conclusion they outlined what they’d done and I’ve been left with the impression that they’ve done a thorough job.”

- Doug

Duct Cleaning



“After searching for what seemed like forever we received a very favourable recommendation to give Atlas a call. They did NOT disappoint! **Ricardo** was our technician and he was POLITE, FRIENDLY, THOROUGH and most of all incredibly PROFESSIONAL! He looked after the little details (like informing us that the dryer vent pipe was actually disconnected from the exhaust pipe and the dryer fluff was filtering into the

laundry room!) He also cleaned up each area and explained what he had done! Considering all of the CALLS and solicitations we get on a weekly basis, we can say we went with the BEST and will again! **Marlene** at Head Office was PROMPT, EXACT and FRIENDLY which only made selecting Atlas easier! Don’t delay call ATLAS today!”

- Lawrie Family

HVAC Installation and Duct Cleaning



“We recently had a new HVAC system installed in our home by AtlasCare. The sales Rep. **Dave Grassby** was wonderful in providing us with the information and support that we needed to get started on this project. The team of installers- **Gary, Mark and Vinney** were experienced and professional in the work they did installing the equipment. We also had our HVAC ducts cleaned by AtlasCare. The job that was done was outstanding. The two technicians, **Deshawn and Ricardo** were very knowledgeable with the work they were doing. I would highly recommend AtlasCare for these projects.”

- Jim

Furnace Service



“**Tedros and Joshua** were polite and patient. They arrived on time. They answered many questions I had and worked well together. They were done in a reasonable amount of time and

took care to leave no garbage etc. behind. They were personable and pleasant.”

- AtlasCare Customer

Installation of New Furnace



"We have used AtlasCare for years, and this experience confirmed our good choice. Sales manager **Fraser** was non-pressuring, knowledgeable, generous with his offers and personable. Our installers **Tedros** was polite, careful, efficient, and knowledgeable about what he was doing. Often overlooked, the

customer care reps who take our calls are always a comforting voice if something goes wrong and are confident and helpful in their manner. We are very happy with all aspects of AtlasCare and will continue our long and happy association."

- **Susan J. Thompson, Toronto**



We have used AtlasCare for years. They continue to improve but I am not sure how they could be any better than they were today. **Deshawn** and **Ricardo** spent the better part of today cleaning the ducts on our four furnaces. They were polite, easy to have around and treated our house and furnishings with the utmost of respect and care. We had to replace our 100 gallon water heater a while ago. No easy feat and we received the same impeccable service. I am constantly recommending them to our family and friends." - *AtlasCare Customer*



Duct Cleaning



"**Abdel, Ricardo, and Steven** were very professional and courteous. They did a thorough job. They were careful to clean up

completely. It is a pleasure to have a crew like this work on my ducts."

- **S, Mississauga**

Replacing an Old Water-Cooled Air Conditioner with A New Lennox



"We are completely satisfied with the professional manner by **Fraser**, who came to our home to assist us and give us a quote with the best option of air conditioner to both **John** and **Daniel V.** who came yesterday to

install our new Lennox Air conditioner. They were prompt, well prepared, courteous, tidy and did an excellent job in the installation process. We have complete confidence in AtlasCare."

- **John and Mary-Lou Middleton, Oakville**



I've been dealing with them for 20 years. I've never felt that I've been taken for a ride to buy products or services that I have not needed. Courteous, and professional. Definitely recommended." - *Violeta, Toronto*

New Air Conditioner Installed



"AtlasCare manages both our heating and cooling, and when we noticed that the house wasn't cooling properly this summer, we called for an assessment of our existing 15 year old unit. It had been serviced annually throughout but was pretty much at 'retirement' stage. A salesman described the options available with newer models

and within 24 hours we had selected and ordered a new unit. The Installation was fast and clean, and completed in less than a day by friendly and competent technicians. We couldn't ask for better products or service."

- **AtlasCare Customer**

Duct Cleaning



"**Abdel** and **Ricardo** did a very good job cleaning the ductwork in my home. They were polite and informative explaining the

procedure and made sure there was no disruption of the household."

- **JMD, Oakville**

Furnace & Air Conditioning



"After getting competitive bids, we selected AtlasCare for the replacement of our gas furnace and air conditioner. The sales rep, **Margaret**, was first class, very knowledgeable and professional. We were especially impressed that she arranged a pre-look to confirm possible venting options. We were even more impressed that she came by on installation day to make

sure everything was going smoothly. Technicians were very pleasant and respectful. We had the ducts cleaned just prior to the furnace replacement. The crew were very pleasant and capable. Overall, very satisfied and happy that we chose AtlasCare."

- **Jeff, Oakville**

Duct Cleaning



"We had our ducts cleaned this morning by **Deshawn**. He was professional, cheerful, and explained everything he was going to do, then showed us pictures before and after the clean. Fantastic...! Deshawn left us feeling very comfortable that the work done was

thorough and complete. We would definitely recommend AtlasCare and Deshawn to friends and family. It all comes down to customer care and we couldn't be happier with our experience today."

- **Steven, Oakville**

Dryer Vent Cleaning



"We needed a dryer vent clean as we had not done it in 12 years. The AtlasCare team was professional from start to finish, from initial

phone call to the in-home service. Job well done - I got what I paid for."

- **Charles, Oakville**

Air Conditioner Annual Tune-up



"I am a long-term customer of AtlasCare. They have always provided me with first class service for all my heating and cooling needs. They recently installed an Ecobee3 thermostat which is excellent. Today was my annual air conditioner tune-up. The service technician,

Anthony, was polite and explained his work before and after doing the work. All the technicians from this company have been a pleasure to have in our home."

- **Gary Parkinson, Toronto**

Duct Cleaning



"**Ricardo** is the epitome of what customer service should be. He called to provide an estimate of when he would arrive, he described the process that he would be following that included before and after

pictures when the job was complete. He is a consummate professional and I would definitely recommend AtlasCare services. Job well done!!"

- **Gwen, Toronto**

Great Prompt Service



“When I saw an AtlasCare truck at one of my neighbours a couple of months ago, I briefly spoke to the technician. I was impressed and decided to call for a quote for my own home. **Ricardo** came out to clean the ducts in my home at the agreed date and time. He was extremely pleasant, and worked carefully,

quickly and professionally. He made what I thought would be a disruptive process into a thorough but hassle-free service. I highly recommend AtlasCare’s duct cleaning service and their professional friendly technicians!”

- **Dawneen, Mississauga**

Duct Cleaning



“**Anthony** was my service technician - not only was he polite, efficient and respectful of my home he was highly knowledgeable and helped me understand the process and issues that we may have in the future. I would highly

recommend and will be re-using this company in the future.”

- **Sylvia, Toronto**

New Furnace and Air Conditioner – Entire Process Great



“From quote to installation and clean-up, entire process smooth, well-handled even in light of site complications. Not cheapest quote nor most expensive. Very pleased. Entire team to be complemented. Quote process - all questions handled. Told up front multiple bids being entertained. No concerns. Didn’t play typical bashing competition game others engaged in. Repeatedly asked if questions,

any issues, etc. Installers great. Visually, very well done, installation looks very professional. Cleaned up after install daily. Runner carpets to keep floors and house clean. Not fazed by our dog being constantly under foot and curious about process. Would recommend to anyone looking to use them.”

- **Dave Bour, Burlington**

Furnace Diagnostic



“I have to commend yet again the excellent customer services provided by AtlasCare in maintaining and providing diagnostic care to my furnace this season. I especially want to thank **Nimo**, the Customer Services Manager for patiently and promptly addressing all my concerns/queries regarding my furnace

issues. It is rare that I encounter such a caring professional in the service business who continues to provide me with practical technical advice as well as ensuring a peace of mind. Nimo, your actions and attentions are much appreciated.”

- **Mr. Tam, Mississauga**

Start to Finish, A Great Customer Experience!



"Just had an AC install and I cannot believe, start-to-finish, how professional and polite AtlasCare staff were. From **Jeff**, the sales dude ... to **Laura**, in customer service/scheduling (not sure... she booked us and kept the flow of paperwork going) to the super quick and efficient **Gabriel & Adam** who came (in the rain) today and set us all up. So far all points of contact with Atlas

have been sterling. We had called a few other places for quotes and frankly, Atlas left them all in the dust. The 10-year parts & labour warranty rocked and we're super glad they had LENNOX because the last AC we had was garbage (came w/ the house and we're not surprised it died, frankly)."

- **Tracy Gee, Burlington**

Service



"Service Technician **Alex B.** arrived right on time, was clean, friendly and efficient. He took the time to explain the maintenance that he had completed on our furnace in

language I understood. We have always had good service from this company but this young man was exceptional."

- **AtlasCare Customer**



Two installers, **McCloud** and **Josh** arrived on time. Wore booties and put a rug from the front door, down the stairs to the basement where the air conditioner was. Introduced themselves, very professional. They took away the old air conditioner, swept up the area they worked in and left the furnace room immaculate. Very personable as well as competent. Would have no hesitation in recommending Atlas to anyone in the future." - *AtlasCare Customer*



Replace Furnace and Air Conditioning



"AtlasCare is professional, knowledgeable and takes the time to explain every detail of the process to replace a furnace. My furnace was red tagged as there was CO₂ leaking in the house and a fire hazard due to water dripping from the shower upstairs. From **Margaret** providing a detailed estimate to the Service Technicians who ensured all the flooring and

carpet was covered, to installation on a cold winter day, supplying us with heaters, to clean-up **Mark** and **McCloud** were amazing! Overall it was an excellent experience and I would highly recommend AtlasCare for any HVAC needs."

- **Susan, Brampton**

Furnace Repair



"Our furnace broke down the other night. We called other companies, but no one answered their phones, or returned our calls. Then, my husband found the number for AtlasCare, which he'd gotten awhile back from a friend. Well, didn't we get immediate action! **Brendan**, the first technician, got to our house in about an hour, quickly assessed the problem (a part had corroded), ordered the part, and said another technician would

be back to install it. The part came in within two days, which is when **Kyle**, the second technician, came to install it. He was extremely efficient, knowledgeable and professional (as was, Brendan), and installed the part within half an hour. No fuss, no muss. Also, what really impressed us, was their respectful and respectable manner."

- **AtlasCare Customer**

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Very professional and efficient emergency replacement of our boiler (in a house with radiator heating) after routine maintenance discovered a significant problem. Also replaced our rental water heater with a high efficiency model - long hot showers finally! We also have our air conditioning system through Atlas Air / AtlasCare. We have used them for 20 years - the technicians and all other employees, including those who schedule appointments and particularly Rudy, are highly skilled and professional and have never let us down." - **Kris, Toronto**

Duct Cleaning



"**Anthony** and **Ricardo** arrived promptly, explained in detail what the procedure was, rolled out carpets to keep the floor clean, and

did a thorough cleaning job. I was very satisfied."

- **Linn Macdonald, Old Toronto**

Furnace/AC Installation, Duct Cleaning



"AtlasCare staff were helpful, knowledgeable, and professional. They explained what they were doing and answered all of my questions. There were a few tricky aspects to the installation which required troubleshooting - they problem-solved calmly and cleverly.

Anthony (duct cleaning) was particularly professional and arranged his work so it caused minimal disturbance to my infant child."

- **AtlasCare Customer**

Household Duct Cleaning



"Fabulous service. Explanation of procedure perfect. **Deshawn** and **Ricardo** very polite and considerate. Kudos to AtlasCare on

employees and service. Will be in touch for further services in the future. "

- **Joan Carrington**

Air Duct Cleaning & Dryer Vent Cleaning



"We use AtlasCare for regular maintenance of our furnace & AC. Recently bought a water heater from them. Had a home reno last spring which did create some dust. Decided to have AtlasCare clean the ducts. Trust them and I'm fed up with aggravating telemarketer calls from dubious sources wanting to clean ducts. AtlasCare had a sale which came in handy. Decided to throw in a drier vent cleaning as well. Crew of two arrived on time and were

finished both tasks in under two hours. Very polite young men. Wide range of payment options. Got a loyalty discount as well which is much appreciated. During the duct cleaning, a wire in the furnace humidifier was accidentally cut but they called AtlasCare office right away and arranged for a technician to drop by later the same day to fix that issue. AtlasCare is a very good vendor."

- **Blake G.**

KUDOS



Hi Daniel,
Your customer left a message regarding your visit last week. "Just wanted to say thank you for the great service I received at my city house yesterday. Furnace was out and the trouble was a broken thermostat. You always give me great service. Happy New Year to all your service personnel". **Great work Daniel!**

To	Ricardo, Abdel
Subject	Nice work!
<p>Another happy customer contacted Atlas to say how pleased they are with the duct cleaning service you provided. You were at her house on November 24th and she was delighted at how nice the two of you were. Not only did you represent the company very well, but you did a great job!</p>	
To	Abdel, Adam
Subject	Another job well done!
<p>On Friday December 1st you provided duct cleaning for Mr. R. He called yesterday to say how pleased he was with the service you provided. He found it so refreshing to have such polite individuals in his home, let alone the fact that you were efficient and very tidy.</p>	
To	Anthony
Subject	Great work Anthony!
<p>Your customer called wanting everyone to know what a wonderful and charming technician you are. She was delighted to have you in her home and you're welcome anytime.</p>	
To	Marlene
Subject	Keep smiling.
<p>It's not often that a customer calls back to thank one of our customer care representatives for calming them down and resolving their issue. But today was the day. Mrs. D. called to thank you for just that. She said you were polite and happy on the phone and she really appreciated it. Plus, you resolved her issue which made her very happy. Good job Marlene... and good job to everyone else in customer care.</p>	
To	Abdel, Steven
Subject	Great work gentleman!
<p>Your first duct cleaning appointment just today called. She was very impressed with the duct cleaning service you provided. She felt you were very thorough and professional. She could not have asked for nicer guests in her home.</p>	
To	Tedros, Nasir
Subject	Have a nice day!
<p>Great job on the installation yesterday. The homeowners called and were thrilled with the service you provided. You did an amazing job!</p>	
To	Jermaine
Subject	Good job!
<p>An AtlasCare customer called earlier today. She wanted the world to know that she was thrilled with your service last week. She felt you were very professional and did a great job.</p>	

To	Chris
Subject	Great work Chris!
<p>Your customer called asking that I let management know what a wonderful technician you are. She appreciated the fact that you were patient, polite and took the time to explain everything you did.</p>	
To	Mat and Adam
Subject	Great work gentleman!
<p>Your first duct cleaning customer from today called. He was very impressed with the duct cleaning service you provided. From the moment you walked into his house and greeted him to the moment you left he was impressed with your professionalism and thoroughness.</p>	
To	Alex
Subject	Great job!
<p>I just got off the phone with Mr. H. who was absolutely thrilled with the service you provided today. He couldn't get over how polite you are and found it so refreshing.</p>	
To	Kyle
Subject	Great job!
<p>I just got off the phone with a customer who was very happy with the service you provided today. He said you were very professional and thorough and feels you are a "top notch" service technician.</p>	
To	Alex
Subject	Great job!
<p>I just got off the phone with Mrs. B. You were at her house today and she was thrilled with the service you provided. She said you were polite, efficient, honest and surpassed any expectations she had for her appointment.</p>	
To	Anthony
Subject	Great job!
<p>A customer also called regarding her appointment. She was thrilled with the service you provided and thinks you are a very nice man and great technician. She would also like to compliment AtlasCare on the hiring of our technicians and the training we provide them with.</p>	
To	Kyle
Subject	Good job!
<p>Mr. E. called after you were at his property today and had nothing but great things to say about you as a person and technician. He felt you went above and beyond the call of duty to explain and answer any of his questions and felt you were very competent. Good job!</p>	

To	Anthony
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Subject	Great job!
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I received a phone call from Mrs. H. who was thrilled with the service you provided. She thought you were very professional, thorough and polite.

To	Ricardo, Anthony
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Subject	Way to go!
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Your customer called and wanted everyone to know what a "great" job you both did yesterday. He was impressed with your explanation of the duct cleaning process and felt you did an exceptional job.

To	Jermaine
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Subject	Good job!
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Mrs. S. just called to say how wonderful you are. She said you "couldn't have been nicer" and you were a great technician. She will have her daughter post a review on Homestars. Good job!

To	Leo
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Subject	Have a great day!
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Your service customer called yesterday. She tried to go on Homestars to provide a review about your great service but was unable to. I told her I would let everyone in the company know that she feels "you are a great technician and very thorough".

To	Paul
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Subject	Good job!
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Mr. R. in Toronto left a message thanking you for the great service you provided when you were at his property on December 31st. He was very grateful you fixed his furnace.

To	Stephanie
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Subject	Have a great day!
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Your customer left a message saying how happy she was with your service this past Friday. She said you were very courteous, efficient, polite and informative. It's always nice to get positive feedback.





The best team in the GTA!





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CULTURE BOOK BY



the letter

