



Dear Nicole MacIntyre, Editor-in-chief,
Toronto Star

The Heating, Refrigeration and Air Conditioning Institute of Canada [HRAI] shares concerns about the unethical behaviour of some companies in the heating and cooling industry in Ontario ["In Hot Water," January 27] and echoes some of the advice for consumers offered in the article. As an organization committed to promoting ethical standards in the HVAC industry, HRAI urges consumers to educate themselves before making purchases of home heating and cooling products and services.

HRAI member companies adhere to a strict code of ethics and must provide documentation of appropriate licensing before they are approved as members. While there are no guarantees of quality or competency, this process provides some due diligence for consumers seeking trustworthy contractors.

The company referenced in the article is not a member of HRAI.

Unfortunately, the scourge of door-to-door and other questionable sales tactics remains, despite efforts by the Ontario government to curtail such activity. HRAI has actively advocated for more effective regulation in this area and has worked to ensure that consumers can trust the services they receive from our sector.

In addition to the advice provided by the article, HRAI urges consumers to do advance research before making major purchases by visiting our consumer resource site [<https://www.hrai.ca/consumer>], which includes practical advice [including how to avoid potential scams] as well as a contractor locator that identifies qualified contracting firms that meet our membership criteria.

Informed consumers are empowered consumers.

Thank you for considering our perspective on this important issue.

Sandy MacLeod, President and CEO

cc. Duncan Hood, Editor, TO Star Business Section