

# Chairman's Note

---

Another year, another AtlasCare Culture Book! These books have quickly become a favourite tradition for me, and a wonderful way to remember the highlights of past years.

There's no question that we take our work very seriously at AtlasCare. Our customers' safety and comfort are urgent priorities, and we are always looking for ways to improve our service and processes. Heating and cooling is a fast-paced industry, and staying on the cutting edge requires hard work and dedication.

As this book proves, we also have a lot of fun together! From birthdays to holidays to community involvement and even our "I Care" Culture Event, AtlasCare staff are always ready to embrace the lighter side of life. I think this is an essential element of our success.

We hope you will once again enjoy reading through these pages and reflecting upon all the moments that made 2013 such a great year for our company.

Thank you and here's to an even better 2014!

Sincerely,

*Roger Grochmal*

Roger Grochmal  
Chairman



# President's Note

---

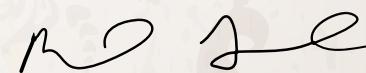
Welcome to the 2014 AtlasCare Culture Book! It's our biggest and our best yet.

As we were preparing this book for printing, I had the opportunity to go back and review all of the "Perfect 10" HomeStars reviews that our customers submitted over the past year. I always pay close attention to these reviews. Reading through them all at once really drove home the big difference that our work makes in our customers' lives. What an incredible team we've become!

I'd like to extend a heartfelt thank you to all AtlasCare employees who always go above and beyond the call of duty. You are the heart and soul of this company and AtlasCare would not be the company it is today without you!

A special thank you to our loyal customers for trusting us with your family's comfort and safety. We look forward to serving you in 2014 and beyond.

Sincerely,



Michael Grochmal  
President





**AtlasCare®**  
Heating + Cooling

*Always there when you need us*

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

© AtlasCare 2014.



2590 Bristol Circle, Unit 1, Oakville, ON, Canada L6H 6Z7

**F** (905) 829-2025  
**E** info@atlascare.ca  
**W** www.AtlasCare.ca

Burlington (905) 331-5751  
Hamilton (905) 561-8774  
Mississauga (905) 829-1296

Oakville (905) 829-1296  
Stoney Creek (905) 662-8752  
Toronto (905) 626-1785

# Table of Contents

8	<b>Our Brand Foundation</b> <i>Our promise to our customers.</i>
10	<b>AtlasCare on the Job</b> <i>Candid shots of AtlasCare staff doing what they do best!</i>
18	<b>AtlasCare Staff Speak Out</b> <i>Staff reveal what working for AtlasCare is really like.</i>
26	<b>Remembering our “I Care” Culture Event</b> <i>We look back at a highlight of the past year that is shaping our future.</i>
30	<b>Keeping us on the Cutting Edge</b> <i>Reflecting on VP Installations Dick Thomas’ term as Chair of the Toronto chapter of HRAI.</i>
32	<b>Customer Fan Mail</b> <i>A selection of very special letters customers have shared with us this year.</i>
38	<b>2013 Service Awards</b> <i>Recognizing the winners of the Silver Fox and Sunshine awards.</i>
40	<b>AtlasCare Named Employer of the Year</b> <i>One of our proudest accomplishments of 2013!</i>
42	<b>Thanks to our Marketing Partner</b> <i>We pull back the curtain and reveal our behind-the-scenes marketing partner.</i>
44	<b>AtlasCare Raises \$29,000 to Fight MS</b> <i>Our annual golf tournament is our special way for us to give back.</i>
46	<b>AtlasCare Having Fun</b> <i>Sure we work hard, but we also know how to play.</i>
58	<b>2013 “Perfect 10” Customer Reviews</b> <i>A selection of “Perfect 10” reviews posted on HomeStars.com over the past year.</i>

# Our Brand Foundation

The **AtlasCare** brand defines the unique qualities that make us different from every other HVAC and home services company. Our promise to our customers is:

Always there when you need us.

**Our Vision:** To be Southern Ontario's most trusted source of heating and cooling services for homeowners who value exceptional care.

**Our Mission:** To deliver fantastic experiences that have a lasting impact on the lives of our customers.

**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.

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

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

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

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.

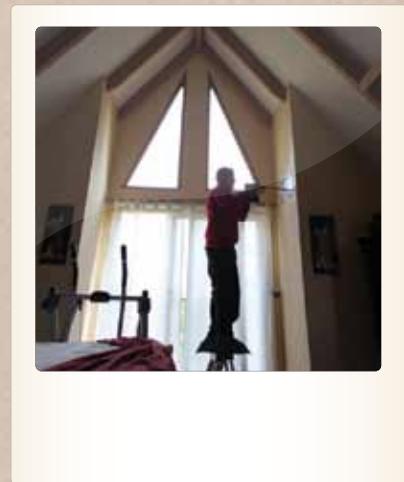
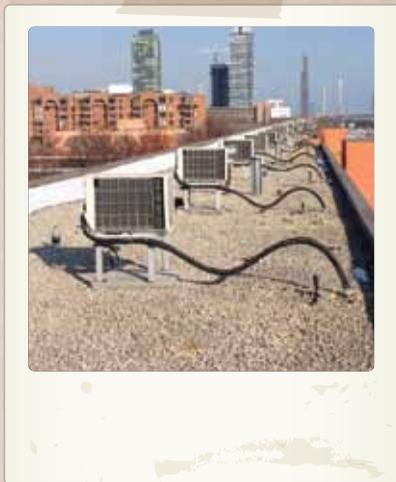
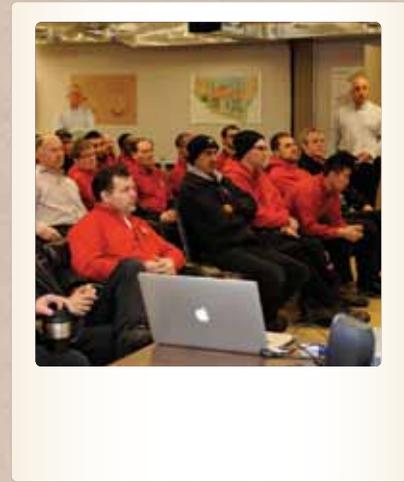
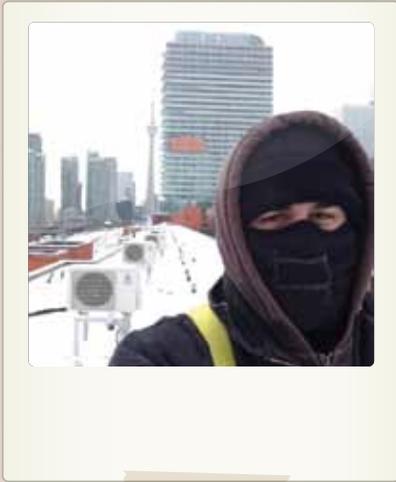
AtlasCare Succeeds Because I Care.

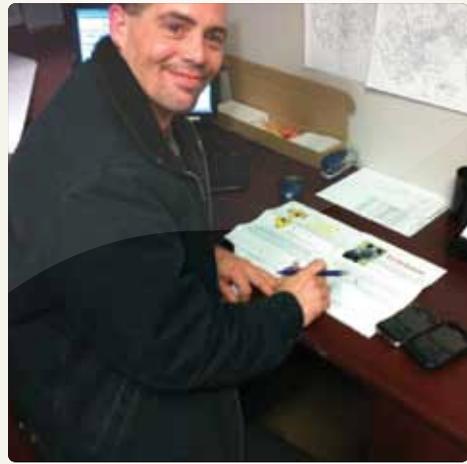
# AtlasCare Succeeds Because I CARE





# AtlasCare® on the Job









# AtlasCare®

## Staff Speak Out



*“ The quality of work at AtlasCare is unmatched in the industry, from our service to our technical knowledge to the way the company takes care of our employees. The highlight of my year was when AtlasCare gave me a congratulations card when my child was born. It’s amazing to know that when I get up in the morning, I’m going somewhere I enjoy.”*

**McCloud Rego**

INSTALLATION TECHNICIAN  
9 YEARS WITH ATLAS CARE

*“ I have never had the pleasure of being employed by a company who puts this much effort into making me feel welcome when I arrive in each morning. Collectively, AtlasCare makes up some of the most interesting and intelligent people I have ever worked with.”*

**Adam Clarry**

SYSTEMS ANALYST  
1 YEAR WITH ATLAS CARE



*“ I love the fast pace at AtlasCare—I can honestly say that I have never been bored in all the years I’ve worked here. What really keeps me going is when a customer takes the time to call or write to say thank you for a job well done.”*

**Marlene McLeod**

INSTALLATION COORDINATOR  
32 YEARS WITH ATLAS CARE





“ At AtlasCare, we take a lot of pride in what we do. All of our sales representatives, installers, service technicians, duct cleaners and office staff make sure that our customers’ comfort is the number one priority. I’ve also never worked anywhere that not only allows, but encourages nerf gun battles.”

**Erin Kiers**

SALES SUPPORT COORDINATOR  
4 YEARS WITH ATLASCARE

“ The work we do for our customers at AtlasCare is unique in the industry because we provide ISO quality-assured service with a personal, family owned touch. I am very proud of and motivated by all the positive feedback we consistently receive from our customers after helping solve their heating and cooling needs.”

**Ron Robinson**

HOME COMFORT SPECIALIST  
39 YEARS WITH ATLASCARE



“ AtlasCare has a very unique company culture. Everyone here is treated more like best pals than coworkers, which makes for a relaxed but very productive atmosphere. Working in a great environment like AtlasCare and making a living helping others in need is a double win for me.”

**Faizal Hussain**

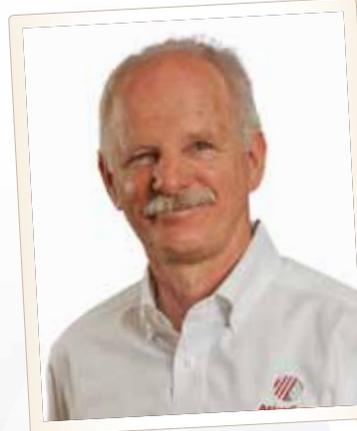
SERVICE TECHNICIAN  
1 YEAR WITH ATLASCARE



“ AtlasCare is always intent on performing the perfect installation or service solution for our customers. This past summer, John, Ricardo and I provided central cooling solutions in very challenging and demanding conditions but we always managed to provide the best and least intrusive solution. We’re very proud to know that we always look after the customers’ best interest and put our best efforts forward.”

**Rudy Hogeveen**

HOME COMFORT SPECIALIST  
28 YEARS WITH ATLASCARE



“ AtlasCare is a company that not only cares about their customers but about all their employees. My favourite memories are always created when we all come together as a company for special events. We interact not only as coworkers, but as friends and as part of a family.”

**Alexandra Wegrzyn**

CUSTOMER CARE SPECIALIST  
1 YEAR WITH ATLASCARE

“ AtlasCare employees always stand behind our service, meaning we will continue working until a problem is completely resolved and return if a problem recurs. I take great pride in my workmanship with AtlasCare and love that everyday brings new challenges and opportunities to help our customers.”

**Al Caruk**

SERVICE TECHNICIAN  
24 YEARS WITH ATLASCARE





“ My AtlasCare coworkers’ positive attitudes motivate me to do my best everyday. When going to work means being in a friendly and exciting environment, it makes your job very enjoyable. AtlasCare truly makes their employees feel needed and appreciated.”

**Daniel Mantei** HOME COMFORT SPECIALIST  
1 YEAR WITH ATLASCARE

“ I recently had to undergo surgery on my hand following a kitchen accident in which I cut both tendons in two fingers. During my time away from work, I received such fantastic support from AtlasCare’s management and staff. Not too many people can say they love what they do or who they work for, but I am truly blessed to be able to say both.”

**Nimo Mansouri** SERVICE TECHNICIAN  
4 YEARS WITH ATLASCARE



“ My favourite memory this year was when Mike Grochmal came into the office and told a bunch of us to put on our AtlasCare bandanas and sneak into a training session to shoot the new employees with nerf guns. We might as well train them early to know that working at AtlasCare means taking a break from our hard work sometimes to have fun!”

**Karen Porchina** BILLING SPECIALIST  
13 YEARS WITH ATLASCARE



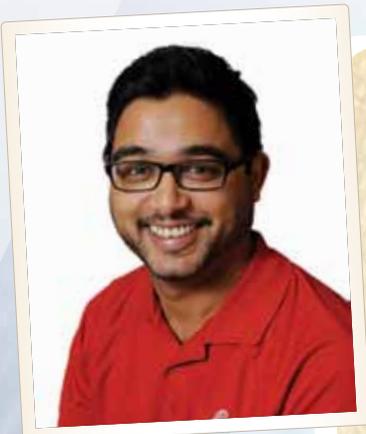
“ AtlasCare’s management really tries to make it a fun place to work, but also one that truly cares for its customers. My coworkers make coming into work everyday worth it.”

**Lauryn Collingwood** ACCOUNTING SPECIALIST  
8 YEARS WITH ATLASCARE



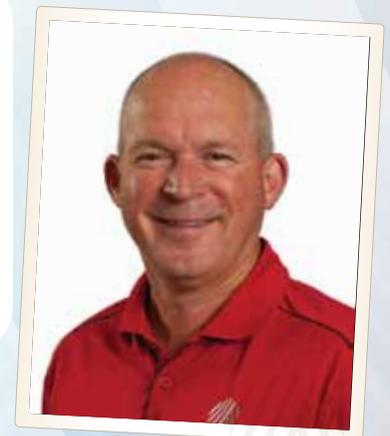
“ I can truly say that AtlasCare employees put their hearts into every install and service and always go above and beyond to ensure that our customers are completely satisfied. We truly are a family at AtlasCare. This is an outstanding company that I am very happy to represent everyday.”

**Nickeel Lad** HOME COMFORT SPECIALIST  
1 YEAR WITH ATLASCARE



“ The highlight of my year with AtlasCare was celebrating 25 years with the company and sharing stories with my coworkers at the Christmas party. Every day at AtlasCare brings interesting challenges in helping our customers stay safe, warm and healthy.”

**Fraser Hillis** HOME COMFORT SPECIALIST  
26 YEARS WITH ATLASCARE





“ AtlasCare is unique because of our commitment to constant improvement. We have many employees who have been here for more than 15 years, which says a lot about how we treat our staff. AtlasCare has provided me with every opportunity to succeed and has even given me a little push in the right direction when I needed it. They not only want to see their employees succeed in the trade, but as individuals as well.”

**Jeff Eaton**

SERVICE TECHNICIAN  
15 YEARS WITH ATLASCARE

“ There were a couple jobs over the past year where the homeowners had had a number of companies in to try and solve their problems before they called us. Then we were able to come in and resolve every issue. Their appreciation for our work is very satisfying. We're a solutions driven company, and we really like coming up with solutions for customers. We don't just sell boxes, we solve problems and we take pride in our work. That's the spirit of this company.”

**John Hart**

INSTALLATION TECHNICIAN  
14 YEARS WITH ATLASCARE



“ AtlasCare's 24-hour commitment to service really sets us apart from other companies and allows us to really take care of the customer, whenever they need it. Being able to provide people with an important service, while always learning something new, keeps me motivated every day to do my best.”

**Adam Castaldi**

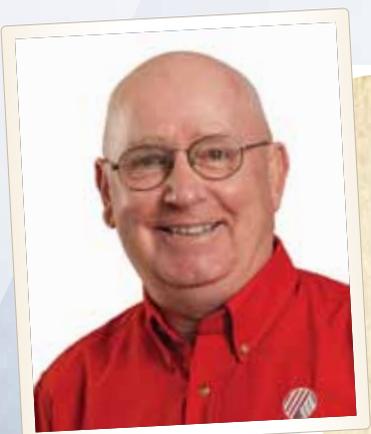
SERVICE TECHNICIAN  
1 YEAR WITH ATLASCARE



“ What sets AtlasCare apart is the quality of our work and the workers themselves. We're like a big family. At the end of the day we all have each other's backs—we make sure everything's done safely and we look after one another.”

**Neil Campbell**

INSTALLATION TECHNICIAN  
7 YEARS WITH ATLASCARE



“ Our company culture is very unique compared to other, larger companies. I've worked for some companies where half the people there wouldn't even know your name. AtlasCare is the exact opposite. The employees are very close, which makes for a friendly environment. Knowing you will be spending the day with friends, not just co-workers, makes you walk into work with a smile on your face.”

**Dave Travers**

WAREHOUSE SPECIALIST  
10 YEARS WITH ATLASCARE

“ Every day at AtlasCare is a total team effort, from the dispatchers, to the technicians, to the warehouse guys. We also receive great input from the management so we know what is expected of all employees. I love the challenge we face everyday and knowing that at the end of a job, the customer is happy.”

**David Nelson**

CLEAN AIR TECHNICIAN  
3 YEARS WITH ATLASCARE



# Remembering our “I Care” Culture Event

## One November Morning...

At 6:00 am on Thursday, November 12, 2013, we closed our offices and invited our staff to attend a very special “**secret**” event. To our knowledge, this was the first time in our 82 year history that our Company has closed during a workday. What could be so important? There was much speculation as everyone boarded two yellow school buses for a secret destination and what had been described in the invitation as “**a very important meeting about the future of the company.**”

## The Secret Destination Revealed

The two buses arrived at the mystery destination, which turned out to be McMaster University’s Ron Joyce Centre. After breakfast, each staff member was given a copy of our 2013 Culture Book as well as a sealed envelope, which they were asked not to open. Then, everyone took their seat in the Ron Joyce Auditorium and waited for the presentation to begin.



## “I Want us to be the Absolute Best Place to Work. Period.”

AtlasCare’s President Mike Grochmal began the meeting with an inspiring message that was about caring and being the best: “*I want us to be the absolute best place to work,*” he said.

Then, our Chairman, Roger Grochmal, took the stage and spoke eloquently about how important our unique family values have been to our success. He recalled the many changes that the company had taken since parting from the Climate Care group seven years ago—a journey guided by Roger’s desire to deliver exceptional service to customers looking for exceptional care.

Roger recalled the Company’s industry leading commitment to delivering consistent quality service to customers. He noted that he was incredibly proud of our ISO certification, especially considering that we are the only residential heating and air conditioning contractor in Canada to adhere to this rigorous standard.

AtlasCare has grown substantially over the last few years—something Roger attributed to our website, our dynamic management team, as well as “the best field technicians in the business.”

Roger then talked very personally about his own journey as CEO since buying the Company in 1986, and making preparations for the Company to prosper under the leadership of his son, Mike.

*“AtlasCare has come a long way and has an incredibly bright future,”* said Roger.

## “Our Mission is to Deliver Fantastic Customer Experiences.”

Mike explained that a cultural reset was needed to remind everyone that AtlasCare is in the business of delivering “**fantastic customer experiences.**” It’s no longer enough to depend on some motivated employees to carry the rest. The only way AtlasCare succeeds is if every staff member cares deeply about what they do and the people they serve.

The climax of the event saw every AtlasCare employee stand up and declare: “**AtlasCare succeeds because I care!**” It was a moving display of commitment, and a sign of exciting things to come for our company.



# AtlasCare Succeeds Because **I CARE**

*“Every morning I spring out of bed, anxious to get to work; not because I have to, but because I want to. Why? It’s simple—it’s because every day, great things happen at AtlasCare.”*

- Phil Hanna, VP Sales and Marketing

*“We’ve always been considered industry leaders... there is no other contractor that compares to AtlasCare.”*

- Dick Thomas, VP Installations



# Keeping us on the Cutting Edge

## AtlasCare's Vice President of Installations Finishes Term as Chair of the HRAI Toronto Chapter

After 37 years as an AtlasCare icon, there's not much that Vice President of Installations **Dick Thomas** has not done. But from late 2011 through early 2014, Dick volunteered his unparalleled expertise to the industry in his first term as Chair of the Heating, Refrigeration and Air Conditioning Institute of Canada's Greater Toronto Area Chapter (HRAI), ensuring that **AtlasCare remains at the forefront of innovation and leadership.**

Dick has consistently contributed to AtlasCare's long history of involvement and leadership in the HRAI throughout his career, having served as a general member, Vice Chair and, ultimately, as the GTA Chapter Chairman upon being chosen for the position by the chapter's executive committee.

Dick's HRAI chairmanship overlapped with that of AtlasCare Hydronics Specialist Ron Robinson, who completed his term as the HRAI's National Chairman in 2012.

## AtlasCare Leadership Makes a Difference

Under Dick's leadership, the Toronto area HRAI chapter saw its average meeting numbers double in 2013. It also hosted the first ever visit by the Ontario College of Trades, a visit that kicked off a series of talks by the College at other HRAI chapters around the province.

The HRAI is a national association that represents more than 1,300 heating, ventilation, air conditioning and refrigeration manufacturers, wholesalers and contractors. The HRAI was created to provide leadership and training programs to aid in the advancement of its members' businesses and technical expertise. It also strives to promote a code of ethics for consumer protection and safety while also providing customers the tools and information needed to guarantee total indoor environment comfort.

In addition to helping improve the wider industry through his work, Dick's contributions to the HRAI have also proven invaluable to **AtlasCare's reputation as an industry leader.**

## Staying Ahead of the Curve

"Being heavily involved in the HRAI means that we are hearing about new and important issues in the industry at the start," explains Dick. "Others, who are not involved, likely will not know that there is an issue until it has been there for a long time. It helps us stay organized and makes sure that we are doing our due diligence to get the best results for AtlasCare."

While Dick's term as Chair of the Toronto HRAI chapter has come to an end, he will remain heavily involved with the chapter in 2014 as the Past Chair. And Dick intends to continue offering his decades of experience in the industry to further the association's scope and success.

Thank you, Dick, for your significant contribution to AtlasCare and the heating and cooling industry.



Dick Thomas

# Customer Fan Mail



AtlasCare has truly unique relationships with each and every one of our customers. Whether we get feedback through HomeStars, email, over the phone or in person, we love hearing about how much customers appreciate our staff going above and beyond to provide exceptional service.

Here are just some of the wonderful letters our customers have shared with us this year:

## Great Service Any Day, Any Time

BY **PATRICIA S.**, JANUARY 2014

*Just a little note to thank you for your prompt service when my furnace quit New Year's Eve. I wasn't sure I would get help but when I called your office at 10:10 p.m. I spoke to a lady who said she would get someone to call. Twenty minutes later your technician phoned, told me to turn the furnace off and then on at the switch while he stayed on the line. I did it and the furnace came on. He said he'd call back in 10 minutes but when he did I told him it had quit again. He said he would be here and 10 minutes later he was. He fixed a loose igniter cable and by 11:30 p.m. the job was done. His name is **Andrea Pistore**.*

*I never thought I would get help on New Year's Eve, it being a holiday and at night, but I did quickly and am so grateful.*

**Thank you again for your help. It was much appreciated on such a cold night.**

*Happy New Year to you all.*

*"I never thought I would get help on New Year's Eve."*

## A Fast and Clean Installation

BY **JANICE & JOHN G.**, JUNE 2013

*We have been through the first hot weekend of summer and now a nice cool spell. The SpacePak air conditioner AtlasCare installed has worked beautifully. The house cooled and dehumidified really well, including the basement.*

*We want to say thank you to "the boys" for a job well done. **John** and **Mark** did an excellent job. **The installation went very smoothly and, to our pleasant surprise, very cleanly.** We honestly thought that we would be in for a major cleanup*

*The fellows are to be commended for the precise manner in which they undertook the various tasks associated with the project. In particular all of the ductwork is completely hidden from view and works very efficiently.*

*Last but not least, we would like to thank **Rudy** for indulging us while we considered the options. His knowledge of the system, preliminary layout, confidence in your installers and his oversight of the project were all very gratifying.*

*We have been AtlasCare customers for a long time and, once again, you have justified our faith in the company.*

*"We want to say thank you to "the boys" for a job well done. John and Mark did an excellent job."*





## Stand Out Customer Service

BY **MARION & JOHN M.**, DECEMBER 2013

We have just experienced a very competent and caring service from your outfit. The names I have on hand are **Erin Kiers** on the telephone and technicians, namely **Brendan Evans, Chris W., Dag, Steve, Adam** and sales representative **Daniel Mantei**.

We have had an AtlasCare contract for many years for our air conditioner. On Saturday, November 30th, we had no heat. When we called our regular furnace service contractor we were told they could help us possibly within 24 hours. And we kept being told someone would call us in the next 2 hours. No one ever called.

In exasperation we called your company at 11:30 p.m. and were told a technician would come immediately from Stoney Creek to hopefully fix our problem. As we have gas fireplaces we thanked the man and said the next morning would be soon enough. On Sunday, December 1st we received the first service call and thankfully we had some satisfied service. After many times with the furnace failing (your staff attempting to fix the problem) and the prospect of just replacing the circuit board, we decided to replace our 19-year old unit.

We now have an AtlasCare Protection Plan and a new York furnace.

We have raved about AtlasCare and think we should mention how pleased we are with the excellent staff that you have.

*"We have raved about AtlasCare and think we should mention how pleased we are with the excellent staff that you have."*

## Two Thumbs Up For AtlasCare

BY **WAYNE N.**, DECEMBER 2013

*First of all I would like to say thank you for cleaning my furnace and fireplace this morning.*

*I have to say something about your representative **Mr. Brendan Evans**. I would like to personally say thank you to him as well. **This gentleman was very courteous, polite, answered any and all of my questions that I asked him and he took his time to service my furnace and fireplace.** It was as if he was taking care of his own furnace and fireplace.*

*It was indeed a pleasure having him in my house. As soon as he entered my house, he took the time to put on the slippers over his boots. That is very important to me as I have a lot of hardwood flooring. He put the slippers on before he even saw what kind of floor I had. Many service representatives do not do this. Your employee also treated me with the utmost respect and I appreciated that as well.*

*If these are the type of employees that you hire, then I wish to say that you appear to be in tune with what the customers are impressed with in a good service representative. Keep up the good work!*

*Two thumbs up for AtlasCare Heating + Cooling for hiring this person!*

*"It was as if he was taking care of his own furnace and fireplace."*

## The Perfect Service Experience

BY **GAIL D.**, MARCH 2013

*I work in customer service myself and so I know the importance of quality customer care. I would like to compliment you on yours. I have always been very pleased with your service. **Today, when my furnace quit I really appreciated your prompt service and honesty.** The young man who came today was so polite and friendly, just like every one of your service technicians who have come here in the past. Congratulations on your perfect service.*

*"Congratulations on your perfect service."*



## Giving Back to Our Community

BY **DAVE O.**, JUNE 2013

*This past Wednesday I attended the Annual Meeting for Community Living Mississauga. I was very gratified to see that AtlasCare has been awarded Employer of the Year by the association.*

*I have been a volunteer for the association for more than 25 years, as we have two daughters who receive support from CLM. Many employers are reluctant to see beyond a disability and fail to see abilities.*

*I am pleased both as a long time customer of your company and as a volunteer for CLM to see the participation of AtlasCare in a very important community responsibility. Well done!*

*"I was very gratified to see that AtlasCare has been awarded Employer of the Year by the association."*

## Reliable Service, Every Time

BY **FRANKIE T.**, MAY 2013

*Last year in December, our furnace broke down after being diagnosed by **Nimo**. We ended up purchasing a new York high-efficiency furnace that was installed by **McCloud** and the team.*

*This evening, after returning from a business trip, my wife asked me to check why our house was so warm, despite the thermostat stating the AC was on. When I went outside, there was no power.*

*I called the after hours service line and within 5 minutes, Nimo called and retrieved some info from me. Just 20 minutes later, he came over and ended up resolving the issue.*

***I have owned 3 houses, had furnaces installed at all 3 homes, and I can say that AtlasCare is the best company that I have come across.***

*I am sure that it's not a surprise to you that it's your employees that make most of the difference. Nimo, in the two times that I have dealt with him, is highly professional, an excellent technician. He truly provides superior customer service.*

*It's employees like Nimo and the dependability of your service that would make me recommend you to anyone that I know who may be looking for heating and cooling solutions.*

*"I am sure that it's not a surprise to you that it's your employees that make most of the difference."*





# 2013 Service Awards

---

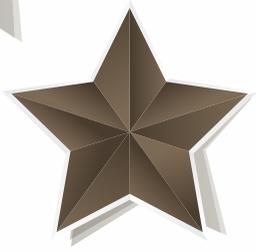
## The Sunshine Award



### Lauryn Collingwood

The Sunshine Award is given to the person who best demonstrates the character of AtlasCare; this includes being caring, professional, respectful, enthusiastic, creative and fun loving. The recipient goes above and beyond and exhibits a passion for customer care, for both internal and external customers.

*Past winners of this award include Nimo Mansouri and Steve Crozier.*



## The Silver Fox Award

### McCloud Rego

The Silver Fox Award is given to the service or installation technician who best embodies the values of AtlasCare; this includes trust, family, passion, building relationships, technical excellence, continuous learning and health. This recipient uses creative solutions to deliver excellence in customer care, both for internal and external customers.

*Past winners of this award include Al Caruk, Gurmeet Mann, Jeff Horton and John Hart.*



# AtlasCare®

## Named Employer of the Year

One of the proudest moments for our company this year was when **AtlasCare was named Employer of the Year** by Community Living Mississauga, a not-for-profit organization that provides support to individuals with intellectual disabilities to help identify and achieve their goals.

AtlasCare received this award for its “tremendous support of Community Living Mississauga” and our **ongoing commitment to improving the lives of adults in our community with intellectual disabilities.**

“This award is a huge honour and a highlight of our year,” said AtlasCare CEO Roger Grochmal. “Thank you to **Dick Thomas, John Collins and Steve Crozier** for helping make this program a big success.”

The Employer of the Year award was presented to AtlasCare on June 19 at Community Living Mississauga’s Annual General Meeting and Celebration.

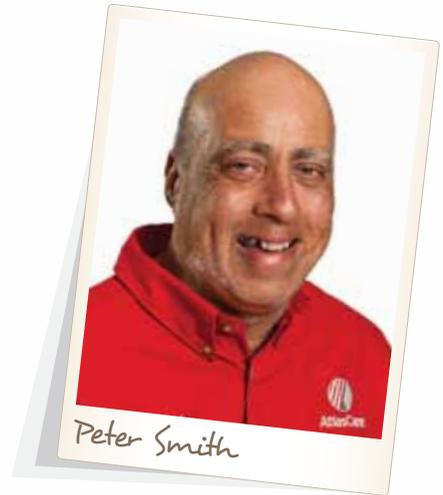


Roger Grochmal accepts the Employer of the Year award from long-time employee Peter Smith and his job coach, Heather Bucci, at Community Living Mississauga’s Annual General Meeting in June 2013.

## Our Tradition of Giving Back

Twenty years ago, VP Installation Dick Thomas’ wife Diane, a special education teacher at Applewood Acres, now Applewood School, approached AtlasCare, asking if we had any work for some of her students. Since then, AtlasCare has employed many individuals with intellectual disabilities in a variety of roles.

More than 15 years ago, **Peter Smith** was hired to a position in the warehouse to complete general maintenance duties. Peter is currently responsible for ensuring the warehouse is orderly and for general building maintenance. **He is never late, and comes to work each and every day with a great attitude and a willingness to help.**



Eight years after hiring Peter, AtlasCare added yet another iconic member of our family in **Tatiana Tejerina**. As an important member of the Administrative Department, Tatiana is essential to maintaining customer documents, creating new files and ensuring the filing is done accurately.

Together, Peter and Tatiana are examples of what makes AtlasCare a special place to be.

## Creating a Supportive Work Family

“Through this program, we have learned that if you care for your staff and give them the opportunities they need to grow and thrive in a supportive family, it creates an environment where employees can provide outstanding service for our customers and support for one another,” said Roger Grochmal. “We are very proud to work with such a wonderful organization.”



**MARKETING BREAKTHROUGHS INC.®**  
We make mid-sized companies grow.

# THANKS TO OUR Marketing Partner

Since 2009, AtlasCare has worked closely with Marketing Breakthroughs, an Ottawa-based marketing firm that specializes in making mid-size companies, like AtlasCare, grow. They designed and manage our website, help develop and execute our promotions, and play an important role in the growth and success of our company. They even created this book!

Despite their location, the Marketing Breakthroughs team is an important part of our family and our culture. Their CEO Steve Klein travels to our office almost every week to meet with staff and participate in important company events.

We take pride in always being there for our customers, and we appreciate Marketing Breakthroughs always being there for us. The 2014 Culture Book just wouldn't be complete without them.



MB's CEO + Creative Director



MB's Project Manager



MB's Director of Web Marketing



MB's Senior Graphic Designer



MB's Marketing Coordinator + Executive Assistant to the CEO



MB's Manager, Web + Social Media Marketing



MB's Operations Coordinator



MB's Multimedia + Web Designer



MB's Project Manager



MB's New Media Writer + Social Media Marketer



# AtlasCare®

## RAISES \$29,000 To Fight MS



Thanks to a strong show of support by all who golfed, donated or otherwise helped make the **13th Annual MS Mississauga Chapter Golf Classic** a huge success, our community was able to raise **\$29,000** at this year's event to help fund the local Mississauga Chapter of the MS Society of Canada.

AtlasCare was the Presenting Sponsor of this year's golf classic that took place at the beautiful Royal Ontario Golf Club. 72 golfers took the time to come out, enjoy the day and a round of golf, and to help raise money for **MS research**.

*"I would like to personally thank everybody who took the time to participate and contribute to such an important organization,"* said AtlasCare President Mike Grochmal.

*"It has become something of a tradition at AtlasCare that each year our family comes together to help raise money for the MS Society. We are truly proud of each and every one of our employees and customers who consistently seek out ways to contribute."*

This cause is one that is very personal to the Grochmal family and all of AtlasCare. In 2003, Roger's wife and Mike's mother, Kathy, passed away after a 34-year battle with MS. Mike's mother in law also struggled with MS. The Mississauga Chapter of the MS Society played a crucial role in Kathy's treatment during the final years of her life. As such, Mike and Roger take every opportunity to support the organization and the important research that it funds.

This year's MS Golf Classic marked the sixth year in a row that AtlasCare sponsored the event, in addition to our staff taking part in the **Annual MS Society Walkathon**.



*"We want to do everything we can to support the MS Society,"* said CEO Roger Grochmal. *"We are always overwhelmed at the generosity of our friends, partners and customers."*

MS is a debilitating disease that damages the central nervous system, causing severe mental and physical problems. There are currently 75,000 Canadians who suffer from the disease. Together, we can help doctors find a cure.

# AtlasCare®

## Having Fun

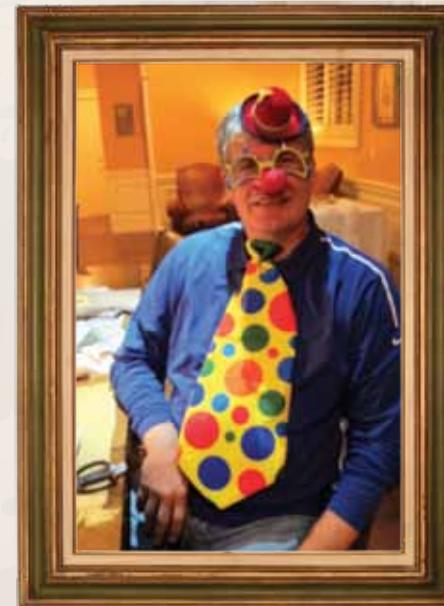
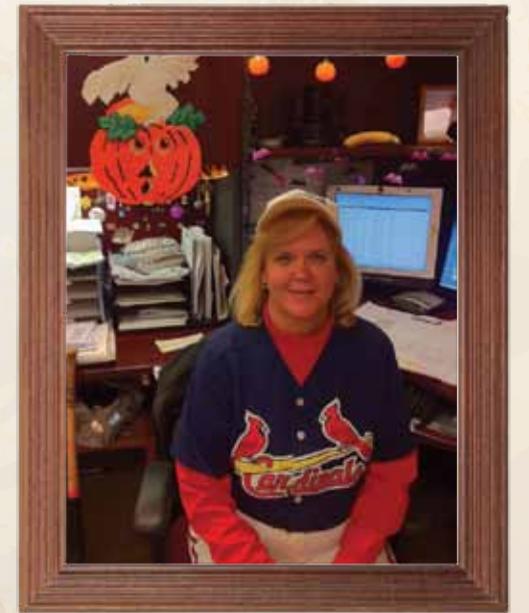


Fun at Work



Fun Committee



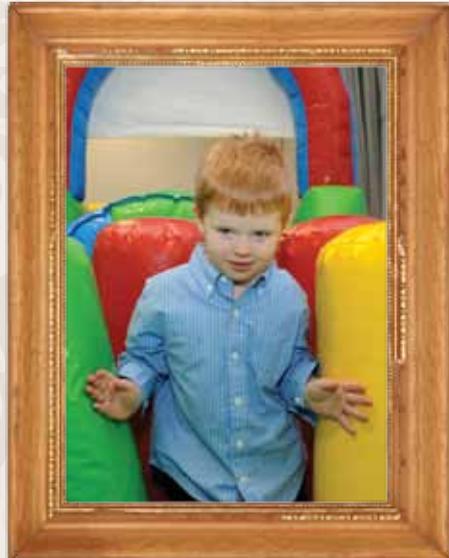


Halloween





**Kids  
Christmas  
Party**

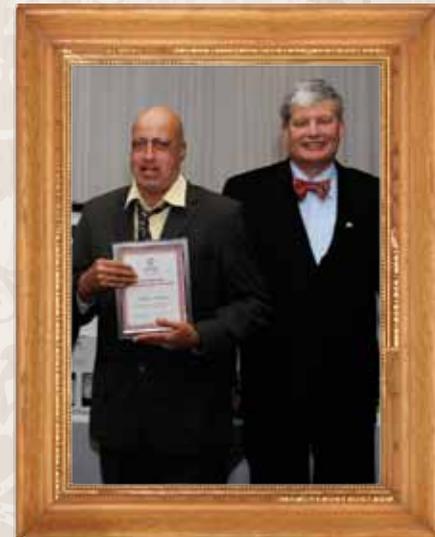
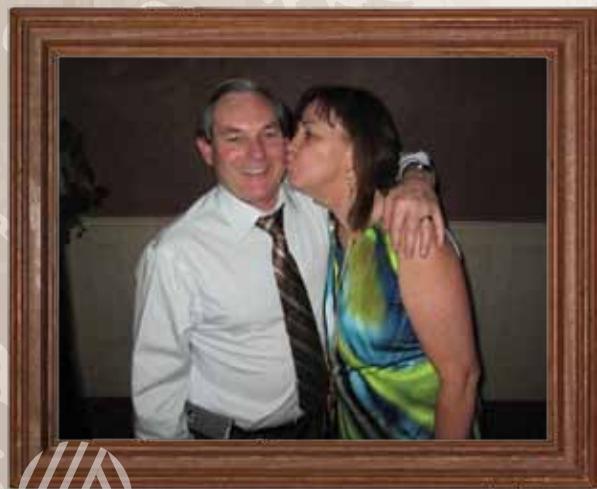




**Christmas Party**







# HomeStars

## 2013 “Perfect 10” Customer Reviews

**HomeStars.com** is an independent website where homeowners from all over Canada and the United States share their experiences with home improvement companies. The reviews reveal the good, the bad and the ugly—homeowners are not compensated for their reviews, nor are they edited. Other homeowners then use these unbiased testimonials when deciding whom to hire for their own home improvement needs.

**AtlasCare** has achieved an amazing **9.7 average rating** and is incredibly proud of the extraordinary reviews that our customers have shared through HomeStars. The following are merely a selection of the **254 Perfect 10 reviews** that we have earned in 2013.

We appreciate it so much when customers take the time to submit a review, and we take each review very seriously. Thanks to the customers who share their feedback, and all the AtlasCare staff who go above and beyond to earn **Perfect 10 reviews!**



## Congratulations and thanks to the stars of HomeStars!

- ★ Adam Nivisi
- ★ Al Caruk
- ★ Alexander Bisnett
- ★ Alexandra Wegrzyn
- ★ Andrea Pistore
- ★ Binyam Tefera
- ★ Chris Dimitrovski
- ★ Christopher Wilson
- ★ Dag Rummeda
- ★ Daniel Mantei
- ★ David Diliberto
- ★ David Grassby
- ★ David Nelson
- ★ David Richards
- ★ Dick Thomas
- ★ Eric Chanthabandith
- ★ Erin Kiers
- ★ Gary Johnson
- ★ Gus Karathanasis
- ★ Haris Becirovic
- ★ Hassan Banat
- ★ James Simmonds
- ★ Jeff Eaton
- ★ Jeff Maund
- ★ Jeffry Horton
- ★ John Hart
- ★ Krste Asanovic
- ★ Kyle Rutherford
- ★ Leo Selvaggi
- ★ Mark Douglas
- ★ Matthew Rylott
- ★ McCloud Rego
- ★ Michael Slusarczyk
- ★ Neil Campbell
- ★ Nicholas Kaklikos
- ★ Nimo Mansouri
- ★ Paul Gilmore
- ★ Ricardo Gomes
- ★ Ron Robinson
- ★ Rudy Hogeveen
- ★ Shane Davidson
- ★ Steven Woods
- ★ Tedros Gebru



### Elizabeth & Scott Stangeland, OLD TORONTO

“As always with AtlasCare - quick response, professional service and cooling system works well. In a follow up to the installation, **McCloud** Rego provided a level of service above and beyond what was expected. He resolved the issue with professional knowledge, but most importantly McCloud acted with integrity and kindness.”



### Paul, NORTH YORK

“Our heating system failed [overnight] which resulted in us losing all heat in our home. I called AtlasCare’s emergency line at 5:30 a.m. and someone was there to answer. She indicated that I would receive a call from a technician by 8:30 a.m. and that he would be coming over the same day. The technician (**Andrea**) called me in the morning confirming he was about 30 minutes away from our house. Once here he proceeded to analyze the problem and determined that the heat pump needed to be replaced. While he didn’t have that part in his truck he called the service manager and they took the necessary steps to order the part on a rush basis. They called me the same evening to confirm they received the pump and would be at my home today (Saturday) to install it by 10 a.m. As expected a technician from AtlasCare (**Chris**) was here this morning and installed the pump. I am happy to report that the heat is back on! I want to thank AtlasCare for going out of their way during the snow storm to analyze the issue, pick up the required parts and come back to install it. Their empathy to my situation was evident and I appreciated the professional and friendly service/advice I received. I recommend AtlasCare to anyone that needs regular maintenance or emergency repairs of their HVAC.”



### Allan Green, STONEY CREEK

“Hottest week of the year & the air conditioning wouldn’t start. Had rescheduled my regular maintenance for medical reasons the week before. **Dag** arrived 20 minutes before the scheduled time & had the air up & running within 15 minutes. Since he’s our regular AtlasCare “service guy” I knew the work would be dependable and efficient. Every time I get a sales call from some other firm I tell them I wouldn’t move away from AtlasCare for my heating/air conditioning needs.”



### Carol Mason, OAKVILLE

“**Nimo** Mansouri of AtlasCare just left and he was absolutely wonderful. Have an ongoing valve issue with our humidifier. He researched the issue based on our discussion and found the valve is still under warranty so no charge for the order/repair! Very professional and prompt service!! Thank you Nimo!”



### Robert W., MISSISSAUGA

“This is a very professional family-run company. The comments and ratings you see on HomeStars are a true reflection of this company. My air conditioner died in the heat wave (after 19 years so it was expected) and I requested information from AtlasCare on their website. I had a phone call from salesperson **Dave** within 20 minutes to set up an appointment. After 19 years I determined it was time to replace all units (air/heat/hot water). Within one week, 3 young men arrived and spent 9 hours replacing all three pieces. They put down a red carpet on my carpet to stop any mess, wore booties when needed. They were very professional young guys. All of my old equipment was taken away, all mess cleaned up totally and the installation was professional. They do everything! They gave me peace of mind and they have the staff to stand behind their products.”



### Beverly, TORONTO

“I recently had my heating ducts cleaned after several years of minor renovations and lots of dust. An email from AtlasCare with a \$100.00 off coupon for duct cleaning was the incentive to call after doing some research on duct cleaning, costs etc. A date was confirmed around my schedule and timing. **Teddy** and **Binyam** arrived as scheduled (minor traffic delay) but called to say they would be a few minutes late. These 2 gentleman could not have been more courteous, thorough, and professional. They explained the process, went about their business with efficiency and cleaned up thoroughly afterwards. AtlasCare is an amazing company and they should be proud of their employees. Would use this company for all of my heating and air conditioner needs.”





## Gene & Jennie Kitagawa, MISSISSAUGA

“ We had AtlasCare install a new furnace and AC on time, at a good price for us who are seniors on a fixed income. The team of **Mike, Grant and Dave** did a fine job. They were very professional and extremely neat and tidy. We have no complaints and they explained what we had to know at the end of the installation. The sales rep **Ron** was very knowledgeable and worked out a fair price to meet our budget. ”



## A.S., TORONTO

“ **Daniel** was the sales rep that visited us. He took the time to answer all of our questions regarding the various furnaces and air conditioners that we could choose from. Of the three companies that we called, Daniel was the most professional and sincere. The gentlemen that came to install the systems were also very professional, friendly, and took the time to answer our questions. They were clean and respectful of our property. We also received a manual with operational and maintenance information for our systems. We were very pleased with our experience with AtlasCare. We highly recommend this company! Thank you. ”



## Luanne, NORTH YORK

“ **Dave and Alex** came to clean our ducts today. They did a great job! They were on time, very professional and polite. They explained the whole process thoroughly and did an excellent job. I would use AtlasCare again. ”



## Terry, BRAMPTON

“ Wouldn't you know it but on the hottest week of the year my 45 year old AC unit decided to die. And with a 21 month old baby in the house it got even more heated in here. **Daniel** was excellent in explaining how things worked and gave me several good recommendations for a new system. I was very impressed with the technicians that did the work. They laid red carpet everywhere and covered everything in my furnace room that could get dirty. They did a great job and handled my house as if it was their own. When they left they left the house in just as good a condition as before they arrived. I would definitely recommend AtlasCare. ”



## Jinny McCreary, OAKVILLE

“ **David** Grassby from AtlasCare Heating and Cooling arrived promptly at 9:00 a.m. as he said he would. Without pressure, using language I could understand, supplying all the information I needed, I purchased a new air conditioner since my old one was done. I found the experience more than excellent and I truly appreciated his wonderful sales ability and pleasing, professional nature. ”



## Valerie Boon, MILTON

“ AtlasCare has always provided very good service but I have to say that on this particular service visit the technician provided excellent service. He noticed a problem right away and took the time to explain the issue and offered tips to keep the system running smoothly. He was extremely knowledgeable, helpful and courteous. I have recommended this company to my friends and family. ”



## Brian Headland, OLD TORONTO

“ We are completely satisfied with our Spacepak Air Conditioning system supplied and installed by AtlasCare. Our only regret is not doing it sooner. Our house is heated via a boiler and radiators so Spacepak was really the only unobtrusive solution to cool the house. This was not an easy install but **Rudy, John and Ricardo** did a masterful job. Another company declined the job claiming it was too difficult. AtlasCare were neat, protecting our house during the install and cleaned up each day. The job was completed right on schedule. AtlasCare agreed to wait to add the final 2 ports at the end of June while we were renovating a bathroom. I would not hesitate in recommending AtlasCare to anyone. ”



## Ruth, OAKVILLE

“ I have been with this company for many years. They always arrive on time or call if they have a problem. **Steve** came to do the spring tune-up on the air conditioner. I found him to be very courteous as he performed his duties in a timely fashion and gave me a verbal as well as a written report. ”



**Ron Brett**, NORTH YORK



“ My yearly maintenance was due last Friday. **Chris** the technician showed up and did a great job checking the furnace. He was prompt on the time that was given to me. I've been very satisfied with the technicians who have come to my home from AtlasCare, esp. **Chris** and **Paul**. Very nice and polite. And I feel I'm very well taken care of. Thanks again. ”



**Ronald Cochen**, MISSISSAUGA



“ **Hassan** serviced our furnace, humidifier and fireplace. He arrived on time, was courteous, thorough and paid great attention to details. As well he provided excellent advice about settings for the humidifier, when to change the filters and information about the furnace. I've always had good servicemen from AtlasCare but he was outstanding and I intend to request him in the future. ”



**Harry**, MISSISSAUGA

“ The guys were great, couldn't complain if I wanted to. Very helpful and professional. Answered all my questions as completely as they could. Always very concerned and watching out for the inside of the house, taking care not to damage or mark up any walls as the entire house was just painted. They were fast but I could see they were taking their time to make sure the job was done correctly. AtlasCare is one of the best in our book. Overall my wife and I couldn't be happier with the service we've received over the years. Many thanks to all. ”



**Karin**, ETOBICOKE

“ I purchased my home in the middle of June, and after 5 days occupancy the air condition leaked condensation. My friend checked the filter and discovered it was so dirty that ice formed in the duct. After 6 weeks the new filter was dirty again, so I called AtlasCare. To my astonishment they booked an appointment for the following day and arrived punctually at the confirmed time. **Matt R.** and **Dave** were professional, courteous and did a great job. The air conditioner runs great! I feel I can rely on them and will certainly use them on a regular basis. ”



**Eileen**, OAKVILLE

“ Received great service! Both the salesperson and the installation people were friendly and very professional. I particularly want to thank **Dave**, **McCloud** and **Derek** for their hard work! I would definitely recommend AtlasCare to anyone looking for a new air conditioner. ”



**Jordan & Nathalie**, ETOBICOKE

“ AtlasCare completed a 'full HVAC system duct clean, test, etc' when we first purchased the house 3 years ago, and we continue to subscribe to AtlasCare's monthly Protection Plan for our old house/new HVAC system. We are quite happy with the level of professionalism of all AtlasCare staff, and the respect shown for our home during regular check-up visits (**Chris** being the most recent example), and the peace of mind knowing they are there for us should we have any issues with our HVAC system. ”



**Andrew Ukrainec**, ETOBICOKE

“ Very satisfied with the replacement of my existing furnace and AC. **Gus** was great to deal with, and answered all my questions. I also had a gas line run to the rear of the house for a BBQ. The installers - **Gary**, **Haris**, **James** and **David** did an exceptional job, and completed the somewhat complex install within one day. I would highly recommend the team to anyone. ”



**Webster**, ANCASTER

“ **Leo** is an extremely thorough and professional technician. He installed a programmable thermostat, patiently set up the menu and made sure I was comfortable with operating the unit before he left. I feel confident now that the furnace has been checked over and I am ready for the onset of cold weather when it arrives. I have been a customer for 15 years and all of the technicians who have serviced my air conditioning, furnace and gas fireplaces over the years have been equally thorough and extremely competent. I have moved three times over these 15 years, and I always carry my service plan with AtlasCare to my new house and new city! ”





### Robert H., YORK

“ We love this company, and it’s because of **Jeff**. We have a difficult and challenging HVAC system and Jeff comes to balance the system twice a year and maintain the furnace and air conditioning. He is always punctual, super competent, and a pleasure to deal with. It’s like years ago, where you had a personal relationship with a serviceman who you trusted and who was there to help when you needed it. Since Jeff started coming, our system works much better and without any problems. He’s so good we insist on him coming and are willing to wait to get him if we have to. Well done AtlasCare. ”



### Beth Thomas, OAKVILLE

“ As always, AtlasCare’s technician was on time, polite, knowledgeable and informative. Found problem with furnace, solved it, informed us of what it was. Gave us advice on how to keep furnace running smoothly all winter. Conducted all this in a timely manner. ”



### Jonathan, NORTH YORK

“ **David & Kyle** were on time, very polite and accurate in their time and price estimates. They did a great job, meticulously going through each of my vents and my return airs and cleaning them out, both from the furnace room, and from each vent. I would definitely hire them again. Great job guys! Their estimate was extremely competitive and phone calls/emails were extremely responsive. ”



### A & N, MISSISSAUGA

“ **Shane and Krste** cleaned our ducts today. The house feels so much cleaner and the furnace is running more smoothly. We were their third job of the day but they still took their time to do a thorough clean and explain the process, especially since we had renovations done recently so the ducts and returns were really dirty. I also appreciated they went the extra mile and installed a filter for me, which would have taken me hours to figure out. A quality job! Thank you. ”



### Julie, MOORE PARK

“ My A/C unit died and upon inspection we realized my furnace was not functioning well at all so I decided to replace both and get my ducts cleaned as well. **Eric, Dave and Adam** did a perfect job - they were exceptionally clean and fast and I left them in my home all day as I had to work and they were 100% professional. With the 0% financing I was able to make it affordable and they helped by giving me a great discount and adding in a few extras no charge. They took care of the grant paperwork and made it all REALLY easy. The new system is so much better, more efficient, and quieter than the last. I have used this company for service for a few years and they really are excellent. ”



### Mary-Anne Wakelin, ETOBICOKE

“ The gentleman, whose name is **Chris** Wilson, came on Thursday September 26th, 2013. He was very nice and professional. He did an excellent job explaining the what and why of all he was doing and made sure we were in tip top shape when he left. ”



### M, RICHMOND HILL

“ This is our second time hiring AtlasCare. The first time our brand new furnace stopped in the middle of Feb. They came out immediately and fixed the issue. We were so happy with their service we hired them to clean our ducts after some home renovations. Again their service was outstanding. A big thank-you to **Dave and Shane!** They were on time, careful, detailed and informative. ”



### Martyn W., EAST YORK

“ During the recent power outages in Toronto, I had an urgent need to have my 1948-era radiant heating system drained to avoid freezing and bursting. Although not part of my service plan coverage, the task was done promptly and at a very reasonable cost. When the power was restored, they returned promptly again, and had heat flowing in about a half hour. And all this while dealing with the most eccentric system they’re likely to encounter. ”



### Marlee, NORTH YORK

“ The people at AtlasCare are unfailingly friendly and knowledgeable. The receptionists gave me some pointers to help me decide what to do about my poorly functioning air conditioning. They helped me by calling me even before my appointment was scheduled and asking if I would like the technician to come earlier. I did want an early visit, so that really helped. Then, **Kyle** came and did an excellent review and made excellent suggestions. He was thoughtful, intelligent, and very informative. He answered all my questions. He showed me some things about my air conditioning that I hadn't known and his visit will really help. He did not pressure me to buy anything I didn't really need, but helped me get the most out of the system I already own. ”



### Christine, MISSISSAUGA

“ After a recent flood, the technician checked out our furnace. A new motor was needed as well as duct cleaning and disinfecting. He has always been polite, on time, and personable. Today **Eric** came to replace the motor; he too was very polite, on time (even 10 mins early) and also very personable. Someone in HR is doing a good job! I have used AtlasCare for years and will continue to do so and to recommend them highly! ”



### Doug Chappell, NORTH YORK

“ We have used AtlasCare as our heating and cooling company for many years and have always been very satisfied. Deciding we needed our ducts cleaned we were not going to use those guys that phone everyday but were delighted to find AtlasCare did the job. Great job as usual thanks to **Dave & Shane**. In all the years we have used AtlasCare I have never found an employee who did not like and respect their company, that means they will do a good job. ”



### Paul, BURLINGTON

“ **Sam**, the technician, was right on time, polite, explained what he was going to do and why, very clean and thorough. He tweaked the furnace up to its original specs. He also filled me in on the humidifier maintenance. Very pleased with the entire process. I would welcome Sam back at any time. ”



### Rakesh Das, MISSISSAUGA

“ **Dave** and **Tedros** came in and did a very professional job and put my family at ease with their explanation and quality of work. Their high rating in HomeStars is well deserved. Will use them again. ”



### Gail R., MISSISSAUGA

“ Friday night in December the furnace stopped. We've used AtlasCare for many years. This was our first emergency call. Within 2 hours of calling them on Saturday morning we had **Steve**, the technician, here. He told us that we needed a new gas valve and didn't know if there was one in stock. However, in spite of it being the weekend, he found the part and had it installed for us. The furnace was running again by noon. He was pleasant, knowledgeable and considerate and kept me informed when he had to leave to find the part and told me exactly when he would be arriving. This is great service! ”



### Margaret Shaver, MISSISSAUGA

“ Every employee we have dealt with whether office, sales or service personnel, have been always helpful, always prompt and reliable, always professional, always polite and most personable. Most recently **Hassan** serviced our equipment in the ways (above) we have come to expect from AtlasCare. ”



### Stephen Macdonell, NORTH YORK

“ The technician, **Eric**, was very professional. He came to my house to do the annual furnace tune up. He explained a problem that the furnace had with the exhaust. He identified the problem and fixed it without any additional cost. ”



### Giovanni Mosca, YORK

“ I would just like to say thank you to AtlasCare for cleaning our furnace and air duct vents. **Dave** and **Shane** were very bright, positive, and friendly. They were very thorough with their work and we really enjoyed the discount they gave us. Terrific work guys!! ”





### Janet G., OAKVILLE

“ I woke up December 9 to an inside temperature of 14. Yikes! I got the heat to come back on (who knew speaking nicely to a furnace could have such positive results!) but by Friday the 13th, I knew something wasn't right. **Leo**, the service technician, was happy and knowledgeable and put my mind at ease that my house wasn't going to launch into orbit. I decided to buy a new furnace instead of fixing the old one. Within a few hours, **Daniel**, the salesman, was at my home, measuring and explaining the purchasing process. He too put my mind at ease that I would have constant heat. I can't say enough positive things about Leo, Daniel and the installation team of **Chris** and **Dave**. All of them without exception were polite, friendly and extremely knowledgeable and loved working for their company. Happy employees speak volumes to me as a customer and I know I made the right decision choosing this company. A week later I received a package in the mail from them with all the paper work required for the OPA rebate. All I have to do is sign on the line they highlighted for me and send it in. Thanks to everyone and have a great holiday! ”



### George Torrance, ETOBICOKE

“ AtlasCare installed a new top-of-the-line furnace and air conditioner in our house today. We were very satisfied with the whole process, from the sales call, the quote, the timing of the installation, and the work itself. The installers were friendly, informative and very professional. We would definitely recommend this company. ”



### Krosby, TORONTO

“ I had a 15,000 BTU Fujitsu ductless AC installed in an old downtown home by AtlasCare. I'm very satisfied with both the work and the quality of the AC. The AtlasCare team was great from start to finish. **Gus** first visited to give us a quote. He was knowledgeable and gave us a few options. **Mark** and **Grant** did the installation, were on time, friendly, and did a great job. They installed new wiring, which was done much better than other jobs I've had done recently. The work was done quickly, the house was perfectly cleaned afterwards, and everything was done with care and quality. Very satisfied and would highly recommend this team. ”



### Lauren F., OAKVILLE

“ Recently I had **Shane** and **Chris** in to do duct cleaning. We had a renovation in the spring and duct cleaning was the final step in the process. The boys from AtlasCare arrived on time and were very respectful of my home. They were efficient, well mannered and very thorough. They were also very careful of my new hardwood floors. I would definitely recommend them to anyone! ”



### Jules, TORONTO

“ We have used AtlasCare in the past with very good results. We called them again to clean the ducts after extensive renovation. We were not disappointed. Dave did a great job. He protected each area where he was working, maintaining a high level of cleanliness. **Dave** opened each and every monitor, returned air covers and spent quite a bit of time on each of them removing the dust with compressed air. He used professional outdoor track with a powerful hose so in the end we have very clean ducts. Dave was very punctual, professional and spent time explaining to us what he was doing and how the work should be done properly. Thank you Dave for a job well done. We would use Atlas Care in the future and will recommend them and Dave to our friends. ”



### Michael H., MISSISSAUGA

“ All of your service professionals are excellent but **Nimo** Mansouri is yet a notch above. He is a wonderful ambassador for your company. He is friendly, courteous and he really knows his stuff. Not only that, he explains everything in language a techno-challenged person like me can understand. I really hope you realize what you have in Nimo and I hope he comes back to do my regular maintenance all the time. Thanks, Nimo. ”



### Jillian Brown-Harnett, HAMILTON

“ **Leo** has been our service technician for the past three years. We find him very professional, prompt and personable. Leo found an error in the installation of our new furnace and was able to fix the error during the furnace check. We highly recommended AtlasCare and Leo. ”





**Don T.**, STONEY CREEK

“ I was very happy with my new install. **McCloud, Dave and Neil** did a great job and I would recommend AtlasCare to all my contacts. Great job and very professional! ”



**Katie**, MILTON

“ On one of the hottest days of summer I got home from work to see that our AC had stopped working. We immediately called AtlasCare and they assured us that a repairman would be there at 8:30pm. **Nimo** arrived on time and after looking at the external unit he knew what the problem was, had the part in his truck and fixed our unit within 15 minutes! We were very impressed and thankful that our AC was back up and running so quickly. Nimo was professional, friendly and a pleasure to have at our home. Thank you AtlasCare for the fantastic service, as usual! ”



**John**, NOBLETON

“ I had several heating and cooling companies come to quote me on new A/Cs, air cleaners and humidifiers and by far the most professional and knowledgeable salesperson was **Rudy** from AtlasCare. He explained everything and went on to calculate the proper sizing of A/C and the right cooling capacity needed. He did not just base it on the square footage of the house as many do (there are other factors). He provided a timely quote and within a couple of weeks after ordering equipment, the installation was done. **John and Ricardo**, who also did a professional job, did the installation. They always tried to work around my time, making an effort to come at an earlier time than usually. They too explained everything and went over all the particulars. They were left to do the installation without my presence, as they were totally trustworthy. I definitely would recommend this highly professional and committed to Service Company. ”



**Raman C.**

“ **Eric C. and Nick K.** of AtlasCare installed a new heating/cooling unit on December 19 in my condo unit. The work was done very professionally and with great pride—a job well done. A very warm Merry Christmas! Thank you from the bottom of my heart ”



**Noam**, RICHMOND HILL

“ AtlasCare installed a new tankless water heater, a new humidifier and ran three new vents to help warm our basement. Every aspect of our interaction with AtlasCare was fantastic, from speaking to **Erin** to arrange a visit, to **Daniel's** clear interest in ensuring we were satisfied customers, and finally to **James**, and **Nick** who installed each item in a neat and professional manner. We would highly recommend AtlasCare! ”



**Paul**, BURLINGTON

“ **Sam**, the technician, was right on time, polite, explained what he was going to do and why, and was very clean and thorough. He tweaked the furnace up to its original specs. He also filled me in on the humidifier maintenance. Overall, I was very pleased with the entire process and would welcome Sam back at any time. ”



**Bart**, OAKVILLE

“ After our kitchen renovation, we needed our ducts cleaned. AtlasCare was able to schedule an appointment within a few days and showed up on time. **Alex** and his partner were very thorough and professional. They protected our floors and were very clean. I would hire them again in a heartbeat! ”



**Cheryl**, THE BEACH

“ Our A/C stopped working last night in the middle of this heat wave and I called AtlasCare first thing this morning for an appointment. **Kyle** was here on time and, as with all the technicians at AtlasCare, was pleasant, courteous and repaired what turned out thankfully to be a minor issue. Great service and love the response time! Thanks, AtlasCare! ”



**R.**, OAKVILLE

“ I had **Nimo** Mansouri visit my home when our furnace stopped working. He was very punctual, pleasant and professional. He had our furnace repaired and running again in under a half hour. Great service! ”





### Gabriel L., MISSISSAUGA

“ **Binyam** and his crew were very courteous and caring. My appointment was scheduled for 8 am, and they arrived at 8.10 (which is OK). They placed mats to avoid dirt on the floors and carpets. They did the job promptly and without issues. They stayed until they made sure the furnace was running. ”



### Geoff H., OLD TORONTO

“ I reached out to AtlasCare at 4PM on one of the hottest days of the summer and, as promised, **Al**, the service tech, was at my house at 10M the following morning. After an exterior inspection, he went up into the attic and performed the necessary work to get the AC system back in working order. The professional and trustworthy solution has earned my business for A/C and Furnance annual maintenance programs provided by the AtlasCare team. I am happy to recommend AtlasCare to my friends and family. ”



### Mike Holder, RICHMOND HILL

“ Great service and an exceptionally clean install. Everything was on time and exactly what I was expecting. Quality of the furnace is great, very quite compared to my old one. Perfect job, very happy. ”



### Lauren B., BRAMPTON

“ AtlasCare provided fantastic service. **Kyle** arrived at the scheduled time. He cleaned and checked out our furnace and gas fireplace. I had a few questions and he was happy to answer them. I would definitely recommend AtlasCare to my friends. ”



### Jodi F., OLD TORONTO

“ There is nothing like knowing your AtlasCare service provider on a first name basis. **Jeff** has been coming to service our heating and air conditioning units for more than 20 years. He is courteous, polite, tidy and personable. We continue to ask for him each year come rain or snow. There is no better endorsement for a company than having long term employees as a reflection of the considerate and qualified work this company consistently delivers. Thank you, AtlasCare and especially Jeff. ”



### Ross M., ETOBICOKE

“ Every time I use AtlasCare for any heating/air conditioning requirements their work is top notch—new furnace, new air conditioner annual checkups, duct cleaning, they're all great. **Krste** and **Alex** performed our duct cleaning and it was up to the usual AtlasCare standards - top notch! Thanks, guys! ”



### RJ W., TORONTO

“ My furnace hadn't had a check-up in many years and my humidifier was not working. **Chris** fixed my humidifier, and did a thorough check-up of the furnace, which gave me peace of mind. He was on time, and did a great job for less money than I expected. Highly recommended. ”



### Chris, MISSISSAUGA

“ We got back from vacation to find that our A/C was not functioning and the house baking like an Italian pizza oven. **Nimo** came out on a Sunday night at 9PM, and diagnosed and solved the problem in about 30 minutes. He provided excellent service and was courteous, professional and efficient. We've been with AtlasCare since 2001 and they've never let us down. ”



### Mary Lynn F., OAKVILLE

“ **Eric C.** provided excellent customer service. He was a happy guy, very professional and I appreciated his workmanship. I felt that received good value for the price we paid. The person who booked the appointment also provided great customer service. I called and they came the same day. ”



### Steve, ETOBICOKE

“ **John** and **Ricardo** were perfect! Enough said. But this review has to be minimum 30 words, so, **Rudy** gave me an extremely detailed home assessment. They started and completed the project on time and took great care to keep my premises clean and protected. The system was exactly what I wanted! ”




**Tracy F., OAKVILLE**


“ I called AtlasCare on Sunday morning needing an air conditioner fixed by 1PM as there were going to be many people attending an open house that afternoon. Within 30 minutes I received a call from **Nimo**, the technician. He arrived 45 minutes later as promised, diagnosed the problem and fixed it. We were up and running by 11AM Sunday morning. The technician was reliable, respectful and knowledgeable. Thank you! ”


**Emily, TORONTO**


“ We moved into our 100 year old home last year and had to re-wire, insulate and repair the walls. We wanted to have our ducts cleaned before fall to make sure everything was running as efficiently as possible, and to get rid of debris. We chose AtlasCare after reading several positive reviews on HomeStars. We price compared and found their prices to be competitive. We emailed for a quote and received a response almost immediately with a very straightforward pricing list. There was no pressure to book. After deciding to hire AtlasCare, customer service rep, **Alexandra**, booked our appointment, answered our questions and was very friendly. **Shane** and **Dave** arrived within the specified timeframe and were courteous and professional. They came in, assessed our space, got their gear, laid down their carpets and got busy setting up. While they were here, they answered questions we had about our furnace filter and gave us some advice about maintaining our ducts, which we appreciated. When they were done, they gave our place a quick vacuum. The bill was for the amount we were quoted, and there were no hidden fees. We will definitely choose AtlasCare again for future duct cleaning. We would highly recommend their services. Thanks Dave and Shane! ”


**Russ C., MISSISSAUGA**


“ AtlasCare’s serviceman, **Nimo**, visited today to open our air conditioning unit, only to find all systems in working order. I was very impressed by Nimo’s open personality and concern that all systems were “go”. He is a credit to your organization. I have been a customer of AtlasCare for a couple of decades now and have always been impressed with the high quality service. Our regular serviceman has become quite a good friend. I mention this as we shall be moving shortly to a new location and will miss our biannual service calls from your company. ”


**Rob, OAKVILLE**


“ A job well done! I am a former Air Calm customer, which has now been taken over by AtlasCare. I can say that the transition from being with one company and going to the next was very smooth and pain free. Although we will miss Bob (our previous technician), **Nimo** has definitely impressed us with his knowledge and amazing personality, which one cannot fake. He is a solid technician and so very polite. Nimo represents your company’s culture well. Thank you for the Culture Book, Nimo! It’s nice to see a company with values and one that is very active within their community. Thank you, AtlasCare! ”


**Helena D., OAKVILLE**

“ AtlasCare was very professional, courteous and accommodating. My experience from start to finish was positive. The sales person, **Jeff**, ensured that all questions were answered and did not try to “sell” the product or service. The installation team, **Mark** and **Adam**, was experienced and courteous. They worked carefully and left the site immaculate. Because we had no heat, the job was done the next day—very considerate. ”


**Joseph, BRAMPTON**

“ We have a monthly maintenance contract with AtlasCare and part of the service includes A/C and furnace checkups. The technician who came out to perform the service, **Eric**, was prompt and thorough. He took time to go over everything that needed to be checked, was never in a hurry to just finish up and leave but took time to address our questions. Eric also came by previously for another service call and even rectified some issues with the HVAC system that the original homebuilder had missed. We received excellent service both from technicians and their office staff. I would highly recommend AtlasCare. ”




**Patricia J., OLD TORONTO**

“ We have been AtlasCare customers for many years and are immensely satisfied with the service we receive. Like other reviewers, we have a favorite service professional—**Jeff Eaton**. AtlasCare is great about booking our fall and spring checkups, calls to remind us and inevitably Jeff is there at the beginning of the time slot recommended. He keeps us informed of the status of our equipment and was instrumental in recommending the A/C be replaced 2 years ago. Atlas’ maintenance program may be more costly than others but it gives us peace of mind. ”


**William, MISSISSAUGA**

“ AtlasCare was among 4 or 5 quotes that we received for a new hot water tank. They are simply one of the best companies to deal with from “go”. We are extremely satisfied with the process - from the sales call, the quote process, the timing of the installation, and the installation itself. The installers were friendly, informative and very professional. The reviews you see here on HomeStars are very accurate for this company. We would definitely recommend AtlasCare for any of your needs. ”


**Peter G., OSHAWA**

“ We had contracted to have an attic air conditioning system installed since the age of our house and our gas boiler heating system made a traditional forced air ducted system out of the question. We knew that we had picked a company different from the others right from the outset. **Rudy**, our sales representative was the most thorough in his first visit to review our needs and provide us a quote. He was always quick to respond to our calls and questions and explained everything in great detail so that we had a full understanding of what we were getting. A true professional! We were then blown away when **John** and **Ricardo**, our installation technicians, arrived to begin the work. They carried themselves in the most professional manner, explained what they were doing and what we should expect each step of the way, made sure that any installation mess was thoroughly cleaned up at the end of each day, and treated our house with the utmost respect. We cannot say enough about them and how they lived up to the AtlasCare image and brand. We would not hesitate to recommend the company to anyone considering any HVAC work. ”


**Rick, MARKHAM**

“ Our furnace went down on the Toronto snow day at 11PM! We called for emergency service and got a quick response. We were very anxious with a sleeping baby at home. **Chris** listened to the issue with the furnace and took the time to talk me through some things that could help fix the issue (water got into the intake pipe) and helped me fix the furnace quickly and without having to make a trip. We really appreciate it and will definitely continue to use this company in the future! ”


**MK., MISSISSAUGA**

“ AtlasCare responded quickly to our service call when our furnace stopped working one winter evening. Within a couple of hours, **Eric C.** had investigated and resolved the problem. He was efficient, polite and explained everything well. Thank you! ”


**Jason S., BURLINGTON**

“ We had an issue with our home furnace on the evening of Feb 19, 2013. We made a call to AtlasCare’s 1-800 number at about 10:15PM and connected with a live voice immediately. The young lady that assisted was very professional and helpful and told us someone would be in touch within the hour. Three minutes later we received a call from a technician, **Nimo**. By 11:40PM, the technician had left and the furnace was fixed—great process and result. Nimo was quiet—I had told him on the call that we have 4 kids and 2 dogs sleeping—and courteous and explained everything. One other nice thing I noticed was that there was no attempt to sell any other product or service throughout the process. My wife and I find that extremely irritating. We wouldn’t hesitate to use AtlasCare again. Keep up the good work. Thank you. Post note: There were some other issues that developed this morning and the tech was back by 10am, diagnosed the issue and repaired without additional charge. ”





**John S., MISSISSAUGA**

“ In a few words, AtlasCare is an exceptional company. Our story: we own a 44-year-old home that was heated by electric baseboards and cooled by an old Spacepak. Hydro bills were killing us so we decided to upgrade to central air. From the first phone call to AtlasCare all the way to the final “goodbye” post installation, we were thoroughly impressed by our entire experience. They really do take customer care to a new level. **McCloud** and **Dave** completed the majority of our installation, which included furnace, ductwork, A/C and a few minor extras. When AtlasCare writes about the “perfect install” on their webpage, they mean it. These two gentlemen were absolutely fantastic. First off, they were very patient with our many, many questions and provided clear, detailed answers. When confronted by challenges during the install, they displayed ingenuity. Finally, their work was brilliant. After doing our research we anticipated the changeover to forced air as an invasive, messy process, and expected much more trouble, but again, thanks to McCloud and Dave that wasn’t the case at all! Lastly, we cannot neglect to mention **Dick T.** He made himself available to us anytime during the install to answer any questions or allay any concerns we had. He provided fantastic customer service. Thank you to all at AtlasCare for your work and excellence. In sum, we could not be happier with the entire experience and categorically recommend AtlasCare for any HVAC work. ”



**Stuart S., OAKVILLE**

“ **Nimo** responded within 30 minutes of my call on a Sunday night. Within 4 hours, Nimo had diagnosed the problem, replaced the blower motor and ensured the system was working and house temperature restored. Very professional and exceptional service! The parts and labour were included in the Advantage Comfort Plan. ”



**J. Ramsay, ANCASTER**

“ **Adam** and his partner did a great job in servicing the equipment. They arrived on time, introduced themselves and were neat, polite and helpful. They did a thorough job in servicing our air conditioner and furnace. ”



**Anne S., OAKVILLE**

“ We were members of AtlasCare’s service plan and joined after our furnace broke last year. Last month, the furnace was making an awful noise. It turned out to be the vent motor and, because we were members of their plan, they replaced it free of cost to us within 24 hours. Unfortunately, the furnace broke down again later that week. They came immediately because we had no heat and tried to diagnose the problem. We were concerned that this might not be the right diagnosis, so a senior tech, who was very familiar with our furnace, came in from a different location. While we were deciding what to do, AtlasCare temporarily repaired the furnace and left space heaters so we were not cold. After lots of debate, we decided it was a time for a new furnace. We were able to get the furnace we needed at a great price because of AtlasCare’s scratch and dent sale. The installation went well, and there were no extra charges for running new vent tubing so that it was up to code, a new thermostat or anything else. We were very happy with the service, especially from **Nimo** and **Jeff**. I also loved the binder with all warranty information, instructions, etc. ”



**Jill, TORONTO**

“ I received excellent service from the time of the initial callback from the salesman **Nickeel** to the completion of the installation by the 2 excellent installers **Neil** and his partner. I would recommend them to family and friends. Job well done! ”



**Joy L., OLD TORONTO**

“ I have had AtlasCare service my heating and air conditioning for 15 years now. I wouldn’t use anyone else. Their service is superb in every way and I especially like that I always have the same technician. **Jeff** Eaton is the best! ”



**AtlasCare<sup>®</sup>**

**Autographs**

