

SFACA Monthly Zoom Meeting 2021 Tax Update for Contractors

SFACA held their monthly zoom meeting on Wednesday March 3rd at 4:00pm. The guest speaker was Rich Shavell, CPA, CVA, CCIFP, of Shavell & Company PA.

Rich discussed the Stimulus package and what tax provisions were included in the package signed in late December. The next topic was the Biden tax proposals: What's proposed and what's it really means and are tax increases likely to impact 2022 or 2021. He then gave a PPP update: Getting your Second Draw Loan by March 31st and the employee retention credit are retroactively uncoupled - don't miss out on the liberalized and extended credit if you qualify.

Rich finished his presentation with some tax cas-

es and regulations issued that impact the industry, and some planning opportunities too.

The next SFACA meeting will be in person on Wednesday April 7th from 6-9pm at Tropical Acres Steakhouse, 2500 Griffin Road, Fort Lauderdale. Suppliers and Distributors! This is an excellent opportunity for one-on-one marketing of your commercial and residential controls products.

Help contractors throughout Miami-Dade & Broward Counties understand the recent advances in controls including cap-

abilities and benefits to the end user and contractor.

There will be give-aways, networking, raffle, hors d'oeuvres and bar. Also a 50" TV Door Prize donated by Carrier! See you there!



Rich Shavell, Shavell & Company PA

HARDI Distributors Report 6.9% Percent Revenue Increase in January

COLUMBUS, Ohio, February 26, 2021 – Heating, Air-conditioning & Refrigeration Distributors International (HARDI) released its monthly TRENDS report, showing the average sales performance by HARDI distributors was an increase of 6.9% percent during January 2021. The average annual sales growth for the 12 months through January 2021 is 4.8% percent.

"2021 is getting off to a great start," said HARDI Market Research & Benchmarking Analyst Brian Loftus. "HARDI distributors were able to achieve 6.9% sales growth for the month despite two fewer billing days than the prior year. This helped the annual sales growth rate continue to recover towards mid single-digit territory."

The Days Sales Outstanding (DSO), a measure of how quickly customers pay their bills, is 45.4 days. "DSO has been faster than normal since June

2020 and that persists," said Loftus. "Recently the DSO for this time of year has been in the range of 47 to 49."

"We see the economy improving as 2021 progresses," said Loftus. "We can add this good TRENDS report to other encouraging recent economic indicators like durable goods orders, consumer confidence, industrial production and retail sales. All these things are looking up and that is why interest rates have been inching up."

HARDI members do not receive financial compensation in exchange for their monthly sales data and can discontinue their participation without prior notice or penalty. Participation is voluntary, and the depth of market coverage varies from region to region. An independent entity collects and compiles the data that can include products not directly associated with the HVACR industry.

Tom Barrow Co. Named Manufacturer's Rep for Nortek Global HVAC's Reznor® HVAC Brand

St. Louis, March 24, 2021 — Nortek Global HVAC (NGH), a leading manufacturer of HVAC equipment, announced Tom Barrow Company (TBCo), Atlanta, is the manufacturer's representative for all Reznor® branded HVAC products in Florida effective Jan. 1. The agreement also calls for TBCo to represent Reznor engineered products in Georgia.

TBCo's Florida presence includes offices in Jacksonville, Orlando, Tampa, Ft. Myers, and Miami in addition to 35 outside sales agents that will rep all of Reznor's engineered equipment, planned products and parts. TBCo's expansive Florida coverage will also be instrumental in maintaining the brand's aftermarket parts sales.

TBCo's 18 outside sales agents in Georgia operating from offices in Atlanta and Savannah will concentrate on dedicated outdoor air systems (DOAS), make-up air units, air handlers, light commercial HVAC and other Reznor engineered products, accessories and parts.

"Tom Barrow Company's many years of experience and expertise in handling small and large projects will be invaluable for moving the Reznor brand forward in their designated territories," said Steve Schmitt, vice president sales-NGH light commercial North America.

"Our engineered product sales teams in Florida and Georgia work closely with architects, engineers, building owners, contractors, distributors and other professionals for every imaginable HVAC application," said John Habel, TBCo's engineering & sales manager-Equipment Solutions, who's overseeing the Reznor transition.

The 132-year-old Reznor is one of the most recognizable brands in HVAC and is the industry's leading unit heater manufacturer. TBCo, which was founded in 1955 and is the largest commercial product manufacturer's representative in the Southeast, also has a 25-year relationship with NGH's sister company, Nortek Air Solutions, the industry's leading manufacturer of custom HVAC equipment.

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