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Ford RV Refrigeration Training Grows Services



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Ford RV Refrigeration Training Center (FRVRTC) announced its training services will now include all recreational vehicle appliances. According to a press release, this major shift in training expansion was sparked by the “phenomenal interest shown by those from other industries.”

The company said there are approximately one million HVAC, plumbing, and appliance service centers across the U.S. that are “desperately searching for ways to expand their customer base and profits.” In addition, there are millions of technicians from these fields who are looking for ways to increase their profits.

Roger Ford noted, “The business owners and technicians that we have been speaking with are stating that due to the lack of new construction, sales and installation on home and commercial appliances has vastly decreased. These companies are trying to primarily survive on their income from service. Therefore, they are seeking other areas in which to provide sales and service that will increase their customer base.”

FRVRTC has begun phase one of this market expansion which includes emails, faxes and over 12,000 nationwide mail-outs that direct these industries to their innovative RV appliance repair training. The company believes this will bring “unprecedented growth to the RV industry.”

FRVRTC reports that they have already had to increase their training dates due to the vast interest already shown. “We expect to set records in our training beginning this year and for many years to come,” said Ford.



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