

# Price Busters Heating and Air Conditioning Exceeds Milestone - Sails Past 100 Five-Star Reviews

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The conventional wisdom is that most customers are only motivated to write a review if they have had a bad experience. “That may be true with some businesses,” says Josh Armbruster, owner of Price Busters Heating and Air Conditioning, LLC in Lakeland, FL, “but at Price Busters, we want all of our customers to be satisfied to the degree that every one of them is willing to give us a five-star review. If for any reason, they are not satisfied initially, we make sure they are satisfied before we consider the job finished.”



This type of customer service has garnered praise from their customers with descriptors like “great”, “friendly”, and “excellent” repeated throughout [Price Buster customer reviews](#). “Excellent job and wonderful customer service,” is a typical review, this one written by Diane Norris from the Cypress Lakes community.

The ability of “Price Busters” to achieve so many five star ratings is a significant achievement but according to Armbruster, it is also significant for what “Price Busters” as a small, local business can deliver. “We go out of our way to treat our customers like family.”

Great service brings in new business and fuels repeat business and referrals. A 2010 survey by American Express of 12,000 customers around the globe found that customers are 81% more likely to do repeat business with a company after a good service experience.

Also, according to the survey, these factors were most likely to bring in business: personal experience (98%), a company’s reputation (92%), and recommendations from friends and family (88%). “These are all areas which ‘Price Busters’ have focused on,” according to Armbruster.

“[Price Busters Heating and Air Conditioning](#)” has been a Better Business Bureau accredited business since 2012 and has earned an A+ Better Business Bureau rating. Their accreditation is a reflection of their commitment to eight principles of trust and customer service: trust, honest advertising, transparency, honoring promises, responsiveness, safeguarding privacy, and integrity.

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