

BUSINESS REVIEW

MK Russell & Abbott offers Professionalism, HVAC Expertise and a Big, Black Dog



Russell & Abbott
HEATING • COOLING
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(865) 982-5133

Your home is one of your largest investments, and you want to trust only recognized professionals with something that important.

MK Russell & Abbott Heating and Cooling, named 2015 Small Business of the Year by the Blount County Chamber of Commerce, is the trusted choice for professionalism and experience. They have an A+ Rating by the Better Business Bureau and average 4.8 out of 5 stars in customer reviews.

"We are a service business," said company president Chris Hurley. "We aim to impress in every facet of our services. If you compare us to other companies, you'll notice the difference."

The technicians treat your property with respect. They wear shoe coverings when working in your home. Their trucks are well-stocked to facilitate the quick completion of any necessary services. Their "no surprise, no hassle" pricing ensures customers know what to expect. Technicians carry computer tablets for convenient, paperless billing and invoicing.

"Occasionally the complexity of an installation requires multiple days or an unforeseen problem arises, but the overwhelming majority of our jobs start and finish within the same day," Hurley said.

A certified Trane Comfort



Chris Hurley

Specialist, MK Russell & Abbott carries general liability, workman's compensation, fleet insurance, and umbrella policy insurance plans. The company holds a CMC-C license from the State of Tennessee.

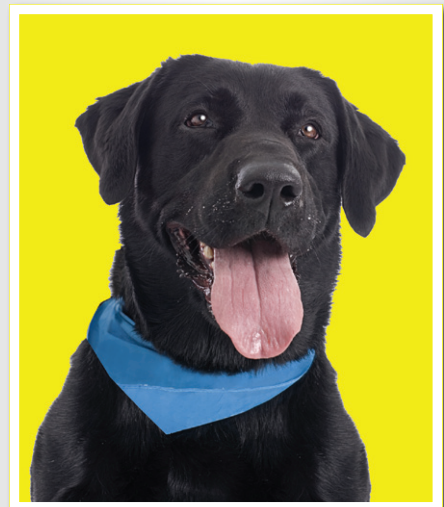
"We are always happy to show customers our credentials,"

Hurley said. "Some contractors try to get away with showing customers a registration card, which is not the same thing. If the number on the card doesn't begin with CMC, ask about it."

MK Russell & Abbott is open Monday-Saturday from 8 a.m. until 8 p.m. You can schedule an estimate, service, routine maintenance or new equipment installation by calling (865) 982-5133, or set up an appointment online at www.CleanAirComfort.com. Customers can also pre-qualify to finance a new system or repair on the company's website.

MK Russell & Abbott is located at 2124 East Broadway Ave. in Maryville, across from Food City. The company services all brands of equipment for residential and commercial customers.

The Back Story of the Black Dog



There are a couple of reasons for incorporating a dog into the MK Russell & Abbott company image. First, there's a real dog behind the idea. Black Olive, a Labrador Retriever mix, was adopted from a shelter by one of our employees just a few months before the company moved to its current location on East Broadway in Maryville. As a pup, Olive quickly became part of the team. She had frequent "office hours" throughout the week and napped on her favorite blue couch in our waiting area. The original Olive is now a full-time family pet, but MK Russell & Abbott still strives to model the best attributes of man's best friend: trustworthiness, friendliness and reliability. They come when you call and do their best to please you. Next time you see the dog on their trucks or advertising, consider what that means to you as a customer. Then, give them a whistle—they'll come running.

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