



SAIRAC

The South African Institute of Refrigeration and Air Conditioning

www.sairac.co.za

Dear SAIRAC members

You are invited to our Johannesburg Centre 4th Technical Talk on 18 July 2024. Presented by Charles Freedman from ServCraft. ServCraft exists to help HVAC businesses thrive. Today Charles will talk about how technology can transform your HVAC installation operations."



" Charles Freedman is the CEO of ServCraft, South Africa's #1 job management software. Today ServCraft powers over 3500 teams across South Africa helping them win more work, get paid faster and have happier customers.

Charles has spent nearly 20 years helping businesses of all sizes grow - across Africa and the UK. Charles started his career with Barclays in the UK supporting SMEs before launching a small business consulting firm in Malawi. From there he upped sticks to Joburg where he spent nearly 10 years doing hard things in challenging environments with PwC as a management consultant for African banks across the continent. Nothing has been as challenging - and as rewarding as winning over hearts and minds of the HVAC industry about the power of investing in yourself and your business to grow and build the life you want.

SYNOPSIS:

How technology can transform your HVAC installation operations: The rate technology is changing how we work is increasing exponentially. Yet in South Africa most business owners are still managing their operations with pieces of paper. Join Charles who will be talking about how ServCraft have transformed 1000s of installation, repair and maintenance teams to win more work, get paid faster and have happier customers.

This talk will now be an online Zoom meeting.

When: Jul 18, 2024 18:30. Please click on the link and register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/tZMpc-mqrTgjE9ONt4Y8XCmWY4XpS1PWLSIT>

Kind Regards,

Mariet Pieterse

Johannesburg Secretary



M: 082 772 1694

W: www.sairac.co.za

E: johannesburgsecretary@sairac.co.za