

# OUTSTANDING SUBCONTRACTOR OF THE YEAR

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## Jeffrey Caplan

### [Cappy Heating & Air Conditioning](#)

Jeff Caplan understands the merits of being adaptable to changing market conditions. In 1981, during the last major economic downturn in Michigan, he had a choice to make. A casualty of downsizing at a heating and air conditioning firm where he had worked for two years, he could either hit the unemployment line or he could open his own business. Jeff chose entrepreneurship, and [Cappy Heating & Air Conditioning](#) was formed. It is that same proclivity to go beyond what is expected that has contributed to his being honored as BIA's Outstanding Subcontractor of the Year for 2007.

For the past 26 years, he has focused on serving the needs of builders in southeastern Michigan and Ohio. His client list reads like a directory of prominent BIA and Apartment Association of Michigan members. He has worked with Bernie Gliberman and the staff at Crosswinds Communities since he started out. In fact, Bernie was his first client. "I remember when Bernie and Sue used to staff the model homes," says Jeff. While his company has evolved to meet the needs of production builders and large property management companies, today he is also partnering more with remodeling companies and commercial contractors. "A diversified client base is critical during tougher economic times," says Jeff.

Jeff is also focused on the future, which he sees as including more geothermal heating and cooling systems. "I strongly believe in this technology," says Jeff. "It has been really exciting for us to work with Matt Ebejer from ME Engineering Consultants to bring this product into the Michigan market and to be regarded for our expertise in geothermal design and installation."

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[Cappy Heating & Air Conditioning](#) is currently working on replacing the HVAC system at A3C, an architectural firm in Ann Arbor, with a new geothermal HVAC system. It will be one of the first geothermal buildings in the city. "They will be seeking gold level LEED certification for the building," says Jeff. The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. "A lot of people are concerned with using less energy," says Jeff.

"Because of the demographics, I believe Ann Arbor will be a good market for this product."

Even though the company has grown over the years, Jeff still remains personally involved in day-to-day operations, putting to good use the knowledge he gained while earning his degree in Heating, Air Conditioning and Refrigeration Technology from Ferris State University. "I supervise our jobs as much as possible," he says. "I bid all the jobs myself and while I can't guarantee we'll always be the lowest bidder, I always try to be within a client's budget. We are competitively priced and offer good value." [Cappy Heating & Air Conditioning](#) carries the Carrier, Lennox and Trane brands.

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