



## DORSE & COMPANY: NEARLY 60 YEARS OF SUPPORT IN COMMERCIAL HVAC

AFFILIATE MEMBER HIGHLIGHT » DORSE & COMPANY

Bob Dorse founded Dorse and Company in Seattle in 1965 as an HVAC products distributor. Today, the company is one of the premier HVAC manufacturer's reps and distributors in the northwest, serving all of Washington and Northern Idaho from their Seattle and Spokane branch locations. Much has changed, but the principles on which Bob founded the company remain in place.

Bob knew a product distributor was only as good as the products it offered. He kept that in mind when he founded his company and partnered with an up-and-coming Wisconsin-based HVAC equipment manufacturer whose products exuded quality. That

company, Greenheck, is now one of the largest HVAC equipment manufacturers in the world. Dorse and Company was one of Greenheck's first West Coast manufacturer reps, and Greenheck remains one of Dorse's biggest partners.

Dorse's Vice President of Sales, Maury Costantini, says partnerships with great product manufacturers like Greenheck and Titus are a huge part of what makes Dorse so successful.

"Both those companies have invested a lot into advancing their product lines and HVAC tech as a whole," Costantini says, "and that makes our jobs a lot easier."

Costantini has been with Dorse for three years, but his experience in mechanical and controls spans more than 30 years. One of the things that stuck out to him as a newbie at Dorse was how many of his new co-workers had been with the company for a decade or more. He says the healthy mixture of HVAC veterans and new faces well-versed



in cutting-edge technology helps immensely when contractors come to Dorse with challenges.

Recently, many of those challenges have included large data center projects. Costantini says these projects require careful logistics because the quantity of products needed is so large. Dorse and Company do everything they can to make the process easier for contractors, who've had no small amount of difficulty getting resources since the pandemic.

"We have a dedicated team of engineers that support the consulting communities, helping ensure they get the right equipment for the project," Costantini says. "Sure, other firms have that as well, but they don't have the same focus that our sales engineers do. Our engineers have a higher level of engagement."

Speaking of large projects, the Dorse team aims to streamline

on-the-job assembly as much as possible by piecing together larger equipment in factories to help save time in the field. Dorse's partners have been working on this in the HVAC world.

"We can alleviate some of the (safety) risk for our partners by focusing more of the labor on the factory side, where you have more control over working conditions, like weather," Costantini says. "I think we're going to have to be more creative in how we build projects in the future. So, we're

"Their projects are anywhere from a multimillion-dollar data center to small retail. We cover a lot of range. We address the full market, so our customers don't think we're only interested in certain things."

What separates Dorse and Company from their competitors? It's an easy answer for Costantini: The people. Dorse employs a team of 45 between their Seattle and Spokane locations.



trying to be on the edge of that." Dorse and Company supplies more than just large equipment for large projects. They've been expanding their light equipment offerings for the past few years and slowly growing that business segment, which Costantini says will remain a big focus.

"We've got a dedicated estimating team that supports all markets – every bid that's really out there. We're bidding sometimes 40-50 projects a week to meet the needs of our customers," Costantini says.

"If we can have solid people and limited turnover, I think it allows us to provide a lot of value to our customers, to provide that continuity and knowledge," Costantini says. "Our folks in inside sales, for example, they're determined to get people in and out of here, making sure things are picked and packed efficiently so they're not standing around for an hour waiting for their items. Because time is money."



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