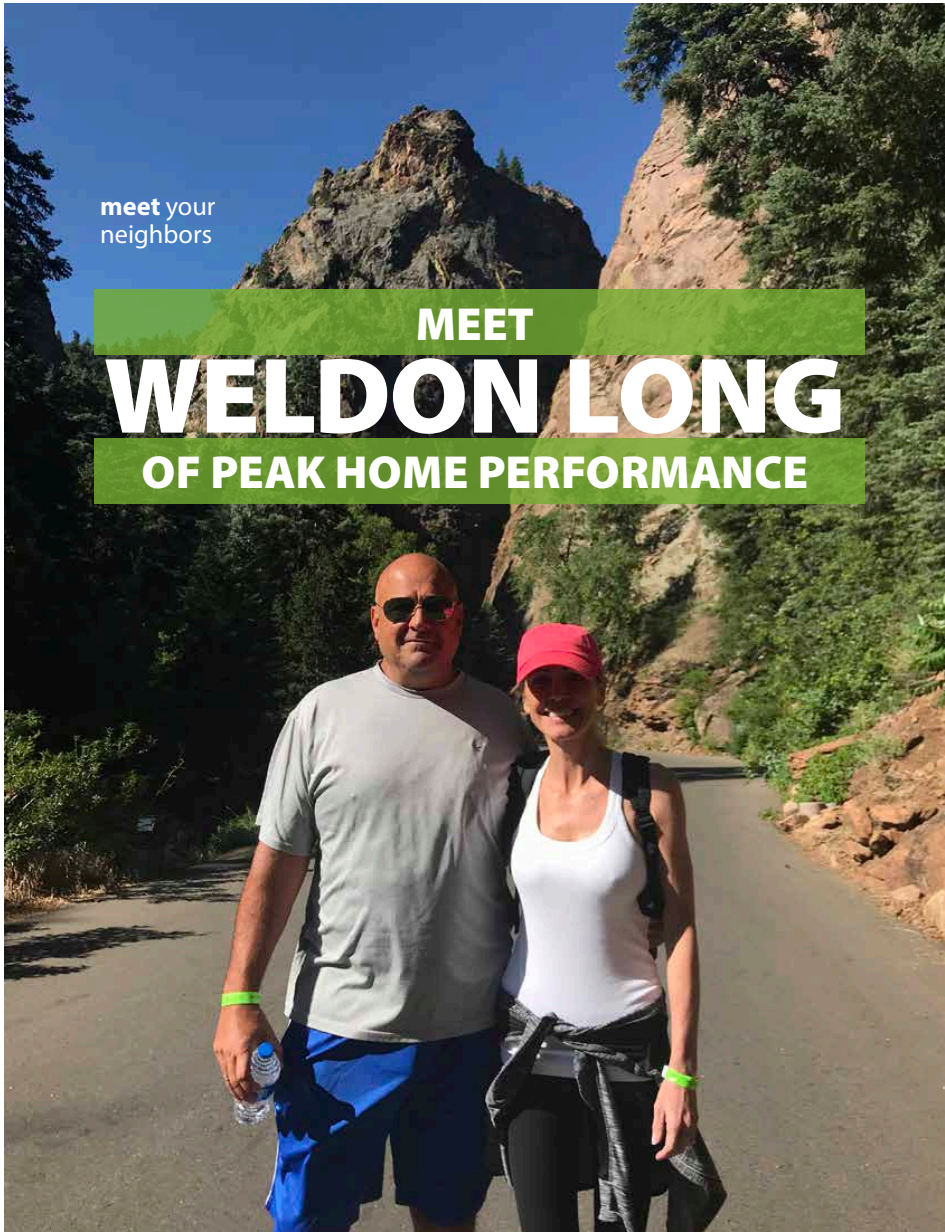


meet your neighbors

# MEET WELDON LONG OF PEAK HOME PERFORMANCE



Weldon Long is a bestselling author, powerful speaker, and inspiring motivator. An entrepreneur at heart, Weldon is the head of the Weldon Long Organization, the founder of ITSUP2U Media, and the owner – alongside his wife, Taryn, of Peak Home Performance, a heating and air conditioning company that services central Colorado. He's also a resident of the Broadmoor community! This month, we sat down with him to find out more about Weldon, his involvement in the neighborhood, and some of his entrepreneurial pursuits.



**Life in Broadmoor: How did you first get involved in this business?**

**Weldon Long:** In 2003, I walked out of prison, broke and homeless. After six months of trying to find a job, I got hired as a salesman at a small company.

After a year of doing that, I realized there was a lot of opportunity in the industry, so a year later, I opened my own heating and air conditioning company. Eventually, I went on to consolidate several companies in Colorado Springs and sold them all in 2010.

Two years ago, I thought the market was ripe for a company that focused on high levels of service rather than a high-pressure environment. We partnered with The Home Depot as their exclusive provider of heating, air-conditioning, and indoor air quality services. So far, it's been great – we had a great 2020 and have some pretty high expectations for 2021.

**LB: What would you say is the key to your success?**

**WL:** The key to our success is an uncompromising commitment to service and homeowner satisfaction. We never compromise on either of those two things.

I am also a New York Times bestselling author and professional speaker. My experience of overcoming 25 years of prison, poverty, and desperation led to me writing three books and me having a very successful speaking career. I have had the privilege of working for amazing clients like FedEx, Farmers Insurance, Wells Fargo Bank, and many others. My work and books have been endorsed by the likes of Dr. Stephen R. Covey, Tony Robbins, Tom Hopkins, and many others.

**LB: What is your favorite part of what you do?**

**WL:** Solving problems for clients. Whether it's solving a home comfort issue for a local homeowner or solving sales and



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business challenges for a Fortune 100 client, the sense of satisfaction of leaving a situation better than I found it is very rewarding.

**LB: What is your area of expertise? What makes you unique and sets you apart?**

**WL:** I believe in total satisfaction for clients. In every business I own, I have a simple rule: If you don't like the service you receive, you don't pay for it.

**LB: What do you enjoy most about living in Broadmoor?**

**WL:** We absolutely love living in the Broadmoor. We are four blocks from a pretty cool little five-star resort with amazing golf! It's a gorgeous neighborhood. Lots of old trees and beautiful homes. Nice and quiet, too!

**LB: How are you involved in the community?**

**WL:** Most of my volunteer work is around helping folks who have struggled like I did. I've done a ton of work over the years in local jails, the Colorado Department of Corrections, and the Federal Bureau of Prisons down in Florence. There are actually programs in the state and federal prison systems based on my work.

**LB: Are there any fun facts about your profession that would be interesting to readers?**

**WL:** A lot of folks might be surprised to learn that their local HVAC contractor is also a NY Times and Wall Street Journal bestselling author of mindset and sales books. Who knew?

**LB: Given your expertise and the nature of what you do, what advice can you offer to the Broadmoor residents?**

**WL:** Your heating and cooling system is a mechanical system. It needs regular servicing like your car. Don't wait till you have a catastrophic failure. Maintain your HVAC system!

**LB: Do you have any tips or tricks you would like to share?**

Yeah, that's an easy one. When you get your utility bill, change your filter.

On the speaking and writing side of things, the most important lesson I have ever learned is that thoughts are things. Expect great things, get great things.

**LB: What is a standout business story of yours?**

**WL:** One of my favorite professional experiences was doing an event with Tim Tebow for two



thousand of our closest friends at the Broadmoor. He was the opener, and I was the closing keynote. The event was right down the block and considering I typically travel 200K miles per year, it was a real treat to speak in my own backyard. Plus, Tim is my wife's celebrity crush, so we were able to kill two birds with one stone.

**LB: How has being in this profession changed your life? Perspective? Why did you choose this profession?**

**WL:** Anytime we can improve the quality of life for any client it's a good day. I learned a long time ago that "to whom much is given, much is required." Stephen R. Covey once told me that I have a "divine destiny" to share my story and help others. I've always taken that admonition very seriously.

**LB: What is your business contact information? Phone, website, email, etc.**

**Personal cell:** (719) 684-3000

**Website:** [weldon@weldonlong.com](mailto:weldon@weldonlong.com)

**Speaking and writing:** [www.WeldonLong.com](http://www.WeldonLong.com)

**Heating and air conditioning:** [www.GoWithPeak.com](http://www.GoWithPeak.com)

**LB: What are your future goals and aspirations (personally as well as professionally)?**

**WL:** Shooting my age on the East course! I also have some ideas for a new book about how to overcome adversity and thrive in the face of challenges. We shall see!

**JOANN GADKOWSKI Team**

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### Homes Recently Sold in the Broadmoor Area

MLS #	Address	Beds	Baths	Total Sqft	List Price	Sold Price	Sold Date	DOM
6783689	4715 Broadlake VW	6	8	11,182	\$2,875,000	\$2,875,000	03/01/21	0
1887493	27 Elm AV	5	5	8,452	\$2,950,000	\$2,749,500	03/01/21	41
9271546	40 Upland RD	3	3	4,189	\$1,195,000	\$1,195,000	02/26/21	171
1733607	12 Elm AV	4	4	4,436	\$1,125,000	\$1,141,000	02/25/21	4
1312455	20 Berthe CR	4	5	5,078	\$1,050,000	\$1,015,000	02/12/21	64
5835342	312 Lake AV	4	6	5,177	\$1,250,000	\$1,010,000	03/03/21	247
9717281	3 Thayer RD	3	4	3,689	\$995,000	\$995,000	03/02/21	9
3565663	9 Oak AV	4	5	5,027	\$850,000	\$795,000	02/24/21	299
5399276	585 Paisley DR	5	5	4,081	\$675,000	\$736,000	02/25/21	3
9214650	506 Penrose BL	4	3	3,365	\$669,000	\$718,500	03/02/21	3
3563534	150 Childe DR	4	4	4,266	\$675,000	\$685,000	02/01/21	2
2564969	968 Summer Spring VW	2	4	3,648	\$707,500	\$684,000	02/11/21	12
2983946	240 Sianebeck LN	5	3	4,660	\$670,000	\$670,000	02/12/21	0
8913365	145 Ellsworth ST	4	4	4,051	\$684,000	\$667,500	02/04/21	77
3128598	4031 San Felice PT	4	4	3,813	\$629,900	\$632,000	02/19/21	4
8328420	4110 San Felice PT	5	3	3,794	\$620,000	\$610,000	02/17/21	24
7376901	403 Pine AV	4	3	3,770	\$584,900	\$584,900	02/12/21	20
3580294	3350 Clubheights DR	5	3	2,965	\$549,900	\$555,000	02/26/21	14
8016175	885 Royal Crown LN	5	4	2,574	\$525,000	\$525,000	02/05/21	1
1803297	2014 Altair DR	3	3	1,772	\$450,000	\$490,000	02/05/21	4
9301092	677 Orchestra DR	3	3	2,559	\$475,000	\$475,000	03/02/21	23
7564875	1503 Winfield AV	3	2	1,796	\$440,000	\$440,000	02/12/21	0
1196096	177 Mayhurst AV	2	3	1,890	\$410,000	\$410,000	02/26/21	19
8779133	900 Saturn DR #710	2	2	977	\$100,000	\$100,000	02/25/21	0



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