The MVP Plan – Maximum Value & Protection Plan

*<Date>*

*<Customer Name>*

*<Address>*

*<City, State, Zip>*

Dear *<Customer name>*

We recently had the distinct pleasure to serve your home’s comfort needs, by performing a service call on your total comfort equipment. We truly appreciate the opportunity. Its customer’s like you, which have allowed our business to prosper. We would like to take this moment to thank you, and welcome you into *<Your company Name>* family.

As you know, we take the maintenance of your home’s equipment very seriously, offering the absolute best value in the market on our **Ultimate Savings Agreement (USA)** maintenance program. For the cost of <insert your price $ 130> you receive the finest technicians in the area, inspecting and conducting a tune-up on your system. Of course you also receive the many benefits as well.

**USA Club Member Benefits:**

* System performance is kept at peak reducing costs, saving energy.
* 5-Year Repair Guarantee.
* 15% discount on all service repairs.
* A lifetime no overtime guarantee.
* The “ABC A/C Bucks” coupons for qualifying Accessories.
* Special Offers for Club members.
* Discounted Filters and Pads.

As a recently introduced extension to this service we are now pleased to offer those customers our MVP plan for Maximum Value and Protection.

**What is it exactly?**

It is a full coverage product so many of our customers have asked us for over the years, that covers you completely, all parts and labor are covered, for one full year from the agreement date. That all by itself you may say is nothing special, companies have offered these products for many years, except this one comes with a complete USA coverage as well.

That’s right; we have combined all the benefits of the USA Agreement above, with a full one year parts and labor protection plan, to completely insulate you from any cost of repairs for one full year, for a staggering price of **$399.00.**

Why so inexpensive for such a detailed, top quality coverage plan?

**Simple:**

We have grown large enough to spread the uncertainty of costs among a larger base of customers, and we know as part of the MVP coverage we will be maintaining your home’s equipment, thus improving your comfort levels, savings you energy costs, and minimizing the possibilities of crisis failures at the most inconvenient times.

Does this mean you will never have a failure? No, it doesn’t, a mechanical failure can and does happen, but it does mean you will never have an expense associated with such a failure: if you have the **MVP Plan**.

So you get to enjoy all the benefits of the very best maintenance plan in our USA Club, and enjoy the “No Risk” coverage of the MVP plan – Together a Best in Class combination.

We are making this offer to you for a limited time, since we just performed service for you, we can extend this offer for the next 30 days.

We will have a customer service representative follow-up with you on the levels of our professionalism, service, and quality and at that time if you are interested in extending your coverage to a USA Club, or MVP Plan, let them know and we will be happy to explain how to do so. You may also call us at (123) 888-HEAT (4328).

Please visit our website at **www.ABC A/C.com** for more information, and tips on improving your home comfort equipment, energy savings and going green.

We also have introduced **GREEN LIVING™** by ABC A/C a new, concerted effort to take our company green, and offer you a home solution to make your home GREEN when it comes to energy consumption. Ask us for details.

Thanks again for your patronage, it is what allows us to continue to grow and serve you and the community.

Gary Elekes

Owners – ABC A/C Services.