

A Perfect 10? Now it has to be a Perfect 14!

Hi, I'm Gary E, President of ABC A/C Heating & Cooling. I want to make you aware of something that may affect you, and also make an offer if you are interested, and it carries absolutely no obligation what so ever.

Congress has passed the new energy law, mandating that all new air conditioners be 14 SEER or greater starting December 31, 2015.

You may be saying "So what, or what's a SEER?"

SEER, or seasonal energy efficiency rating, is the term used to describe how much energy usage your air conditioner or uses. Congress, in an effort to limit the consumption of electricity during peak demand periods (You recall the recent blackouts) has passed sweeping energy legislation that now means any air conditioner must be a 14 SEER or greater manufactured after 12/31/2015.

Whether you agree with the new law or not - this affects you in two ways.

- Air Conditioners are going to get more expensive in a hurry
- Right now is THE BEST time to buy an air conditioner

1. More Costly:

It is more costly to make a 14 SEER air conditioner than it is the current minimum standard 10 SEER units. New refrigerants must be used in many cases that are both more expensive and much tougher for technicians to service. This means more tools, training, and higher prices to you for service and installation. The Compressor, the guts of any air conditioner, is also required to be new, once again meaning more costs to you.

2. A GREAT TIME to BUY – The Best Time in Fact:

It's simple – Now you can buy now, a 14, 15, 16, 17, 19, 21 and 25 SEER unit. A good, better, best kind of scenario. The lower cost units are going away. The average cost installed of a 10 SEER unit is around \$3,000. The average cost of a 14 SEER unit is \$3500. Right now, you have a choice.

Think About This?

ABC A/C is investing in a large quantity of 14 SEER air conditioners. These are top quality brands like Trane, Lennox, & Bryant.

We are risking hard earned capital that some smart customers will want to buy now, before the prices go up because of this new law. Now we are not all together **CRAZY!** We are getting a pretty good deal on these first rate units, so I intend on sending this letter to the customers we have at ABC A/C (and we have a few after X years of serving

MARKET), and making them a “No-Brainer” pre-season offer. Anyone that is in the market with a 10-year old home comfort system would be hard pressed to find a better offer for quite some time.

If your air conditioner is 10 years or older, you are probably going to experience:

1. A Need for Service, Maintenance or Repair within the year
2. An **Emergency Breakdown** this summer when it will be inconvenient
3. Higher energy bills – Because we can’t have **3 COOL** summers in a **ROW!**
4. A complete system failure in the next 3-5 years based on averages

That may not seem so bad, but if you consider the timing and economics, now is the very best time to act. Manufacturers are eager to give retailers like me a great deal to get rid of inventory they KNOW isn’t going to be worth “DIDLY” because everyone is going to be selling against the lower SEER rated units. That’s Nonsense, but it will happen – It did the last two times Congress enacted similar legislation!

These 14-15-16 SEER units are top quality – Considered to be the “Best” before this law, and they will last 12-15 years or longer and provide great comfort – It’s what we offer NOW as “High Efficiency”.

Here’s The Deal

Starting (month) 1st, through (Month) 30th, we at ABC A/C are offering you a 14 or 16 SEER AIR Conditioner for \$ 1,500.

You pick it! No catch!

We call it “Gary’s Choice”, and it’s a great deal. It’s crazy I know, but read on!

No Tricks, gimmicks, just a great deal. I know you are thinking there must be a catch, a twist, some way this makes sense. You can’t get something for nothing!

Here’s Is The Logic

This needs to be a system change out, meaning we will sell you the Air Conditioner and at the same time we will quote you the change out of your furnace. If it’s a Heat Pump we’ll give you \$ 1,500 off the system.

The thing is if your air conditioner needs replaced, chances are very high your furnace needs updated too! Almost all our replacements now are furnace, coil and air conditioner, and of course Heat Pumps are all in one, so this is “Normal”.

There is no obligation here for you. If you don't feel the price on the furnace change out is a great deal along with a \$ 1,500 high efficiency air conditioner – Don't buy it. Remember we offer the exclusive “**No RISK**” guarantees that make us very different than the average heating & cooling company.

*The ABC A/C Customer Trust GuaranteesTM
Offering you “ZERO RISK”*

1. Best Value at the Lowest Cost

We'll install the best system at the lowest price (Apples to Apples) or give you \$ 100.

2. 100% Total Satisfaction Guarantee

If you're not 100% completely satisfied with our people, our products, or any of our services, we will remove the equipment and refund your total investment for 2 full YEARS.

3. Lifetime No Overtime and LIFETIME Service Repair Guarantee

Never any overtime if you own a USA, and a lifetime guarantee on any service repair we do if you remain current in our USA maintenance club.

4. The Quality Workmanship Guarantee

The work we do will be exactly to our specification, and you will be satisfied or you don't pay. Most of our systems come with a 10 Year parts & Labor Warranty!

5. Even Temperature Guarantee

The room temperature will be within 2 degrees of the thermostat or we will fix it free of charge.

This is an incredible deal. It only makes sense now, at the very end of the year, because you will be helping me keep my men busy when it is slow. Once the busier season comes, we begin to have more work. And so it is, this offer is a loss leader, no catches, just common sense. It is win-win situation. It also helps us gain referrals if we earn your trust and do a great job for you.

Call me, Gary E, at 555-1212 and let's discuss your home comfort!

PS: I have enclosed some service coupons for you because you are a valued customer

Sincerely,

Gary E.
Owner and President