

# Helping 68 Homeowners by “Giving Away” \*\$3,854 Furnaces for \$995 with Off-Season Central Air...

*(This is great financial news if your furnace is over 10 years old)*

Dear Friend,

**Yes, it's absolutely true. You can actually replace your old (*and probably very inefficient*) furnace and air conditioner (*heat pumps also*) as a package for an average of \$2,859 less than you would have to pay in-season.**

Let me explain.

Every year, the months of **January and February can "Kill" my business.** I can end up losing a ton of money during these "Killer" months and it can take me the remaining ten months to make up for them. And, I'm willing to do what it takes to make sure that doesn't happen in 2012.

## My Problem Is Your Opportunity

I've decided to stop focusing on making a profit during the "killer" months. If I can only keep my doors open and all of my employees working **during January and February, I will hopefully come out ahead for the other months.**

Here's how this (*admittedly daring*) offer came about.

As I said before - every year **January and February** can really slow down. However, I refuse to let my technicians (*who I have invested a considerable amount into their training*) go home without work. **So, I placed a purchase order with a major distributor for 68 complete home comfort systems and significantly discounted them for immediate installation.** This way I can pay all of my overhead and insure my technicians will not go home without work.

These are **brand new models.** And, they are NOT seconds or "blems". **They are factory-fresh air conditioners and furnaces (*I also have heat pumps*) and have a full factory warranty.**

## Here's How To Get A Furnace For Peanuts

By putting this furnace, air conditioner and coil package together (*heat pumps and air handlers also*) and then combining my purchased price for an Air Conditioner and Coil with only the labor and materials to install the furnace, **68 homeowners will receive the deal of a lifetime** to buy a complete home comfort system for an average of \$2,859 less than our in-season prices!

So, if you **buy one of these 68 new, air conditioners** (or *heat pumps*), **I am “giving” you the furnace** (or *air handler*) and all I ask for is the \$995 in labor and extra materials to have your indoor unit installed.

## Here's How

Just call us at **704-599-8484.** One of our Comfort Advisors will come out and perform a complete energy analysis. The Comfort Advisor will show you the in-season price of the air-conditioner (*heat pump*) that fits your home. Then, he will show you the **substantial savings you can take advantage of now.** And, it will include all labor and installation materials. Nothing is left out.

Don't forget, **I only have 68 complete systems.** When they are gone, this remarkable offer ends.

## The Concept Is Simple Really

By **letting you win big now**, I will win at the end of the year. I'm betting that if my **Comfort Advisor makes you an offer that is "irresistible"** (*it should be if your furnace or air conditioner is over 10 years old*), I will accomplish two things:

1. I will cover my rent, utilities, insurance and taxes in these "killer" months.
2. I can pay my professional staff of technicians to work instead of sending them home.

If I can accomplish these two objectives, I will hopefully avoid any losses and the rest of the year, I can be a winner.

## No Obligation

Even after my Comfort Advisor performs a complete energy analysis and explains this incredible opportunity, **there is absolutely no obligation**. If you decide you don't want to take advantage of the spectacular savings...that's okay. At least you'll be better prepared to upgrade your home comfort system when the time is right for you.

## It's Easy To Operate

My systems are so easy to operate **you won't even need to read the manual**. "How", you might ask? My "**Talking Thermostat**" will give you easy to follow voice guided instructions that talk you through comfort settings. **It's that simple and I will include one for "Free" with the system!**

## Why This Offer Can't Last

**You must act now.** Here are two reasons why.

1. **I am only offering 21 of each of the most popular systems.** When all of the air conditioners are sold and all the furnaces are "given" away for a particular system, that's it. There are no more at this price.
2. If I have any of the 68 systems left **when business picks up (*although I doubt I will*), this offer still ends.**

Here's why. The only reason I am offering this incredible discount is because of the "killer" months. My business always starts to improve, and when this happens I can begin to sell systems at in-season prices.

**Give us a call now at 704-599-8484** and we will set an appointment for your no-obligation survey.

Thank you for reading this rather long letter. **I hope you will profit greatly** because of it.

Warmly,

*Mike Fowler*

Mike Fowler  
Owner and General Manager



*P.S. Financing available with approved credit*

*\*\$3,854 is based on a 3 ton cooling PREMIER system - different size requirements will vary system cost and savings.*