



Finally: Local Contractor

Speaks Out Against

Gimmicks

I'm about tired of it. Everybody

seems to have a gimmick, a deal, a "better than great" offer that absolutely ends at midnight tonight. I've been in business for a long time, and I can tell you exactly who *really* pays for each and every one of these: **You do.**

- **24 hour service –**
When you need it.
Where you need it.
- **10 year system warranties –**
You can't spend a penny on repairs for 10 years... we won't let you!
- **Hassle Free Maintenance Agreement Plans –**
A home maintenance

plan means your tune-ups and preventive services happen on "autopilot."

- **20% Energy Savings Guarantee –**
You either save 20% on your new heating and cooling system in the first year over your old system or we write you a check for the difference. Period.

You see, I don't have a "special" for you. I already think my customers are special enough to be treated fairly, quickly, honestly and professionally.

Since you may not know me or our company, I want you to have some comfort in calling us. For your next heating or cooling need – whatever it may be – use this letter as your "coupon" for service.

No gimmicks, no tricks, no whiz-bang giveaways. Just honest service from an honest company interested in solving your home maintenance worries.