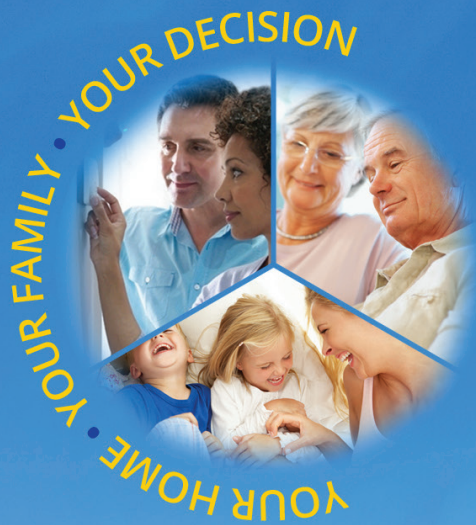


YOUR HOME • YOUR FAMILY • YOUR DECISION



HOME COMFORT EVALUATION



OUR COMPLETE SERVICE

How important is making an informed decision in your household?

- ✓ *Energy Evaluation*
- ✓ *Home Comfort*
- ✓ *Installation*
- ✓ *Prices*
- ✓ *Our Company*
- ✓ *Technology*
- ✓ *Efficiencies*

Whether you go with our company, another company or do nothing at all, you'll have all the information you need to make an informed decision.

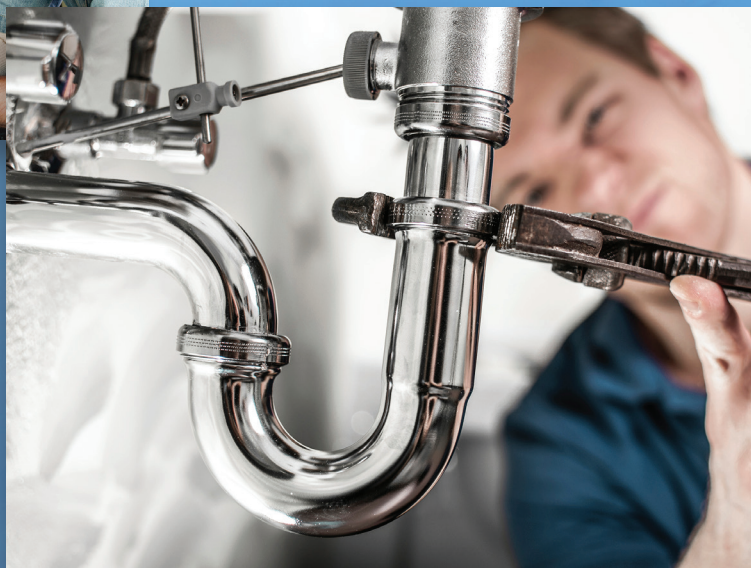
Depending on the number of questions you have and how long it takes to perform the heat loss and heat gain calculations this process will take about 90 minutes.



YOUR FAMILY • YOUR DECISION
YOUR HOME

HOW YOUR SYSTEM WORKS

Understanding the basic technology of your system.



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YOUR HOME



WE TAKE THE RISK

Trust our company with your home comfort project and we guarantee the best quality and service!

"If on one hand you had 3 offers or even 5 offers from companies who will say anything to get their hands on your money, and on the other hand you had a company like mine with an ironclad guarantee, who would treat you the way we treat our customers, which of those would you prefer?"

- ✓ *Our Company Story*
- ✓ *Our Commitment to Service*
- ✓ *A Real Customer Story*
- ✓ *Are 3-bids The Answer*
- ✓ *What Protects Your Investment - Our Company or Their Bids*



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WHAT DO THE EXPERTS SAY?

Consumer Reports web site article.

The screenshot shows the Consumer Reports website interface. At the top, there's a navigation bar with 'Consumer Reports', 'Sign In', 'Subscribe', and 'Donate'. The main article title is 'Central air conditioning buying guide', last updated on September 2019. The article is categorized under 'Getting started', 'Types', 'Features', 'Installation', 'Maintenance', and 'Upgrading'. The main content area is titled 'Getting Started' and discusses the importance of proper ductwork and contractor selection. Key points include:

- Underestimate your cooling needs, and you could be sweating. Buy more power than you need and your living space may become cold and clammy. Any contractor you hire should calculate the size of the cooling equipment you need by using such recognized methods as the Air Conditioning Contractors of America (ACCA) Manual J. If you already have ductwork for your heating, adding a central system can cost less. But keep in mind that ducts used for heating might not be the right size or in the right location for optimal cooling.
- Your contractor should use a duct-sizing method such as the ACCA Manual D. The pros should make sure that all duct sections are properly sized and that there are enough supply registers to deliver sufficient air to the right spots. Not only is the proper size ductwork essential for meeting each room's cooling needs but also because undersized ductwork can make for noisy operation. Leaky or uninsulated ducts can reduce system efficiency considerably. All joints and seams must be sealed—and not with duct tape that can dry and fall off cooling needs but also because undersized ductwork can make for noisy operation. Leaky or uninsulated ducts can reduce system efficiency considerably. All joints and seams must be sealed—and not with duct tape that can dry and fall off.
- If your home doesn't have ducts, adding them can be expensive. However, if you plan to cool your entire home, central air is typically the best choice. If you are not planning to cool the entire home, you might want to consider a split-ductless system. Unlike central systems, split-ductless systems need no ductwork (though they require connections for electrical, refrigerant, and condensate drains), making them easier to add to homes with designs that aren't conducive to installing ductwork.

 The article also includes sections for 'Installation' (ensuring proper installation and technician selection) and 'Get the right contractor' (seeking referrals and checking background, insurance, and licenses). A sidebar on the right contains promotional offers for 'SUBSCRIBE ONLINE', 'Consumer Reports Magazine', 'E-mail Newsletters', and 'Appliances News'.

©Consumer Reports Web Site

Consumer Reports

- ✓ *“Any contractor you hire should calculate the size of the cooling equipment you need by using such recognized methods as the Air Conditioning Contractors of America...”*
- ✓ *“Finding a trustworthy contractor to install and service an air-conditioning system matters the most.”*
- ✓ *“Be leery of a contractor who bases estimates merely on house size or vague rules of thumb.”*

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YOUR HOME • YOUR CHOICE



WHAT DO THE EXPERTS SAY?

The U.S. Department of Energy Bulletin.

“Would you agree or disagree with Consumer Reports and The U.S. Department of Energy that there are other factors that are as important, perhaps even more important, than a cheap price?”

US Department of Energy

- ✓ *“The heating, ventilation, and air conditioning (HVAC) system is arguably the most complex system installed in a house and is a substantial component of the total house energy use”*
- ✓ *“...a full HVAC design involves more than just the load estimate calculation—the load calculation is the first step of the iterative HVAC design procedure.”*
- ✓ *“National Surveys have determined that well over half of all HVAC Contractors DO NOT size heating and cooling systems correctly.”*

U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy

1 Introduction

The heating, ventilation, and air conditioning (HVAC) system is arguably the most complex system installed in a house and is a substantial component of the total house energy use. A right-sized HVAC system will provide the desired occupant comfort and will run efficiently. This Strategy Guideline discusses the information needed to initially select the equipment for a properly designed HVAC system. Right-sizing of an HVAC system involves the selection of equipment and the design of the air distribution system to meet the accurate predicted heating and cooling loads of the house. Right-sizing the HVAC system begins with an accurate understanding of the heating and cooling loads on a space; however, a full HVAC design involves more than just the load estimate calculation—the load calculation is the first step of the iterative HVAC design procedure.

The iterative nature of HVAC design is illustrated in Figure 1, along with the Strategy Guidelines that cover the various aspects of the design process. The heating and cooling loads depend on the building location and construction, whereas the equipment selection and distribution design depend on the loads and each other. After initial equipment selection, several adjustments to duct design and equipment selection may be needed to optimize the design.

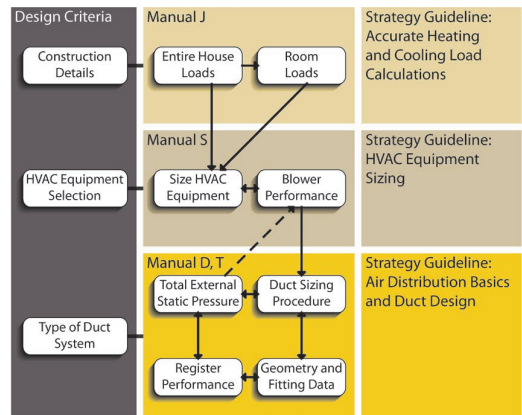
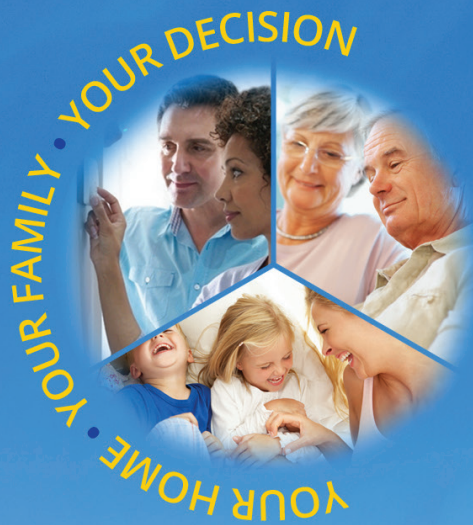


Figure 1. Design information from ACCA Manual J—Residential Load Calculation.

©US Department of Energy Bulletin



WHAT DO THE EXPERTS SAY?

Hiring a plumber is an important decision that shouldn't be taken lightly by homeowners.

"Would you agree or disagree with Angie's list that there are other factors that are as important, perhaps even more important, than a cheap price?"

Angie's list

- ✓ *"Licensure - Most states require plumbers to hold a license..."*
- ✓ *"...and be wary of any estimate that is much lower than the others. It could mean the plumber is cutting corners or plans to use inferior parts."*

Angie's list.

SIX TIPS FOR HIRING A PLUMBING CONTRACTOR

Hiring a plumber is an important decision that shouldn't be taken lightly by homeowners. Plumbers are responsible for repairing some of the most important parts of the home like the toilet, faucet and water heater. Failure to hire a high-quality or experienced plumber can result in costly and dangerous repairs in the future.

Consider the following tips before hiring a plumber:

1. **Licensure** - Most states require plumbers to hold a license, though a couple of states like New York and Kansas do not. If your state does not require licensing, check to see if there have been any formal complaints filed against the plumber you are considering.
2. **Insurance** - Plumbers should be insured. In some cases, they may also need to be bonded as well. Insurance will protect both you and the plumber in case of an injury or accident.
3. **Length of time in business** - Ask the plumber how long he or she has been in business. A larger company will likely have plumbers with years of experience, but you should still ask. It's a good sign if the company has been in business for several years because it often means it has a proven track record of quality work.
4. **Pricing** - The plumber will know what he or she needs to do and will be able to give an accurate estimate, barring of course, any other major problems. Make sure to get at least three estimates, and be wary of any estimate that is much lower than the others. It could mean the plumber is cutting corners or plans to use inferior parts.
5. **Warranty** - All plumbers should guarantee their work, including the parts. Many warranties cover the plumber's work for up to one year. If the plumber refuses to guarantee his or her work, move on.
6. **References** - Plumbers who have been in business any length of time can and will give you references. If they cannot, or will not, then consider looking elsewhere. Talking with past customers is one of the best ways to accurately gauge the quality of the plumber's work.

©Angie's list

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WHAT DO THE EXPERTS SAY?

When it comes to electrical projects, leave it to a professional.

“Would you agree or disagree with redbeacon that there are other factors that are as important, perhaps even more important, than a cheap price?”

redbeacon

- ✓ *“Electricians need extensive knowledge and skills to work in the field. This isn’t the job for a home-improvement guru who decides to make a living off the trade.”*
- ✓ *“The estimate should cover the entire project, both work and materials...”*



TEN EXPECTATIONS FROM A GOOD ELECTRICIAN

You may be handy with a variety of power tools and feel comfortable tackling many different home improvement projects. **When it comes to electrical projects, though, leave them to a professional.** A professional electrician has the skills and knowledge necessary to carry out the tasks safely and confidently for the best outcome.

When it's time to hire a good electrician, take the time to explore various options to find the best professional who will take care of your electrical needs. There is significant regulation in the electrical field, which will greatly increase your chances of finding and hiring a qualified professional to complete the job.

1. **Word of Mouth.** It can be hard to find an electrician that fits your needs. Instead of searching endlessly online, talk to your friends who have hired electricians to ask for recommendations and see if previous customers have left reviews about the work. An electrician you find based on a friend's referral can be a good match, for you can count on the professional having a good work ethic and responsible approach to projects.
2. **Knowledge and Skills.** **Electricians need extensive knowledge and skills to work in the field. This isn't the job for a home-improvement guru who decides to make a living off the trade.** Instead, electricians need formal education and training to learn the profession. Education includes classroom, apprenticeship and extensive testing on electrical theory, electrical code, soldering, mathematics, safety practices and blueprint reading.
3. **Finding a Specialty.** Electricians often specialize in their training and expertise by continuing their education in specialized areas of electrical work. A residential electrician will have the expertise to handle any installation, maintenance or upgrade of electrical systems in a home or in the outdoor landscape. Commercial electricians have the expertise necessary to work on construction sites and on mechanical electrical systems. Journeymen electricians specialize in mechanical connections, security systems, communication systems and power supplies for either residential or commercial buildings. A master electrician often earns a bachelor's degree in electrical engineering and typically oversees an entire project, working as a supervisor.
4. **Experience.** Ask any electrician you speak with about his experience. While classroom learning and apprenticeships are important, professional experience is also valuable when you are choosing a contractor for your job. Ask questions about specialization and experience to learn whether an electrician has the qualities and skills that match your job. Sometimes an electrician gains specialized skills by working on special systems or machines, enabling him to install and maintain these systems effectively.
5. **Estimates.** Request an estimate from any electrician you consider. **The estimate should cover the entire project, both work and materials,** to give you an idea of what the job would cost. Ask the electrician if he guarantees the estimate for a specific period of time against price increases.

©redbeacon

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YOUR HOME



SYSTEM SURVEY

It's your decision.

- ✓ *It's about balancing your family's needs*
- ✓ *It's all about you*
- ✓ *Your opinion is the only one that matters*

"I want to take all the time you need to answer all your questions, design the perfect solutions, and, of course, get it in your budget. All I ask at the end of that process is that you let me know, one way or the other, whether or not you think I am a good fit for you. And NO is a perfectly acceptable answer."





A QUALITY INSTALLATION MATTERS MOST

Don't cut corners on the infrastructure of your home.

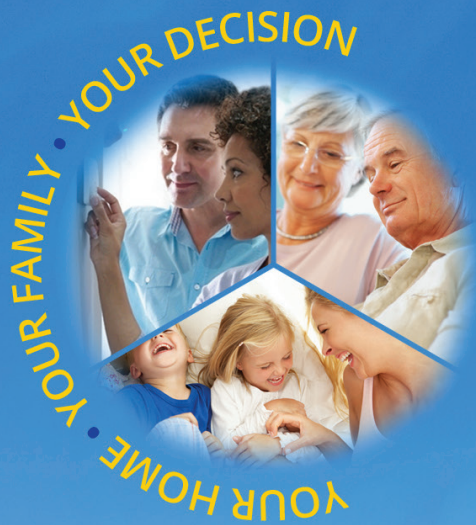
"When you consider how important these components and features are, why do you suppose other companies will cut corners on these steps?"

"Suppose a company did come in here and cut corners and sacrificed quality to save you "time and money," would they REALLY have saved you time and money?"

"In a moment I am going to show you some investment options. Sometimes when folks see how much superior quality and service really cost, they ask me if I can do it cheaper. Now that you see what I would have to do to cut the costs, is that something you are going to want me to do?"

- ✓ Our Installers
- ✓ Our Installations
- ✓ Components of a Proper Installation





MY RECOMMENDATIONS

Recommendations based on you,
your home and your family.

- ✓ *Based on everything you've seen here today, is there any reason other than price that you wouldn't trust me and my company with this project?*
- ✓ *System Recommendations*
- ✓ *Will You Trust Me*



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REPAIR VS. REPLACE

Spend money on repairs or invest in a new system

The Cost of Today's Repair \$ _____

The Estimated Cost of Future Repairs Over 5 Years \$ _____

Utility Bill Over-Payment 20%
Amount Per Year \$ _____ x 5 Years \$ _____

The Estimated Cost of Inflation
Percent Per Year _____% x 5 Years \$ _____

Total Investment in Current System \$ _____

Do you think it makes sense to make this investment into your current system, or would it make more sense to put that money into a new system?