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Maximum Comfort News

www.harriscomfort.com



ServAssure
D E A L E R

FROM OUR
FAMILY TO YOURS

We Are Committed to Your Complete Comfort!

While the past year brought many changes – higher energy costs, lower energy assistance and more excuses from politicians failing to bring it all under control, **one thing that has not changed is Harris Comfort's commitment to help you bring your energy use under control and to lower your energy bills.**

We are dedicated to your complete comfort – and we're not just talking about heating and cooling – we're just as concerned with your financial comfort and your peace-of-mind comfort, too.

This issue of *Maximum Comfort News* has lots of helpful advice to improve your home comfort. You'll discover ...

- ✓ How to afford the heating and cooling systems you've always wanted
- ✓ How to ensure that your air conditioner performs at maximum efficiency
- ✓ Why an energy-efficient equipment installation could make your home more sellable
- ✓ Why being a ServAssure dealer gives our company the winning edge
- ✓ What new cooling systems have that older ones don't

Plus, you'll learn the benefits of enrolling in our budget plan ... explore why it's a great time to purchase a generator ... find out when a cooling emergency isn't really an emergency ... check out the pros of propane ... and more. Don't forget to **take advantage of our valuable Carrier "Cool Choices" Offer and up to \$600 in ServAssure rebates, and enter our giveaway to win a new Kindle!**

As your local comfort company, **Harris Comfort will always show the care and concern you won't get – and can't get – from a larger company** that's in it to make a buck and move on to the next client. And to us, that's what true comfort is all about.

Sincerely,

David M. Harris

David M. Harris
President

Did This Past Winter's Energy Bills Do a Number on Your Wallet?

If last year's volatile energy prices found you digging deeper into your pockets to pay your fuel bills, we'd like to tell you about **a great way to make heating costs more manageable next heating season: our budget program.**

This convenient program takes your yearly energy cost and divides it into **equal monthly payments.** We estimate your monthly budget payment based on the previous year's oil or propane usage, and settle up your account at the end of the budget year.

If you are interested in our budget program, please call us at (215) 968-7477 or (215) 788-4596, and (609) 386-4658 in New Jersey. We're here to help you save.



The True Cost of Putting Off Cooling System Maintenance

Who am I?

*I work hard every day for several months without a break.
I'm outside during temperatures that can rise to 100 degrees.
I'm constantly exposed to rain, dirt and insects, often covered in overgrowth and even mold.
I'm your central air conditioner – and I need some maintenance.
Because, without your help, I can't fulfill my real potential.*

Your A/C is right – the way to keep it working at its very best is to **have it maintained regularly by one of our expert technicians**. Best of all, **your annual A/C maintenance is included in your cooling service plan**.

With regular cooling maintenance, you cut costs in so many ways:

- ✓ **Your equipment will last longer** – which means you won't need to spend money on a new A/C.
- ✓ **You will enjoy lower utility bills by increasing your unit's efficiency by up to 10%** – even higher when a system is low on refrigerant or has other deficiencies that are routinely spotted during annual preventive maintenance.
- ✓ **Your central air conditioner will require fewer repairs** – which involves paying for parts and labor.



- ✓ **You'll be more comfortable** – and when the heat index reaches 100° or more, there's no substitute for a well-running air conditioner.
- ✓ **You'll protect your investment in your cooling equipment**

– which in wintertime, can also be your heating equipment if you own a heat pump – and add more value to your home.

Central air conditioner maintenance is particularly important, since the condenser is outdoors, exposed to the elements, dirt and debris, which can clog coils and the condenser fan motor.

During a typical maintenance visit, your cooling technician will check operating pressures, refrigerant charge, filters, compressors, fan motor, and other important parts ... clean coils as needed ... lubricate all moving parts ... and tighten all working connections. **If we find any minor problems, we'll fix them before they turn into costly repairs.**

The true cost of putting off cooling system maintenance might be thousands of dollars in wasted energy. And that's not too cool! Call us to schedule your cooling maintenance checkup today.

Upgrade and Up Your Selling Price

Buyers want to get the best property value for their money ... sellers want to get the most money for their property value – and an energy-efficient comfort system upgrade will help all of them!

If your home is on the market, a new cooling and/or heating system is a great selling point. **It's an investment that's often overlooked and undervalued – and one that will quite possibly “up” a home's selling price.**

Prospective buyers are looking for homes that don't need a lot of upgrading or work done to them (and a new central air conditioner looks so much nicer than those ugly window or wall units). Buyers also want a house that will save them energy and money – and one with a safe and dependable comfort system.

By taking this matter into your own hands, it will give the future owners peace of mind that after a few months, they will not need to replace the heating/cooling system. It will also help your home to sell quickly without a lot of negotiations back and forth.

Payback in a few short years

If your current heating or cooling system is 15-20 years old, a moderately priced upgrade could **pay for itself in only a few years!** Moreover, you will enjoy energy savings for the life of the new system!



Here Are the Facts ...

A study performed by ICF Consulting on behalf of the EPA and published in the *Appraisal Journal* indicates that the value of a home increases between \$11.00 and \$21.00 for every \$1.00 in annual energy savings.

And, according to *Money Magazine*, if your system is more than two decades old, the new one should easily pay for itself in three to seven years. In the long term it can save you more money than any other home improvement project.

ServAssure = Integrity

Our company is a proud member of the **ServAssure Dealer Alliance** – a group of local comfort companies committed to exceeding your expectations and providing you with the highest level of satisfaction. Boil it all down to one word, and that's **INTEGRITY**.

Not every comfort company out there has what it takes to be a ServAssure company. We must abide by ServAssure's strict dealer standards as well as 16 demanding employee performance standards, ranging from how we greet you to how we bill you. We not only emphasize the word "service" in "customer service" ... we elevate it to a new level.

We also take professionalism to greater heights. We invest heavily to build a great company with great long-term employees who are **dedicated, knowledgeable and reliable**. Our team truly wants to help you, and will go out of their way to do so.

In addition, **all ServAssure dealers are Carrier Factory Authorized Dealers (CFAD)**. The Carrier Factory Authorized Dealer initiative is a rigorous, standards-based national endorsement – and CFADs are true experts in handling all your home comfort needs, from tailoring your ideal comfort system to installation, service and beyond. **Several ServAssure dealers have also received Carrier's highest honor, the President's Award**. These dealers have truly gone "above and beyond" in terms of service and technical excellence. We are extremely proud that **one-half of all the Carrier President's Awards issued in the tri-state area went to ServAssure dealers!**

As a ServAssure member, you can count on us to deliver the trust, value and peace of mind you won't get anywhere else.



You Can Finance a New Comfort System!

We understand that a new heating or cooling system is a major investment in your home. That's why **we make it easy for you to afford a new boiler, furnace, air conditioner or heat pump ... thanks to our convenient financing program! Plus, you get the extra benefit of saving up to 30% or more in energy costs!**

Many of our customers have taken advantage of special low-rate, low-payment financing programs for energy-efficient home improvements. You can, too! And, there are other money-saving opportunities – where available – for you to pursue, like **utility and manufacturers' rebates**.

In fact, there's a terrific deal right here in this issue of *Maximum Comfort News* – the **Carrier "Cool Choices" offer and up to \$600 in ServAssure rebates, featured on page 4**.

We've been offering this special promotion for several years – and many of our customers have told us that without it, they probably wouldn't have considered a comfort system upgrade at all.

To find out how to save a bundle on your new heating or cooling system ... and then save another bundle through greater energy efficiency, call us today!



Want more information?

Simply complete the form below and send it back to us.

Name (first, middle initial, last)

Address

City

State

ZIP

Phone

E-mail Address

☐ Please enter me in the "Kindle Grand Giveaway" Contest.

Please see entry rules.

I'd like more information on:

(check all applicable)

- ☐ Financing and Other Special Offers on High-Efficiency Comfort Systems
- ☐ Central Air Conditioning Upgrades
- ☐ Heating System Upgrades
- ☐ ENERGY STAR® Products
- ☐ Carrier Heating and Cooling Equipment
- ☐ Other: _____

What New Cooling Systems Have that Older Ones Don't

According to the U.S. Department of Energy, today's central air conditioners use 30% to 50% less energy to produce the same amount of cooling as air conditioners made in the mid-1970s. Even if your air conditioner is only 10 years old, you may save 20% to 40% of your cooling energy costs by replacing it with a newer, more efficient model.

How do you know if an air conditioner has a high efficiency?

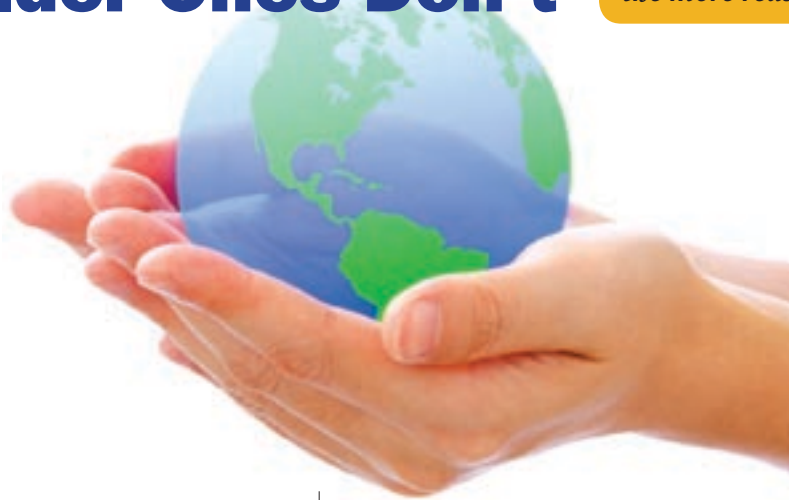
Look for its seasonal energy efficiency ratio (SEER) – a number indicating the relative amount of energy needed to provide a specific cooling output. Many older systems have SEER ratings of 6 or less. The minimum SEER allowed today is 13. **Look for the ENERGY STAR® label for central air conditioners with SEER ratings of 13 or greater**, but consider using air conditioning equipment with higher SEER ratings for greater savings. For instance, **the Carrier models we sell have efficiencies as high as 21.**

New A/Cs are also more environmentally-friendly. As of 2010, all air conditioners are required to have eco-friendly R410A ("Puron") coolant and all R-22 ("Freon") coolant, believed to be linked to global warming, has been phased out of production.

Modern central air conditioners are sophisticated systems integrating ventilation, humidification, dehumidification and indoor air quality – and the newest units have "smart" microprocessor-based controls to regulate these functions. The latest A/Cs are also **more compact, whisper-quiet and built for greater durability.**

Mini-split ductless air conditioning systems are gaining popularity, especially in homes without ductwork, retrofits and home additions, and for installations in compact spaces. **Many homeowners are ditching their ugly window and wall units for these slim, compact systems** that can be installed high up on a wall or attached to the ceiling (and look nothing like typical air conditioners).

We are proud to sell and install Carrier air conditioners. Carrier manufactures a variety of innovative cooling solutions, including **geothermal heat pumps** which provide cooling in summer; as well as **packaged products** where all the system's



components are housed in a single casing. You might say that Carrier knows a thing or two about air conditioning – the company's founder, Willis Carrier, discovered the principles behind modern air conditioning back in 1902!

Call us today – we'll help you choose a new cooling system that's right for you! And see below for our special Carrier "Cool Choices" offer and up to \$600 in ServAssure rebates!

Modern A/Cs have the power to save you energy and money – all the more reason for you to upgrade!

3 signs that you may need a new A/C:

1. It isn't producing cool air, even after the filter and coils have been cleaned.
2. It's producing loud noises, especially a squealing or grinding sound.
3. If you notice your electric bills are higher than normal.

Save up to \$1,950* on high efficiency home comfort.

Take advantage of limited time rebates to give your family more comfort for less. If you've been thinking about upgrading your heating and cooling system for more efficiency and lower utility bills, now is the time! Make sure to ask about Carrier's super-efficient Greenspeed systems.

Ask about
Utility Company
Rebates!

Cool Cash Rebate - up to \$1,350

ServAssure Rebate - up to \$ 600

Total - up to \$1,950*



greenspeed
INTELLIGENCE



ServAssure
DEALERS

Carrier

turn to the experts™

* Cool Cash Rebate offer valid 3/01/12 through 6/30/12. ServAssure rebates subject to change without notice. System must be installed by 7/15/12. Rebate amounts vary depending on equipment purchased. Not valid on prior purchases or in conjunction with other offers; some restrictions may apply. Call for complete details.

Are You Ready for a Blackout?

Harris Comfort Provides Professional Installation of Automatic Standby Generators!

GENERAC®

We Recommend Generac Generators

Harris Comfort is a full service Generac sales, installation and service company. **Generac is the most trusted name in residential standby power** – in fact, they sell more home standby generators than all of their competitors combined!

Harris Comfort has installed dozens of Generac backup generators in the past year, and to better service your generator, our technicians are factory-trained.

Don't let spring winds, summer thunderstorms, fall hurricanes and winter snowstorms wreak havoc on your home's power. Ask us about Generac generators now!



If you lost power during the several major storms of 2011, you know how difficult life can be without electricity.

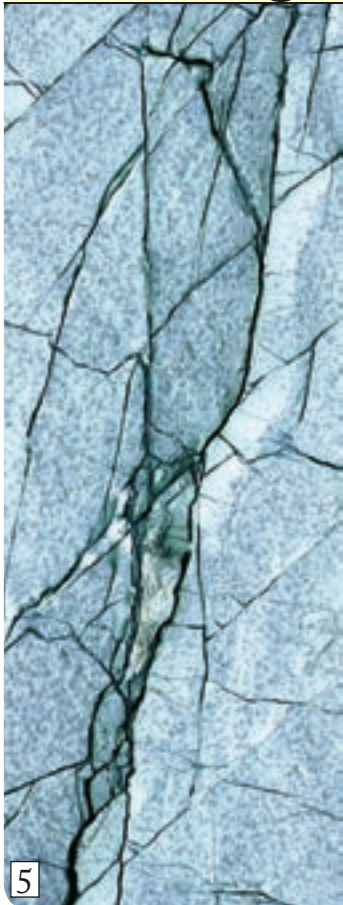
The solution? An emergency backup generator! With an emergency automatic home standby generator, **you won't have to lift a finger to get the power you need when the utility company can't deliver.** You only need to wait about 30 seconds and the generator will automatically begin supplying the power for the vital circuits in your home.

And, if you are away from home when the power goes out, you have the peace of mind in knowing that your home standby generator is on the scene to automatically run your home security system, sump pump, heat, and refrigeration.

We offer generators in a variety of power capacities, depending on the types of appliances you wish to operate during an outage. **For more information and a FREE in-home generator consultation**, call Harris Comfort at (215) 968-7477 or (215) 788-4596, and (609) 386-4658 in New Jersey.

What's the best fuel to power your generator? Propane, of course! See our article at right.

The Dangers of Fracking in Pennsylvania



Although we install and service natural gas equipment, we'd like to tell you about a **controversial gas drilling practice known as hydraulic fracturing, or "fracking"** – smashing bedrock hundreds of feet underground and then injecting millions of gallons of chemical-laced water to release the natural gas – that is taking place here in Pennsylvania.

Residents in Lycoming, Washington, Susquehanna, Bradford and other nearby counties have suffered **health problems and water contamination** apparently caused by fracking. Some residents near gas wells have even reported **flammable gas coming from their water faucets.**

After reversing an earlier, initial decision that the water in the area was safe, the EPA now says it will test well water in the area, and advised residents not to drink from their wells.

The EPA has already started regulatory efforts to force disclosure of chemicals used in the process, regulate air pollution from drilling and set standards for wastewater treatment. The agency is also conducting an extensive study of the effect on drinking water, with plans to release the final study in 2014.

In the meantime, the issue of fracking in Pennsylvania has become the subject of numerous newspaper and magazine articles, documentary films and television news reports.

For more information on fracking and other dangers the gas utility won't disclose, visit www.americanenergycoalition.com.

Propane Is HOT for Summer!

When it comes to propane delivery, service and installation this summer, Harris Comfort means real comfort!

Harris Comfort is **your "one-stop shop" for all your propane needs!** Propane is a convenient, efficient and economical fuel for such year-round uses as room and garage heating, stoves and clothes dryers – but **when spring and summer roll around, our customers turn to propane for their gas grills, pool and hot tub heaters, patio heaters and even "skeeter eaters."**

We deliver propane direct to your tank – no need to haul those heavy canisters – and we offer both **automatic and "will call" delivery from our own storage facility.** Plus, we feature **24-hour emergency service, propane appliance sales and service, expert tank installation, and easy-on-the-wallet budget and price protection plans.**

We also specialize in propane-fired emergency generators, which offer our customers peace of mind no matter what the season. When you think of all the times, especially during the last year, when you could have used an emergency generator, maybe it's time to call Harris Comfort about getting yours now. Call for details: (215) 968-7477 or (215) 788-4596, and (609) 386-4658 in New Jersey.



Maximum Comfort News



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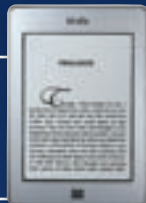
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NEW CONTEST!

KINDLE GRAND GIVEAWAY



In past contests, we awarded a grand prize to one customer chosen from all participating ServAssure dealers' customers. This year, we decided to have each participating ServAssure dealer pick one winner, and award each winner a prize.

That's why here at Harris Comfort, we're giving away a new Amazon Kindle Touch, valued at \$99.00, to one of our lucky customers!

What's more, in our continuing effort to go green, you may now enter the contest online! Just go to www.servassure.com and complete the easy entry form. You may also mail in the entry form on page 3. No purchase necessary to enter and win. Winner will be selected by random drawing at contest end (May 31, 2012) from among all eligible entries received. Odds of winning depend on number of eligible entries received. Contest is open to individuals 18 years and older. Void where prohibited by law. Subject to all federal, state and local laws and regulations.

\$500 Holiday Shopping Spree Winner

The winner of the \$500 Shopping Spree contest featured in the Fall 2011 issue is Mollie Woolley of Avalon, New Jersey. Congratulations! See above for our latest contest.

When Is a Cooling Emergency Not an Emergency?



In our last issue, we offered pointers on what to do before making a "no heat" emergency service call. In this issue, we'll give advice on how to check a cooling system before calling for emergency service.

- * **Check the settings on your thermostat.** Make sure the temperature control selector is set below the current room temperature, and the system switch is on the COOL or AUTO position. The fan switch should be set to ON for continuous airflow or AUTO if you want the blower to operate only while the air conditioner is operating.
- * Try to get the air conditioner to turn on by **lowering the thermostat** to its lowest temperature setting.
- * If the air flow out of your registers seems low, **check the air filter.** An extremely dirty air filter can block air flow.
- * Make sure all **registers are open and not obstructed.**
- * **Check the power disconnect switch** by each unit (outdoor and indoor).
- * **Check the fuse/breaker** at the electrical panel for both the outdoor and indoor unit.

If the problem persists, please call us at (215) 968-7477 or (215) 788-4596, and (609) 386-4658 in New Jersey. We'll be right over to help you beat the heat!