

Nexstar News/Offer Program
HVAV Article #1 – Annual Service Agreements

Headline

Here's A Plan That Should
"Agree" With You Nicely.

Subhead

To derive the greatest possible value from your home heating and cooling systems, consider the many advantages of an annual service agreement.

Text

You know the saying: "Nothing lasts forever."

Well, that might have been written to describe your home heating and central air conditioning systems. Because no matter what the brand, or how many "bells and whistles" it includes, **sooner or later it's going to stop running**. Average lifespan? About 15 years.

In the meantime, **your home comfort systems lose their comfort-ability and fuel efficiency a little at a time**...sort of like a sagging helium balloon, but not as much fun.

At (company name), we offer a service agreement program that, for one very affordable fee, includes:

- An annual tune-up and inspection of all covered systems;
- Prior scheduling;
- Discounts on new system installations;
- Plus "24/7" emergency service.

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The annual tune-up and inspection is the key to our service plan. It allows us to **keep your system in top running order**, and to spot little problems before they become big, expensive repairs. In the meantime, you'll enjoy the best your system has to offer...both in terms of heating and/or cooling efficiency while enjoying the maximum in energy savings.

Plus, our service agreement customers receive **priority attention for the emergency service you might need after hours**, weekends...even in the wee small hours of the morning.

Call or visit our web site to learn more. Or simply use the coupon below to **save \$35 off a (company name) service agreement today**...it's a plan we'll custom design to give you exactly the kind of coverage that makes the most sense for you and your family.

Main Coupon

Service Agreement

Save \$35...

...off our regular price for a custom-designed service agreement for your heating and/or cooling system. This offer may not be combined with any other discount or promotion.

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Teaser Copy

Inside This Issue of “Around the House”...

No heating or cooling system lasts forever.
But with proper maintenance, it can last a whole lot longer than you might think.

Plus...

3 Coupons You Can Use Now!