

Nexstar News/Offer Program
HVAC Article #10 – NATE Certification

Headline

Have You Met Our Good Friend “NATE?”

Subhead

To say that our heating and cooling technicians are “well trained” is to do them an injustice. That’s because **our technicians are “NATE”-Certified.** Find out now what that means to you.

Text

If you pursue a college education to the fullest, you might earn an M.D., Ph.D., or other degree that the world acknowledges and respects.

The same is true in the HVAC/R industry, which stands for heating, ventilation, air conditioning, and refrigeration. And in our little corner of the world, there is no designation more worth pursuing than NATE: **North American Technician Excellence.**

NATE is an independent, not-for-profit national organization that:

- Promotes technical and professional excellence;
- Covers all HVAC/R technicians and system installers;
- Recognizes high quality industry technicians through voluntary testing and certification.

Page Two

The road to a NATE certification includes long hours of study and training, and highly demanding tests. And trust us on this one: NATE tests are not for the feint of heart. **along the way.**

So when we tell you that (company name) technicians are NATE certified, you can **rest assured that your family's indoor comfort needs are in the most capable of hands.**

For your added peace of mind, **NATE-certified technicians are endorsed by the U.S. Department of Energy.** That means any time you purchase EPA Energy Star equipment and have it installed by one of our NATE-certified technicians, the system will perform at the efficiency level it was designed for, thereby **giving you the substantial energy savings you expect.**

So now that you know a little more about (company name), we invite you now to **save \$35 on a complete heating or cooling system tune-up and inspection with the coupon below.**

That way, you'll see just how well we know our way... *"Around the House."*

Main Coupon

System Tune-Up

Save \$35...

...on a complete tune-up and inspection of your home heating or cooling system. This offer may not be combined with any other discount or promotion.

Page Three

Teaser Copy

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

Does “NATE Certified” mean anything to you?
Chances are it doesn't. But it should, and in
a moment, you'll discover why.

Plus...

3 Coupons You Can Use Now!