

Headline

We Can Spot Trouble a Mile Away... Well, *Practically!*

Subhead

For better system performance and maximum energy efficiency, now's the time to consider a central air conditioning system tune-up and inspection.

Text

Central air conditioning systems...you plug 'em in, turn 'em on, sit back and enjoy the "cool." No worries, right?

If only things were that simple. But with (company name) in your corner, you'll worry a lot less knowing your home comfort systems are receiving the best care in the business.

And it all starts with an annual system tune-up and inspection. Why is that so important? Consider the following statistics:

- Most AC repairs occur with systems that are at least 5 years old;
- Complete system replacements are 35% more likely in the absence of ongoing maintenance;
- Major system repairs cost between \$250 and \$1,000;
- Most indoor health risks can be minimized or eliminated with proper system maintenance;
- By keeping your system in top working order, you can cut your monthly energy costs by about 25%.

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So what exactly does an air conditioning system tune-up consist of? Well, at (company name), we leave no cooling element unturned. For example, we:

- **Clean** your filters, and replace them if necessary;
- **Inspect** condensor & evaporator coils;
- **Inspect the** blower motor & wheel;
- **Inspect** the safety controls;
- **Lubricate** and inspect all motors;
- **Examine** and calibrate refrigerant controls;
- **Verify** and adjust operating pressures;
- **Verify** proper amperage and voltage for your compressor, evaporator and condensor motors.

Something that thorough must be expensive, right? Not hardly. And now, we can make it even more affordable with the coupon below. That's right, simply call (company name) today, and you'll **save \$25 on a complete air conditioning system tune-up and inspection**. Think of it as insurance for the long haul, and a good way to offset even the hottest and stickiest weather this summer has to offer.

Main Coupon

Central Air Tune-Up

Save \$25...

...on a complete tune-up and inspection of your central air conditioning system. Service must be scheduled by the end of business, May 31. 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”...

With a little bit of maintenance, we can help you “keep your cool” longer...just in time for the heat of summer.

Plus...

3 Coupons You Can Use Now!