

Nexstar News/Offer Program

HVAC Article #6 – System Life Expectancy

## Headline

There's Life in the Ol' System Yet!

## Subhead

Most heating and cooling systems are designed to last between 12-15 years. Here's some advice on how to stretch that out a bit, and what to look for in a new system.

## Text

Your heating, ventilating, and air conditioning (HVAC) system makes up 50-60% of your annual energy bill. With an average life expectancy of around 12-15 years, you want to do everything you can to keep it running as efficiently and for as long as possible.

No doubt about it: **the two best ways to extend the life of your system is to buy the right system in the first place, and then have it properly maintained on a regular basis.** On its own, an annual cleaning and inspection can delay a system's inevitable demise by a number of years while helping minimize your monthly energy costs.

But let's say the time has come for a new system. Here's what to look for:

- **Equipment Selection** – More than anything, you want a system that earns high marks in efficiency. When shopping for a heat pump, for example, there are two efficiency ratings to consider: **Seasonal Energy Efficiency Ratio (SEER)**, which indicates cooling efficiency, and the **Heating Seasonal Performance Factor (HSPF)**, which indicates heating efficiency. On both ratings, the higher the number the more efficient the system.

- **Sizing** – With any kind of HVAC system, bigger is not always better. **Oversized systems tend to "short cycle"** which, in turn, shortens the life of your compressor and leads to excessive moisture buildup. Conversely, **undersized systems run continuously on mild days and struggle to lower the temperature during the dog days of summer.** We can help you avoid all that by performing a heat loss/gain calculation to pinpoint the type and size of the system you really need.
- **Warranties** - The industry standard is 5 years for a compressor (heat pump or air-conditioner), 5 years for a heat exchanger (gas furnace) and 1 year for parts and labor. At (company name) we offer extended warranties for your added peace of mind.
- **Quality Installation** – Just like with anything else, your new HVAC system will perform only as well and efficiently as it's installed.

There's a lot to consider when you're in an HVAC system buying mode...and we're just the company to help you make all the right decisions. We're also the company to help prolong the life of your existing system. So with our compliments, we invite you to **save \$35 on our complete heating or cooling system tune-up and inspection service with the coupon below.**

We look forward to sharing with you again...*"Around the House."*

### **Main Coupon**

System Tune-Up

**Save \$35...**

...on a complete heating or cooling system tune-up and inspection. 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”...

Energy bill got you down? By paying a little attention now to your home comfort systems, things will be looking up in no time.

Plus...

3 Coupons You Can Use Now!