

## **Headline**

“It’s Alive!”

## **Subhead**

Okay, so perhaps we exaggerate...but only slightly. Because the truth is, your home is a system where one component impacts the performance of others. So that begs the question: just how efficiently is your home “system” running?

## **Text**

A house is sort of like the human body. It’s made up of multiple components that together create an ultimate living environment.

Take your water heater, home cooling and heating systems, for example. These are your most obvious “comfort keepers.” But even with the most modern and energy efficient of equipment, you still have other things to consider before you can realize maximum indoor comfort and energy savings.

Here are two examples to help illustrate the point:

- Your high-efficiency furnace won't run at peak performance without **adequate weather-stripping around windows and doors**. Same goes for the insulation in your walls and attic.
- High-efficiency windows won't solve your home's condensation problems if they weren't properly sealed or insulated. **Home condensation also depends on fine tuning the humidifier in your furnace**, and the proper venting of bathroom and kitchen exhaust fans.

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And all the while, we keep making changes to our homes, many of which impact your indoor comfort in ways you probably never realized. New and improved washers and dryers, for example – along with hot tubs, computers, and large screen TVs – produce moisture and heat that most homes are not designed to remove.

That's why the professionals at (company name) take a holistic approach to providing for your family's year-round indoor comfort. Which means that any time we develop a proposal for a replacement heating or cooling system, we're also recommending, as needed, the right steps to improve your air flow, humidification, and indoor air quality. **Our goal? Simply to make sure the time you spend indoors is as comfortable and healthy as possible.**

For now, the professionals at (company name) invite you to **save \$35 on a complete heating or cooling system tune-up and inspection with the coupon below.**

(company name). "*Around the House,*" we're at the top of our game.

### **Main Coupon**

System Tune-up & Inspection

**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.

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## **Teaser Copy**

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

Things not as comfortable as they used to be indoors?  
There could be reasons for that you never even imagined!

Plus...

3 Coupons You Can Use Now!