

Nexstar News/Offer Program
HVAC Article #9 – Variable Speed Control

Headline

Steady As She Goes!

Subhead

Even with a really good home heating or cooling system, sometimes you're too warm, and sometimes you're too cold...and all in the same day! Here's **how to keep the temperature right where you like it**...all the time.

Text

When is a home heating or cooling system more than just that? When it features **built-in variable speed control**.

Variable speed features fingertip control to help you **maintain temperature and humidity levels where you like them**...and on a continuous basis.

Why is that so important? Well, if the temperature were 32 degrees 24 hours a day throughout the winter, you'd have no need for variable speed control. But with huge temperature and humidity fluctuations throughout the year, standard heating and cooling systems are constantly reacting – **while wasting valuable energy** – to help keep you and your family comfortable.

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Variable speed systems feature tremendous energy savings, too. You can operate a typical variable speed system for **about the same amount of electricity needed to power a 100-watt light bulb.**

Other advantages often associated with variable speed systems include:

- Quiet operation;
- **Extra humidity control** during the summer months when you need it the most;
- Fan control settings for **improved airflow** to accommodate sudden and drastic changes, like a house full of guests, or the onrush of an extreme weather front;
- Built-in high-efficiency air filters for **cleaner and healthier indoor air**;
- Optional temperature and humidity management...just set the thermostat, and **allow the system to achieve the proper balance** to suit your comfort preferences;
- Blocked vent safeguard for added safety...applies to direct vent furnaces, and serves to shut it down to **protect your family from harmful flue gases.**

Variable speed systems truly have a lot to offer. But not just anyone can install them. It takes real experience and expertise...the kind we offer at (company name). So if your current system is on its last gasps, call us before you buy new to make sure you're getting **not just the right system, but the most system for your money.**

In the meantime, we invite you to **apply the attached \$350 coupon toward a complete heating or cooling system tune-up and inspection...**because through proper maintenance, we can help add years to the life of your current system.

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.

Teaser Copy

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

Tired of turning the thermostat up and down,
and *still* not feeling completely comfortable?
Then it's time you learned about variable speed control.

Plus...

3 Coupons You Can Use Now!