Spring 2012

# JOHN CIPOLLONE INC.

HEATING • COOLING • FUEL OIL

# Maximum Comfort News

www.johncipollone.com

ServAssure DEALER

## A Message From John & Mike



Spring will soon be here and our thoughts will be for more pleasant weather. We hope you are all well.

Though air conditioning season is on its way, **we want to tell you about several energy-saving devices and services** John Cipollone, Inc. offers to help you lower your heating costs.

The **digital programmable thermostat** still seems to be the single most important improvement, and it's been very popular with our customers.

For those of you with radiators or baseboard heat, the **Beckett AquaSmart advanced "smart" boiler control** guarantees to save you a minimum of 10% on energy consumption.

For a modest investment, we recommend a thorough **energy audit** for those who really want to save energy and improve home comfort. As always, **preventative maintenance** saves energy and prolongs equipment life, not to mention, alleviating comfort system problems.

For outstanding energy savings, we also recommend a new **Carrier central air conditioning system** which is, on average, twice as efficient as one you might have purchased 15 years ago. **Don't forget to take advantage of our valuable Carrier "Cool Choices" Offer and save up to $600 in ServAssure rebates – see page 4.**

2012 Presidents Award

Carrier turn to the experts

Our customers have had many **"energy conservation success stories"** like the one on page 5. Will your story be next?

On a personal note, We're happy to announce that Ronnie Forester is back in the office after having surgery. Welcome back, Ronnie!

This year marks the 59th anniversary for John Cipollone, Inc. As always, thank you for your business and loyalty. If you have any questions or would like to make an appointment, please call and speak to one of **our courteous team members – Claire, Lisa, Ronnie, Larry and Matthias – or us, John and Mike.**




Sincerely,

John Cipollone

Mike Cipollone

600 Darby Road, Havertown, PA 19083 • 610-446-7877 • comfort@johncipollone.com

# The True Cost of Putting Off Cooling System Maintenance



*Who am I?*

*I work hard every day for several months without a break. I'm outside during temperatures that can rise to 100 degrees. I'm constantly exposed to rain, dirt and insects, often covered in overgrowth and even mold.*

*I'm your central air conditioner – and I need some maintenance. Because, without your help, I can't fulfill my real potential.*

Your A/C is right – the way to keep it working at its very best is to **have it maintained regularly by one of our expert technicians.** Best of all, **your annual A/C maintenance is included in your cooling service plan.**

**With regular cooling maintenance, you cut costs in so many ways:**

- ✓ **Your equipment will last longer** – which means you won't need to spend money on a new A/C.
- ✓ **You will enjoy lower utility bills by increasing your unit's efficiency by up to 10%** – even higher when a system is low on refrigerant or has other deficiencies that are routinely spotted during annual preventive maintenance.
- ✓ **Your central air conditioner will require fewer repairs** – which involves paying for parts and labor.
- ✓ **You'll be more comfortable** – and when the heat index reaches 100° or more, there's no substitute for a well-running air conditioner.
- ✓ **You'll protect your investment in your cooling equipment** – which in wintertime, can also be your heating equipment if you own a heat pump – and add more value to your home.

**Central air conditioner maintenance is particularly important, since the condenser is outdoors,** exposed to the elements, dirt and debris, which can clog coils and the condenser fan motor.

During a typical maintenance visit, your cooling technician will check operating pressures, refrigerant charge, filters, compressors, fan motor, and other important parts … clean coils as needed … lubricate all moving parts … and tighten all working connections. **If we find any minor problems, we'll fix them before they turn into costly repairs.**

**The true cost of putting off cooling system maintenance might be thousands of dollars in wasted energy.** And that's not too cool! Call us to schedule your cooling maintenance checkup today.

# Upgrade and Up Your Selling Price

***Buyers want to get the best property value for their money … sellers want to get the most money for their property value – and an energy-efficient comfort system upgrade will help all of them!***

If your home is on the market, a new cooling and/or heating system is a great selling point. **It's an investment that's often overlooked and undervalued – and one that will quite possibly "up" a home's selling price.**

Prospective buyers are looking for homes that don't need a lot of upgrading or work done to them (and a new central air conditioner looks so much nicer than those ugly window or wall units). Buyers also want a house that will save them energy and money – and one with a safe and dependable comfort system.

By taking this matter into your own hands, it will give the future owners peace of mind that after a few months, they will not need to replace the heating/cooling system. It will also help your home to sell quickly without a lot of negotiations back and forth.

### *Payback in a few short years*

If your current heating or cooling system is 15-20 years old, a moderately priced upgrade could **pay for itself in only a few years!** Moreover, you will enjoy energy savings for the life of the new system!




**Here Are the Facts …**

A study performed by ICF Consulting on behalf of the EPA and published in the *Appraisal Journal* indicates that **the value of a home increases between $11.00 and $21.00 for every $1.00 in annual energy savings.**

And, according to *Money Magazine*, **if your system is more than two decades old, the new one should easily pay for itself in three to seven years. In the long term it can save you more money than any other home improvement project.**

# ServAssure = *Integrity*

Our company is a proud member of the **ServAssure Dealer Alliance** – a group of local comfort companies committed to exceeding your expectations and providing you with the highest level of satisfaction. Boil it all down to one word, and that's **INTEGRITY.**

**Not every comfort company out there has what it takes to be a ServAssure company. We must abide by ServAssure's strict dealer standards as well as 16 demanding employee performance standards,** ranging from how we greet you to how we bill you. We not only emphasize the word "service" in "customer service" … we elevate it to a new level.

**We Guarantee It!**

**It is our honor to provide you with ServAssure's Satisfaction Guarantee – 100% complete satisfaction or your money back. Plus, all parts, labor and materials are covered for 24 months – that's 2 full years – from your date of installation.**



**We also take professionalism to greater heights.** We invest heavily to build a great company with great long-term employees who are **dedicated, knowledgeable and reliable.** Our team truly wants to help you, and will go out of their way to do so.

In addition, **all ServAssure dealers are Carrier Factory Authorized Dealers** (CFAD). The Carrier Factory Authorized Dealer initiative is a rigorous, standards-based national endorsement – and CFADs are true experts in handling all your home comfort needs, from tailoring your ideal comfort system to installation, service and beyond. **Several ServAssure dealers have also received Carrier's highest honor, the President's Award.** These dealers have truly gone "above and beyond" in terms of service and technical excellence. We are extremely proud that **one-half of all the Carrier President's Awards issued in the tri-state area went to ServAssure dealers!**

***As a ServAssure member, you can count on us to deliver the trust, value and peace of mind you won't get anywhere else.***

Factory Authorized Dealer Carrier — turn to the experts

ServAssure DEALER



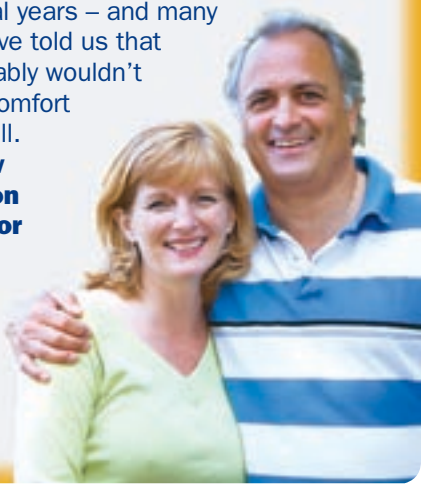
# You Can Finance a New Comfort System!

We understand that a new heating or cooling system is a major investment in your home. That's why **we make it easy for you to afford a new boiler, furnace, air conditioner or heat pump … thanks to our convenient financing program! *Plus, you get the extra benefit of saving up to 30% or more in energy costs!***

Many of our customers have taken advantage of special low-rate, low-payment financing programs for energy-efficient home improvements. You can, too! And, there are other money-saving opportunities – where available – for you to pursue, like **utility and manufacturers' rebates.**

In fact, there's a terrific deal right here in this issue of *Maximum Comfort News* – the **Carrier "Cool Choices" offer and up to $600 in ServAssure rebates, featured on page 4.** We've been offering this special promotion for several years – and many of our customers have told us that without it, they probably wouldn't have considered a comfort system upgrade at all.

**To find out how to save a bundle on your new heating or cooling system … and then save another bundle through greater energy efficiency, call us today!**



## Want more information?

*Simply complete the form below and send it back to us.*

*Name (first, middle initial, last)*

*Address*

*City* *State* *ZIP*

*Phone* *E-mail Address*

❑ **Please enter me in the "Kindle Grand Giveaway" Contest.**
*Please see entry rules.*

## I'd like more information on:

*(check all applicable)*

- ❑ Financing and Other Special Offers on High-Efficiency Comfort Systems
- ❑ Central Air Conditioning Upgrades
- ❑ Heating System Upgrades
- ❑ ENERGY STAR® Products
- ❑ Carrier Heating and Cooling Equipment
- ❑ Other: _____

# What New Cooling Systems Have that Older Ones Don't

*Modern A/Cs have the power to save you energy and money – all the more reason for you to upgrade!*



According to the U.S. Department of Energy, **today's central air conditioners use 30% to 50% less energy to produce the same amount of cooling as air conditioners made in the mid-1970s.** Even if your air conditioner is only 10 years old, you may save 20% to 40% of your cooling energy costs by replacing it with a newer, more efficient model.

**How do you know if an air conditioner has a high efficiency? Look for its seasonal energy efficiency ratio (SEER)** – a number indicating the relative amount of energy needed to provide a specific cooling output. Many older systems have SEER ratings of 6 or less. The minimum SEER allowed today is 13. **Look for the ENERGY STAR® label for central air conditioners with SEER ratings of 13 or greater,** but consider using air conditioning equipment with higher SEER ratings for greater savings. For instance, **the Carrier models we sell have efficiencies as high as 21.**

**New A/Cs are also more environmentally friendly.** As of 2010, all air conditioners are required to have eco-friendly R410A ("Puron") coolant and all R-22 ("Freon") coolant, believed to be linked to global warming, has been phased out of production.

**Modern central air conditioners are sophisticated systems integrating ventilation, humidification, dehumidification and indoor air quality** – and the newest units have "smart" microprocessor-based controls to regulate these functions. The latest A/Cs are also **more compact, whisper-quiet and built for greater durability.**

**Mini-split ductless air conditioning systems** are gaining popularity, especially in homes without ductwork, retrofits and home additions, and for installations in compact spaces. **Many homeowners are ditching their ugly window and wall units for these slim, compact systems** that can be installed high up on a wall or attached to the ceiling (and look nothing like typical air conditioners).

**We are proud to sell and install Carrier air conditioners.** Carrier manufactures a variety of innovative cooling solutions, including **geothermal heat pumps** which provide cooling in summer; as well as **packaged products** where all the system's components are housed in a single casing. You might say that Carrier knows a thing or two about air conditioning – the company's founder, **Willis Carrier, discovered the principles behind modern air conditioning back in 1902!**

### 3 signs that you may need a new A/C:

1. **It isn't producing cool air, even after the filter and coils have been cleaned.**
2. **It's producing loud noises, especially a squealing or grinding sound.**
3. **If you notice your electric bills are higher than normal.**

*Call us today – we'll help you choose a new cooling system that's right for you! And see below for our special Carrier "Cool Choices" offer and up to $600 in ServAssure rebates!*

## Save up to $1,950* on high efficiency home comfort.

Take advantage of limited time rebates to give your family more comfort for less. If you've been thinking about upgrading your heating and cooling system for more efficiency and lower utility bills, now is the time! Make sure to ask about Carrier's super-efficient Greenspeed systems.

Ask about Utility Company Rebates!



Cool Cash Rebate - up to $1,350
ServAssure Rebate - up to $ 600
Total - up to $1,950*

greenspeed INTELLIGENCE

ServAssure DEALERS

Carrier turn to the experts

* Cool Cash Rebate offer valid 3/01/12 through 6/30/12. ServAssure rebates subject to change without notice. System must be installed by 7/15/12. Rebate amounts vary depending on equipment purchased. Not valid on prior purchases or in conjunction with other offers; some restrictions may apply. Call for complete details.

# Energy Conservation Success Story

We love to hear our valued customers tell us their "energy conservation success stories." One of our favorites is from our customer J.R.H., whose letter is shown below. This Devon customer realized a whopping **39% in fuel savings** after we installed new energy-efficient comfort equipment.

### Carrier Infinity System

We love Carrier Infinity systems here at John Cipollone, Inc. and so do our customers! Plus, they qualify for the terrific "Cool Choices" offer on page 4. Boasting the highest efficiency and most advanced home comfort technology, the revolutionary Infinity heating and cooling system from Carrier is the ultimate comfort system of the future. In fact, the Infinity system is so advanced it automatically adjusts for peak performance.



### Energy Kinetics System 2000 Energy Converter

System 2000 lets you upgrade your existing water heater and boiler, furnace or heat pump to a single high-efficiency system engineered to deliver high performance and exceptional fuel economy. Plus, you'll enjoy virtually unlimited hot water and whisper-quiet operation, too.

### Beckett Oil Burner

Beckett is a family-owned and operated manufacturer based in Elyria, Ohio. Trusted all over the world, Beckett burners can be found in the Statue of Liberty and the National Science Foundation's McMurdo Base in Antarctica. When you buy a Beckett product, you benefit from more than 60 years of experience in the Oilheat industry.

**You, too, can enjoy complete comfort and amazing savings! "Chapter one" of your "energy conservation success story" begins with your free in-home heating and cooling consultation. Call John Cipollone, Inc. at 610-446-7877 now!**

# Mail Bag

*We're always flattered to receive letters from satisfied customers. If Cipollone brought greater comfort to your life, let us know! Drop us a line or email us at comfort@johncipollone.com. Thank you!*

Hi, Mike … just sent in a payment for our awesome new heater. It uses waaaaaaaaay less oil (bad for you, good for us) and keeps the temperature constant. I love it!

Kate, Ardmore, PA

To the Cipollone organization,

Just wanted to relay our thanks for your prompt service on our heating system this morning, as my wife Barb and I were increasingly frustrated with our prior vendor. Glad to have your firm on board! Assured heating is a necessity in the winter – unfortunately, our prior vendor didn't seem to share these sentiments. Looking forward to a great new relationship with your firm!

Regards,
John C., Ardmore, PA

Dear Mike and John:

It is a pleasure to compliment John Cipollone Heating, Inc. on the exceptionally professional planning, developing and execution of work recently performed at my home, which involved redesign as well as installation of two Carrier Infinity comfort systems and a System 2000 energy converter with a Beckett high-efficiency oil burner.

The challenge that existed required special planning and design in order to address an addition to the home, which was part of a 1976 expansion, as well as overcoming an original structure problem – a room over a double garage – which, ever since our purchase of this home in 1977, has been in need of proper heating.

All the work was completed on a very timely basis and in a time frame most suitable to our family.

Upon completion of all work, our home was left in pristine condition, and you are welcome to use this as a letter of reference and, furthermore, should a prospective customer wish to speak to me personally, please do not hesitate to have them call.

Very truly yours,
J.R.H., Devon, PA

# How Would You Like to Lower Your Energy Bills by up to 30%?



## *Call Us for Your Home Energy Audit!*

**Did you know that the nice cool air coming from your air conditioner could be escaping through cracks in your home?**
***What a waste of energy and money!***

That's why **you need a home energy audit** from John Cipollone, Inc. For a small fee, you could **save big bucks** – and make your home more comfortable, safe and energy-efficient throughout the year.

***Here's how it works:***

- Using special equipment, we **will perform a thorough roof-to-basement evaluation,** to determine your home's energy use and air leakage.
- Based on the audit, **you will receive a comprehensive report** detailing how your home uses energy. The report also includes information on how much energy and money you could save by installing a variety of energy-efficient solutions, such as:
  - *replacing your heating and/or cooling systems*
  - *upgrading your water heater*
  - *sealing and insulating crawlspaces, walls and attics*
- **You can then use this information to select the energy efficiency options that work for you** – many of which John Cipollone, Inc. can complete, as a Building Performance Institute (BPI) accredited contractor.

And here's the best part of all: The improvements we make to your home could **save you up to 30% in energy costs.** Plus, fast and convenient **financing is available** for your energy-efficient home improvement projects through Keystone HELP™.

**For more information on home energy audits, call us at (610) 446-7877.**

BPI ACCREDITED CONTRACTOR

Keystone HELP HOME ENERGY LOAN PROGRAM powered by AFC FIRST

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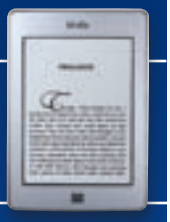
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## NEW CONTEST!

# KINDLE GRAND GIVEAWAY



In past contests, we awarded a grand prize to one customer chosen from all participating ServAssure dealers' customers. This year, we decided to have each participating ServAssure dealer pick one winner, and award each winner a prize.

That's why **here at John Cipollone, Inc., we're giving away a new Amazon Kindle Touch, valued at $99.00, to one of our lucky customers!**

What's more, in our continuing effort to go green, **you may now enter the contest online!** Just go to **www.servassure.com** and complete the easy entry form. **You may also mail in the entry form on page 3.** No purchase necessary to enter and win. Winner will be selected by random drawing at contest end (May 31, 2012) from among all eligible entries received. Odds of winning depend on number of eligible entries received. Contest is open to individuals 18 years and older. Void where prohibited by law. Subject to all federal, state and local laws and regulations.

## $500 Holiday Shopping Spree Winner

**The winner of the $500 Shopping Spree contest featured in the Fall 2011 issue is Mollie Woolley of Avalon, New Jersey. Congratulations! See above for our latest contest.**

# When Is a Cooling Emergency Not an Emergency?



In our last issue, we offered pointers on what to do before making a "no heat" emergency service call. In this issue, we'll give advice on how to check a cooling system before calling for emergency service.

- **Check the settings on your thermostat.** Make sure the temperature control selector is set below the current room temperature, and the system switch is on the COOL or AUTO position. The fan switch should be set to ON for continuous airflow or AUTO if you want the blower to operate only while the air conditioner is operating.
- Try to get the air conditioner to turn on by **lowering the thermostat** to its lowest temperature setting.
- If the air flow out of your registers seems low, **check the air filter.** An extremely dirty air filter can block air flow.
- Make sure all **registers are open and not obstructed.**
- **Check the power disconnect switch** by each unit (outdoor and indoor).
- **Check the fuse/breaker** at the electrical panel for both the outdoor and indoor unit.
- **If the problem persists, please call us at (610) 446-7877.** We'll be right over to help you beat the heat!