



### A MESSAGE FROM The Cipollones

## Seasons' Changes



We all know the old axiom, "seasons change," which, of course, refers to the way weather changes from one season to the next, or more broadly, to the way things age and change over a longer period. But what about the way the seasons themselves have changed in recent years? **Many John Cipollone, Inc. customers have remarked that our winters seem to be beginning and ending later than normal.** In fact, there is some truth to that notion.

Based on the monthly climate data of the national weather center in Philadelphia:

- \* December 2012 was a significant 5.6 degrees warmer than average, while **March 2013 was 2.3 degrees colder;**
- \* December 2013 was only 1.2 degrees warmer than average, but **March 2014 was a full 4.6 degrees colder,** and;
- \* December 2014 was 3.6 degrees warmer than average, while **March 2015 was a noticeable 4.4 degrees colder.**

So, at least according to the statistics, the seasons *have* changed. Whether or not this trend continues, one thing is guaranteed: **Cipollone will be there to meet your home comfort needs and reduce your energy costs in any season.**

In this issue of *Maximum Comfort News*, we'll show you a few ways our company does exactly that. You'll read about retroactive tax credits that are available for your high-efficiency HVAC system; learn how Cipollone's customers Jonathan and Sharyn Rubin were able to drastically reduce their carbon footprint and their expenses; and meet Jimmy Sugarman, a Cipollone fuel driver who hasn't taken a single day off in 15 years. Remember: **seasons change, but at John Cipollone, Inc., our commitment to your comfort never does and never will.**

Sincerely,

## New This Fall

*At Cipollone, we're constantly looking for new ways to improve our services and connect with our customers. So what's new for fall 2015?*

### Automatic Bill Payment

For your convenience, Cipollone continues to offer secure automatic bill payment via ACH. With this service, we automatically charge your Visa, MasterCard or Discover each month. This way, you don't have to call to pay your fuel bills.

### Email Updates & Contests

Simply send an email to [comfort@johncipollone.com](mailto:comfort@johncipollone.com) if you'd like to sign up to receive electronic billing statements and/or email updates from Cipollone. We won't spam your inbox, but we will provide you with valuable tips that can help you reduce your seasonal energy expenses, as well as opportunities to enter exclusive contests offering big prizes. Speaking of which, check out our newest contest on page 6 for the chance to win \$500.

### Facebook & Twitter

Looking for more ways to connect with your friends at John Cipollone, Inc.? Then "Like" us on Facebook at [Facebook.com/JohnCipolloneInc](http://Facebook.com/JohnCipolloneInc) and "Follow" us on Twitter at [Twitter.com/GreenFleet600](http://Twitter.com/GreenFleet600). You can also get to our social media pages via the links on our website, [JohnCipollone.com](http://JohnCipollone.com).

If you have questions about any of the above, please do not hesitate to call your Cipollone comfort companions at 610-446-7877. We're always here to help.

# Our Service Plans Work FOR YOU

You've probably heard the phrase, "Plan your work and work your plan." Well, in a sense, our service plans are a product of that old axiom. Our service plans *work* for you by providing an annual tune-up that will keep your heating equipment running efficiently and effectively all season long. They also provide **a plan for your continued comfort and savings**, as well as an emergency plan to help you out of a jam. With a service plan, you'll enjoy:



- Annual preventive maintenance • Priority emergency service**
- Increased equipment efficiency • Lower energy costs**
- Improved heating performance • Prolonged equipment life**
- Reduced chance of an untimely breakdown • Worry-free peace of mind**

Don't forget: if you don't have a service plan and your heating system malfunctions, one repair could end up costing you more than the price of a service plan. Plus, only **a service plan can help ensure that your system provides uninterrupted heating performance when you need it most**, on those dangerously cold winter nights. That's the true value of planning ahead — the peace of mind you get from knowing you and your family are protected. So, plan *our* work and work *our* plan.

 **Call today to sign up for the service plan that works for you.** 

## The Design Factor



Heating or cooling capacity, energy efficiency, and cost are usually the key factors that come into play when purchasing a new home comfort system. However, there is another aspect that homeowners think about when selecting equipment: design. They say not to judge a book by its cover, but we all do it anyway. It's inevitable. Recognizing that looks are indeed important to homeowners, modern heating and cooling manufacturers are building systems to be **sleeker, more aesthetically pleasing, and adaptable to your home's interior design.**

While you should never choose a heating or cooling system based on appearance alone, it is definitely worth considering that modern home comfort appliances are differentiated by a number of design features. In other words, **you have options when it comes to how your heating or cooling system will look.** As experts in all aspects of home heating and cooling equipment, your ServAssure Dealer can help you decide which unit not only works best, but also looks best in your home.

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Here are a few design features you might come across when considering a new home comfort system:

**Painted Frames or Finishes:** While boilers, furnaces, and water heaters are traditionally finished grey, silver, black or white, more and more units are now encased in colored enamel jackets that are actually quite attractive and perhaps more importantly, won't rust over time.

**Wall Mounting or Wall Hanging:** Many heat pumps and water heaters are built to be mounted or hung on the wall. This frees up space and can make your comfort equipment much less of an eyesore. If your heat pump is controlled by remote (as most are), then you can have it installed out of your sight line, leaving more room for hanging pictures and decorations. Plus, you won't have to worry about tripping over or bumping into it.

**Low Boy or High Boy:** Another space-saving feature, "low boy" refers to a short, compact furnace design that allows for installation in tight spaces. This is especially important if you're having your new furnace installed in a basement or closet with a low clearance. On the other hand, if you want to install your boiler or furnace in a narrow space, a high boy design might be better for you.

If you're sick of looking at an old rusty hunk of home heating or cooling equipment, then call your ServAssure Dealer to ask about replacing it with a sleek, modern system that will **improve your home's comfort and efficiency levels without ruining your décor.**





# RE M I N D E R :



## Check Your Fire, Smoke and Carbon Monoxide Alarms

The importance of smoke and fire alarms cannot be overstated. Equally critical when it comes to protecting your family are carbon monoxide detectors. Known as a silent or invisible killer, carbon monoxide poisoning results in hundreds of deaths each year, most of which occur in residential homes during the winter months. With this in mind, your ServAssure Dealer reminds you to take the following precautions this season:

- ✓ Install smoke and carbon monoxide alarms inside every bedroom and on every level of your home, including the basement.
- ✓ Test all alarms at least once a month using their test buttons.
- ✓ Change the batteries in all alarms at least twice a year.
- ✓ Replace your alarms every 10 years or sooner if they do not respond properly when tested.
- ✓ Have a trained professional inspect your flues, chimneys and all fuel-burning appliances at the beginning of each heating season.
- ✓ Never idle your car in the garage, even if the garage door is open.
- ✓ Never use a charcoal or propane grill indoors.
- ✓ Use an emergency generator only in cases of emergency and be sure that it is in a well-ventilated location outside, away from windows, doors and vent openings.

*If you have questions about your smoke or carbon monoxide detectors, or need installation assistance, please give us a call.*



## We Love This Product: Carrier® Indoor Air Analyzer

Did you and your family have a tough flu season this year? Does someone in your home have asthma or another respiratory condition that's been acting up recently? Or maybe there's a recurring odor in your home that no one can seem to track down. Poor indoor air quality (IAQ) is both unpleasant and unhealthy, but if any of these scenarios applies to your home, we have some good news for you. Thanks to Carrier and your ServAssure Dealer, identifying IAQ issues is easier than ever.

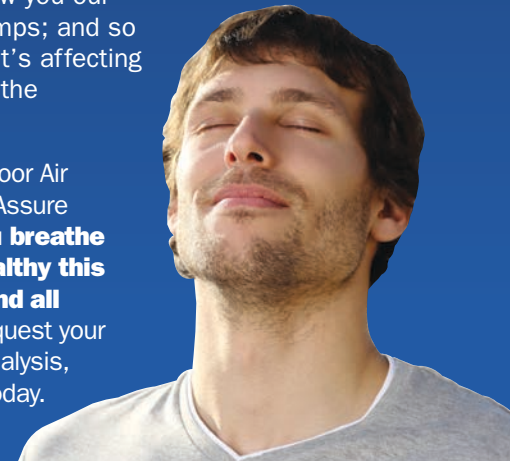
**In just 30 minutes, our trained experts can test your home's air with the Carrier Indoor Air Analyzer,** identify the invisible hazards hiding in your house, and provide an easy-to-read report explaining the Analyzer's results. The Carrier Indoor Air Analyzer can detect and identify any of the following:

- Particle Allergens
- Chemical Pollutants
- Carbon Dioxide
- Carbon Monoxide
- High or Low Humidity
- Mold and Bacteria



Once we've identified the source of your home's IAQ problems, we'll recommend the right solution. For example, if particle allergens such as pet dander are detected, we'll show you which air purifiers can help; if there's a problem with chemical pollutants or carbon monoxide, we'll recommend a ventilator; for mold or bacteria, we'll show you our selection of UV lamps; and so on. No matter what's affecting your IAQ, we have the solution.

With the Carrier Indoor Air Analyzer, your ServAssure Dealer can help you **breathe easy and stay healthy this heating season and all year-round.** To request your indoor air quality analysis, call or contact 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 your contest to win a check for \$500  
*Please see entry rules.*

### I'd like more information on: *(check all applicable)*

- Carbon monoxide and smoke/fire alarms
- Carrier Indoor Air Analyzer
- Service Plans
- Heating System Upgrades
- Carrier Heating and Cooling Equipment
- Other: \_\_\_\_\_



## The ServAssure Satisfaction Guarantee



There are a number of companies out there offering discount heating system installations. What these organizations can't and don't offer you is what makes your ServAssure Dealer the reputable business you know and trust: personalized quality service and a 24-month 100%-satisfaction guarantee. When you purchase a new heating or cooling system from a ServAssure Dealer, we guarantee:

- **100% Complete Satisfaction or Your Money Back**
- **ALL Parts, Labor and Materials Covered for Two Full Years**
- **No Surprise Pricing — All Services Performed at Quoted Flat-Rate Price**
- **ALL Services Performed by Reputable, Reliable, Licensed Professionals**
- **No Mess — Our Techs Keep Your Home Clean**

That's the difference between a ServAssure Dealer and "the other guys." Where they fall short, we come through every time. So, if you want complete satisfaction from your home comfort equipment and complete reliability from your home comfort provider, turn to the company with the true guarantee. Call your ServAssure Dealer today.

## Beat the Clock – Upgrade Before Winter Arrives

Winter is coming. Are you ready for it? Our new ENERGY STAR®-rated heating systems are! Built to reduce emissions, improve efficiency and lower your energy costs, **a high-efficiency heating system can cut your energy costs by up to 30 percent or more this season.** Plus, it will make your holiday cozier and comfier than ever. But you have to act fast if you want to stay ahead of Mother Nature.

Fortunately, as your ServAssure Dealer, we offer a range of high-efficiency heating systems that can be installed without going over budget. We also offer **affordable, low-interest financing** options with no strings attached, and we'll help you take full advantage of any rebates and tax credits available. Combine these financial incentives with the money you'll save in energy costs, and your new heating system could actually pay for itself within just a few short years.

Regardless of what the forecasts say, winter is just around the corner. And when it's at its coldest, you'll be happy to have a heating system that keeps you warmer for less. So **call today to schedule your heating system upgrade and stay ahead of the season in terms of comfort and savings.**



## Stock up on Warm & Cozy.

**REBATES up to \$1,600\***  
on a qualified home comfort system by Carrier®

**10 YEAR PARTS WARRANTY\***

**Update your home comfort system for rebate savings now and energy cost savings for years to come!**

Ask about additional utility company rebates



turn to the experts

\* Up to \$1,600 Carrier Cool Cash rebate effective August 1st through November 15th, 2015. System must be installed by November 30th 2015. Rebate amounts vary depending on equipment purchased. Some restrictions may apply. Warranty period is five years if not registered in 90 days. Jurisdictions where warranty restrictions are not allowed automatically receive a 10-year parts warranty. See warranty certificate at carrier.com. Call for complete details.



# Energy Conservation Success Story



As a Carrier Factory Authorized Dealer, Cipollone specializes in installing high-efficiency home heating and cooling systems made by the industry's best. However, seasons change, so **what was once considered "high-efficiency" may not necessarily be described that way today.** This is especially true when it comes to Carrier, a company that introduces new, bar-raising innovations every year.

Take the story of Cipollone's customers Jonathan and Sharyn Rubin, for example. The Rubins used to heat their home with a Carrier 58MVP Gas Furnace and cool it with a Carrier 38TDA Two-Speed Air Conditioning Unit, but when these once-high-efficiency models failed to live up to their names, Jonathan called on Cipollone to provide some more state-of-the-art solutions. After a quick analysis of the Rubins' existing systems, we worked with them to determine that the **Carrier Infinity® 98 Gas Furnace** and **Infinity 21 Central Air Conditioner** would better suit their energy and comfort needs. We topped these ultra-high-efficiency solutions off with a Carrier Infinity series thermostat, as well as our complete **duct sealing service**, which **eliminated the energy-wasting air leaks in the Rubins' basement.**

The result? The Rubins couldn't be happier, and they no longer have to use window AC units as they did in years past. As one of our most energy-conscious customers, Jonathan has been closely monitoring the new systems since we installed them and also comparing his PECO bills to get an idea of his exact savings. He reports that **from January to June 2014 (before the new systems were installed) he used 868 cubic feet (CCF) of natural gas, but from January to June 2015 (after the new installations) he used just 662 CCF – a 24% decrease.** He adds that:

*The new units are more cost-efficient, thus saving on utility bills.  
The house is more homogenous with regards to temperature and humidity.  
The heat is warmer and the A/C is cooler.  
The larger unit dehumidifies within 10 minutes.  
The house is much more pleasant to live in.*

Sounds like another job well done! Cipollone is delighted to be able to help customers like the Rubins conserve energy and reduce expenses. **To make your home our next "Energy Conservation Success Story," give us a call at 610-446-7877.** We'll give you the solutions you need to save fuel and money this heating season and for many more to come.

## EMPLOYEE SPOTLIGHT:

### Jimmy Sugarman Delivery Driver



"I just keep on trucking. It doesn't matter what the weather's like. I'm like the mailman. There are no days off when you're running oil." When John Cipollone, Inc. employee Jimmy Sugarman says this, you know he means it. **In the 15 years since Jimmy joined our team back in 2000, he hasn't missed one day of work.** Of course, when it comes to delivering the fuel our customers depend on to heat their homes, consistency *is* something that comes with the territory.

Jimmy, who drives about 100 miles per day, describes his typical work day as such: **"I come in at 6 a.m. and don't leave until I run out of stops. There's no such thing as an 8-hour day – every day's 10-15 hours. I eat breakfast, lunch and dinner in my truck."** If you think *that's* commitment, consider that this schedule only got more intense last winter. "With the snow being as deep as it was this past winter, I thought my legs were going to fall off," Jimmy jokes.

Luckily for us and our customers, Jimmy's limbs remain attached and ready to work, even despite the added manual labor he takes on in the summer months as a stone mason. A lifetime Main Liner, born, raised, and still residing in Ardmore, Jimmy has done masonry work for at least 14 churches in the area. He recalls completing one particularly challenging porch — "11 feet wide, 88 feet long, 14 feet in the air" — in just three-and-a-half weeks.

Though Jimmy's work is tough and his hours long, you won't find him complaining. On the contrary, he always takes pride in a job well done. **"The bonus," Jimmy says, "is after you work all day and you love what you do, you get paid for it."** Cipollone is equally proud to have such a hardworking individual on our payroll and to see him representing our team year-round with the company's jacket on his back. Many thanks, Jimmy. We're happy to have you back for another heating season!



# Maximum Comfort News



## JOHN CIPOLLONE INC.

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## NEW CONTEST! WIN A CHECK FOR \$500

What's better than a gift card? How about a check for \$500! Yes, you read that right. We're giving away a check for \$500 to one lucky winner who will be chosen at random from our pool of contestants.

To enter for your chance to win, simply send your Name, Street Address, Phone Number and Email Address to [contest@johncipollone.com](mailto:contest@johncipollone.com) with "Fall Newsletter Contest" in the subject field of your email. You may also mail the entry form on page 3. All fields must be completed in full for entry form to be considered eligible. No purchase necessary to enter and win. Winner will be selected by random drawing at contest end Oct. 31, 2015, from among all eligible entries received. Contest is open to individuals 19 years and older. Void where prohibited by law. Subject to all federal, state and local laws and regulations.

*The Winner of the \$75 Amazon gift card featured in the Spring 2015 issue is Donna Fabius of Phoenixville, PA. Congratulations, Donna! See above for our latest contest.*

## Retroactive HVAC Tax Credits Available

If you had high-efficiency heating or cooling equipment installed in your home between 2011 and 2013 but didn't cash in on any tax credits because of it, we have some very good news for you: a federal nonrefundable tax credit known as the **Nonbusiness Energy Property Credit is available retroactively for qualifying heat pumps, furnaces, central air conditioners and water heaters.**



The tax credit amount is equal to 10 percent of the cost of the system, with the following maximum credits available.

<u>Improvement</u>	<u>Amount</u>
Advanced Main Air Circulating Fan.....	\$50
Furnace.....	\$100
Boiler.....	\$100
Heat Pump.....	\$300
Water Heater.....	\$300
Central Air Conditioner .....	\$300

Residents who have had multiple systems installed can claim up to a \$500 maximum lifetime credit. If you had one or more of the above systems installed between 2011 and 2013, be sure to mention it to your tax professional before you file your 2015 federal income taxes. You could be owed as much as \$500.