



**ServAssure**  
D E A L E R

## A MESSAGE FROM John & Mike

### We Go the Extra Mile



At John Cipollone Inc., we value your business. After all, it's your business that has put food on our tables for the past 60 years, ever since our dad, John Cipollone Sr., founded the company back in 1953. Dad made sure we understood this fact, which is why **we do everything we can to provide the best customer service available**, and why we train our staff in best practices and services. Whenever you call us, we want you to be able to hang up the phone with a smile on your face. The same goes for heating oil deliveries, installations, upgrades, repairs, audits and inspections — **our technicians' jobs aren't done until you're fully satisfied with their work.**

In this issue of *Maximum Comfort News*, you'll read about how Cipollone Inc. and the ServAssure Dealer Alliance make **equipment upgrades more affordable than ever** (page 5). We'll also provide some **insight from a customer who recently had the Infinity® heating and cooling system installed** (at right), and we'll introduce you to **one of our top employees, Service and Installation Manager Larry Paolone**, who truly personifies our company's commitment to technical proficiency and customer satisfaction (page 6). And in keeping with the change in seasons, we've even got some **tips to relieve springtime allergies** (page 2).

Last but definitely not least, we'd like to **thank you again for trusting John Cipollone Inc. to help you stay warm this past winter.** It was certainly a cold one, and we were glad to be of assistance. Fortunately, the days are getting longer and the grass is growing greener, which means we can't wait to help you keep cool this summer.

Sincerely,



John & Mike



P.S. Don't forget to check out our new and improved website, **[www.johncipollone.com](http://www.johncipollone.com)**, and let us know what you think. We're always happy to hear from you.

## A Word from Our Customer:

### Tom Speranza

Last September, we received a call from Tom Speranza of Radnor, PA. Tom and his wife Carol were looking for a heating solution that could save them money and energy, so we stopped by to see what we could do. As Tom tells it: "They came out and did a whole walk-through, measured every room, asked us about shade, allergies, air quality, and then basically just specced a system. The other contractors [we'd consulted] just looked at what we had — the guys from Cipollone wanted to start from scratch."

That's because our analysis determined that the best way for Tom and Carol to save was to upgrade to a whole new Carrier Infinity® system. As it turns out, we were right on the money. Three months after the system was installed in October, Tom is happy to report that their new equipment is working perfectly and even in the extremely cold month of December, "the gas bill was about a third less [than normal]." That's great news for Tom, Carol, their three children, James, Nick and Grace, "and a cat and a rabbit, who," Tom says, "appreciate the heat as much as anyone."



## Ensure Your Comfort with a Cooling System Maintenance Plan

It's the middle of July. The temperature outside is sweltering — so hot it feels as if even your fingernails are sweating. After a long day made longer by oppressive heat, you groggily return to the cool safe haven of your home only to find that your air conditioner isn't working.

**DO NOT LET THIS HAPPEN TO YOU!!!**

**You already insure your car, your health and your home, so why not ensure your comfort too?** A Cooling System Maintenance Plan does exactly that. The plan will keep your cooling system running at optimal performance levels and reduce the risk of a breakdown occurring in the middle of a heat wave. This way, you won't have to worry about coming home to a living room-turned-sauna.

And with a maintenance plan you'll also get priority service, so if ever there is an issue with your air conditioning unit or other cooling equipment, you won't have to sweat out a long, painful wait for service — our technicians will be there as soon as possible to fix the problem.

**To enroll in a Cooling System Maintenance Plan, contact us today.**

## Wipe the Tears from Your Eyes with these Tips for Seasonal Allergy Relief

Welling up already? No matter how tidy you keep your home, the air inside might not be as clean as you think. Tightly sealed, well-insulated homes are great at keeping cool air in during the spring and summer, but that also means some pretty nasty irritants are trapped inside as well. Dust, odors, chemical fumes, pet dander, microscopic insects, mold, mildew and more could be floating about, aggravating your allergies. Making matters even worse, every time you crack a window or open the door to let in some "fresh" air, you also invite in pollen and other allergens, which is likely what set you off in the first place.

Fortunately, there are a number of ways to improve your indoor air quality (IAQ), thereby relieving your seasonal allergies:

- ✓ **Air Purifiers** work with your heating and cooling systems to neutralize nearly all airborne pathogens and pollutants. The REME Generator Advanced Oxidation System\* is especially effective in this capacity.
- ✓ **Air Conditioners** work as dehumidifiers, removing moisture from the air, thus making it harder for mold to thrive.
- ✓ **Ultraviolet Lamps** kill organisms that can grow on the indoor coil of your cooling system, improving your IAQ while also enhancing your system performance.
- ✓ **Ventilators** remove stale air from your home and use it to precondition incoming fresh air, which helps keep your system operating efficiently.
- ✓ **Duct Cleaning** makes the air inside your home more breathable and allows for greater comfort system efficiency and performance as well.
- ✓ **Allergen-Proof Mattresses and Zippered Pillow Covers** make it harder for dust and other allergens to build up in your bedroom, allowing you to literally rest easier.
- ✓ **HEPA Filters**, or high-efficiency particulate absorption filters, are often used in hospitals, where they are critical in preventing the spread of airborne bacteria and viruses. Many vacuum cleaners also use them.

\* The REME, or Reflective Electro-Magnetic Energy, air purification system reduces the presence of microorganisms in your air by 99 percent, using Ionized Hydro-Peroxides® to seek out harmful pathogens and actually change their molecular structure, rendering them harmless. It can also reduce or eliminate odors that accompany smoke, cooking, pets, trash, mustiness, paint and chemicals, so that all you smell is your home's freshness.



**Contact us today to schedule a FREE in-home IAQ assessment, which will help you decide on the best way(s) to improve your indoor air quality.**



# Were You REALLY Comfortable Last Summer?

We mean REALLY, *REALLY* comfortable, as in “so relaxed you could fall asleep at any moment”-comfortable. Anyone who has come home from a heat wave to a top-of-the-line central air conditioning system is familiar with that that feeling. If you aren’t, or if it has been a long time since you’ve experienced it, then it’s probably time to treat yourself to a cooling system upgrade.

There are a few tell-tale signs that a system may need to be replaced, so if you have any doubts or concerns about yours, ask yourself these questions:

- Does my cooling system work less effectively in some rooms than others? Are there some rooms where it doesn’t work at all?
- Have I experienced multiple equipment failures? Did I have to make more service calls last year than I’m used to making?
- Is my total energy usage rising even when it appears I’m using the system less?

If you answered yes to any of these, then there’s a good chance that your system may be outdated and/or in need of replacement. Here’s the good news: air conditioning systems and units today are more efficient, accurate and reliable than ever before.

And thanks to our many available financing options (like the “Cool Cash” offer on page 4), they can be more affordable too. Give us a call for more information or to schedule an in-home consultation that’ll help determine whether or not your system is in need of an upgrade.



## 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 \$75 Amazon gift card.

*Please see entry rules.*

## I'd like more information on:

*(check all applicable)*

- ☐ Cooling System Maintenance
- ☐ Cooling and Heating Service Contracts
- ☐ Ductless Mini-Split Systems
- ☐ Indoor Air Quality Equipment
- ☐ Carrier Comfort Equipment
- ☐ Special Rebates and Offers
- ☐ Other: \_\_\_\_\_

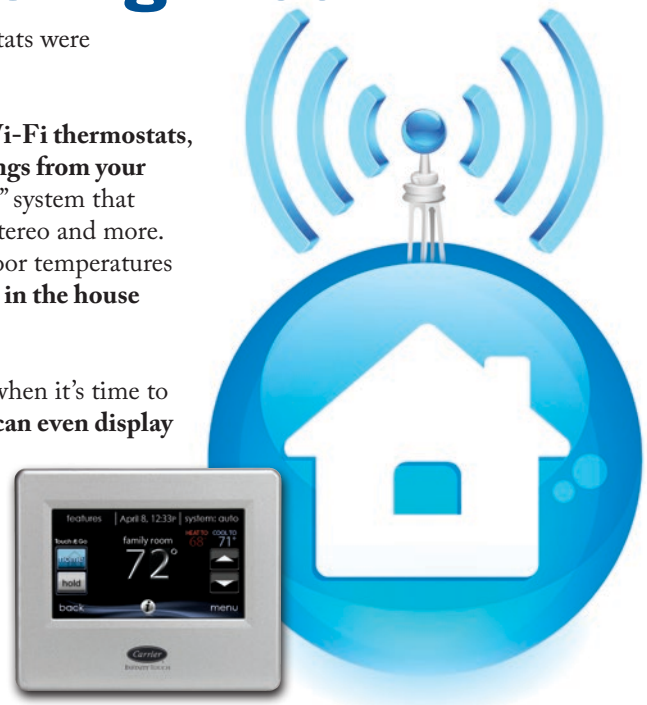
# Temperature Control Goes High-Tech

There was a time, not too long ago actually, when manual programmable thermostats were considered a revelation in the world of home comfort. My, how far we've come...

Today's temperature control options go way, way beyond system programming. **Wi-Fi thermostats**, otherwise known as Internet thermostats, **let you control your temperature settings from your computer, tablet or smartphone**. They can also be integrated with a "smart house" system that controls practically every electronic device in the home — lighting, security, TV, stereo and more. Even more amazing, **Carrier's Infinity® control** not only reacts to changing outdoor temperatures and indoor conditions, but also **remembers the preferred settings of each person in the house** and allows you to set as many as eight different temperature zones in your home.

The latest temperature controls also provide helpful reminders, letting you know when it's time to clean your filter, for example, plus their faceplates can be fully customized. **Some can even display digital photographs!** That's right — instead of sticking out of the wall like a sore thumb, the thermostat can now serve as part of your home décor. Who would have ever thought that the basic thermostats of decades past would one day evolve into this?

Clearly, when it comes to temperature control, the future is now. To bring these high-tech innovations to your home, call us today.



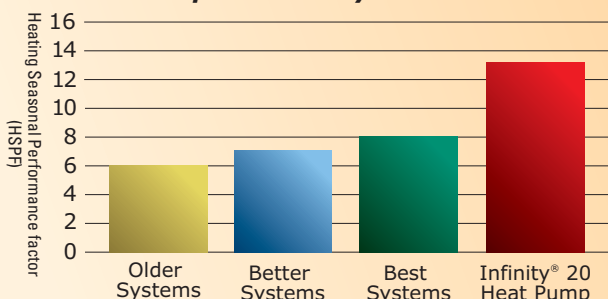
## We Love This Product!

### Carrier's Infinity® 20 Heat Pump with Greenspeed Intelligence (25VNA0)

Carrier's Infinity® 20 Heat Pump with Greenspeed Intelligence (25VNA0) takes heating and cooling efficiency to the next level, using a unique, variable-speed compressor that allows the unit to adapt its output to your home's specific needs. This results in a SEER (seasonal energy efficiency ratio) cooling efficiency rating of 20.5 and an HSPF (heating seasonal performance factor) heating efficiency rating of 13. That's 29-69% more efficient than the average air source heat pump. Equipped with the Silence System II™ to ensure quiet operation (as low as 58 decibels) and WeatherArmor™ protection for increased durability, the Infinity 20 Heat Pump is also backed by a 10-year parts limited warranty and ServAssure's 24-month, 100% satisfaction, money-back guarantee. For more information on this amazingly innovative product, contact us today.



#### Compare the Carrier Infinity® 20 Heat Pump to Other Systems in HSPF



**April 1st - June 30th Only**  
**Up to**  
**\$2,050 Rebates\***  
**on Carrier®**  
**Home Comfort**

Control your comfort and your energy costs like never before with Carrier high efficiency cooling and heating systems. Generous rebates make now a great time to buy.

**Factory Authorized Dealer**  
**Carrier**  
 turn to the experts

**\$150 REBATE**

**10-Year Parts Warranty!\***

**Infinity® Touch® Wi-Fi Control**  
 Connect with your home comfort system from anywhere; perform any function, just as if you were right there.

Upgrade your Infinity system control to Wi-Fi and get a \$150 rebate!

**ServAssure DEALERS**

\* Up to \$1,450 Carrier Cool Cash rebate effective April 1st through June 30th, 2014. System must be installed by July 15th, 2014. Up to \$600 ServAssure rebate. Rebate amounts vary depending on equipment purchased. 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.



# It Pays to Upgrade ... and is Now More Affordable than Ever

Odds are your heating system was working pretty hard this past winter, so no matter what condition it's in, it definitely deserves some time off. But if your boiler or furnace is getting up there in age, or if it ended up costing you more than you're used to paying, then it just might be time for your equipment's retirement. **Many customers know about the long-term cost benefits of upgrading to a high-efficiency heating or cooling system,** but are hesitant to replace their old equipment because they have reservations about the initial upgrade costs — the money they'll have to put down before they start seeing the savings. For those of you in this boat, we have some great news.

First of all, it's important to recognize that homeowners who upgrade their heating or cooling systems often **save so much that their new system pays for itself within just a few years.** Second, thanks to the ServAssure Dealer Alliance, **we are able to offer customers hundreds, and in some cases even thousands of dollars in "Cool Cash" rebates.** Turn to page 4 for details, and contact us for more information on upgrading your heating and cooling equipment.



## Prices vs. Projections

The U.S. Energy Information Administration's Winter Fuels Outlook issued January 7, 2014 projected that residential natural gas prices for the season would rise 15% in the Northeast. What these predictions apparently didn't account for was a polar vortex sending record low temperatures across the country, causing homeowners and power generators to burn as much fuel as possible. The result, according to Forbes: on Monday, January 6, 2014 (ironically, one day prior to the release of the aforementioned report), **the demand for natural gas reached a record 125 billion cubic feet, sending spot prices in New York from \$4.25 per mmBTU (in the week prior) to almost \$100 per mmBTU** — a figure so absurdly high, it would be comical if it weren't 100% real. If consumers using natural gas to heat their homes didn't feel the effects of this price increase immediately, they certainly did by the time their next bills arrived. It just goes to show that **in the world of natural gas, as bad as projections might sound, the reality is often even worse,** especially for consumers. Those looking for a reliable way to heat their homes more efficiently, should consider upgrading their heating oil equipment. For help, call John Cipollone, Inc. at 610-446-7877.



**JOHN CIPOLLONE INC.**  
HEATING • COOLING • FUEL OIL

## Top-to-Bottom Comfort

Home comfort goes well beyond the temperature reading on your thermometer. It also depends on humidity levels, indoor air quality, and equipment reliability. John Cipollone Inc. is a leading home comfort provider precisely because we address all of these factors with a range of **top-of-the-line Carrier products.**

Like home comfort itself, there's more to Carrier's products than precision temperature control. To ensure clean, breathable air that is neither too dry nor too moist, they offer a range of **air purifiers, UV lights, humidifiers and ventilators.** And of course, when it comes to home heating and cooling, their **air conditioners, boilers, furnaces and heat pumps** are all second to none. Plus, the industry's best Infinity® Series comes equipped with a 10-year limited warranty in addition to Cipollone's ServAssure guarantee, which covers all parts, labor and materials for two years.

With Carrier comfort brought to you by John Cipollone Inc., you'll **feel, breathe and sleep better.** Call Cipollone at 610-446-7877 to have one of our experts customize a full home comfort system that's perfect for your home.



turn to the experts

# Maximum Comfort News



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## NEW CONTEST!

## WIN A \$75 AMAZON.COM GIFT CARD

It's that time again! We're giving away an Amazon.com gift card worth \$75 to one lucky customer! As the world's largest online retailer, Amazon has just about anything you might need! Did you forget to include something on your holiday wish list? Well, now's your chance to make up for it.

What's more, in our effort to go green, you may now enter the contest online! Just go to ServAssure.com, click on "Amazon Gift Card," then click the picture of the card and complete the easy entry form. You may also mail 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, 2014, 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.com gift card featured in the Fall 2013 issue is Daniel "Juke" Fanelli. Congratulations, Danny! See above for our latest contest.**

## MEET ONE OF OUR BEST:

## Service and Installation Manager Larry Paolone

Shared values and mutual respect: these are the building blocks of any healthy relationship, and the relationship between John Cipollone, Inc. and its employees is no different. As a local family-run operation, we recognize that our employees are not only the face of our company, but the heart and soul of it as well.

One employee who represents our company and what we stand for especially well is Service and Installation Manager Larry Paolone. Now in his 30<sup>th</sup> year with John Cipollone, Inc., Larry started his career with us as an installer and has seen the business go through numerous changes over the years. As we've evolved along with advances in home comfort technology, he too has adapted to these changes, receiving technical training in order to stay at the forefront of the field and provide customers with the best possible service. Still, if there's one thing that hasn't changed, it's Larry's commitment to his work.

When asked what he thinks makes John Cipollone, Inc. stand apart from the competition, Larry doesn't hesitate to reply, "We're a family-run business, we take pride in our work, we've got a lot of longtime employees, and we've got a lot of longtime customers." A local family man in a local family business, Larry was born and raised in Ardmore, Pa., just a few miles from Cipollone's Havertown headquarters. He and his wife Caroline live in Cochranville, Chester County and are proud parents of a 26-year-old daughter, Ashton, and two sons, Lawrence Jr. and William, ages 22 and 21 respectively.

