

HEATING • COOLING • FUEL OIL

Spring 2015

[www.johncipollone.com](http://www.johncipollone.com)



### A MESSAGE FROM The Cipollones

## Max Comfort AND Efficiency



It's 2015, and you know what they say ... "The future is now." While we don't have flying cars and men on Mars, we have made great advancements in other areas, specifically home heating and cooling. **There was a time when homeowners had to choose between staying comfortable all year and saving money on energy costs, but those days are over.** With today's high-efficiency, high-performance home comfort equipment, you can have both comfort and efficiency. And with John Cipollone, Inc. in your corner, you can come home to the temperature and savings you want every single day.

In this issue of *Maximum Comfort News*, we're highlighting a few different ways that Cipollone helps homeowners maximize both their comfort and their efficiency.

- \* "The Ins and Outs of an Upgrade" offers an inside look at the factors Cipollone experts consider when installing new comfort systems. (Page 2)
- \* "Get More with the Cōr™" introduces Carrier's newest wireless thermostat, which can help homeowners save an average of 20% on heating and cooling costs. (Page 3)
- \* "It's Tune-Up Time" reminds you to schedule your annual heating and cooling system tune-ups to improve energy efficiency by up to 5% or more. (Page 4)
- \* And our lovingly titled customer survey "How Comfortable Are You in the Bedroom?" offers a few tongue-in-cheek pointers that'll help you keep cool during even the hottest summer nights. (Page 5)

In the following pages you'll also find some **important information regarding changes to water heater regulations**, get acquainted with two of our most valuable employees, and learn about new systems that can bring custom comfort to every room in your house. It's all here in *Maximum Comfort News*, so please keep reading and remember to call John Cipollone, Inc. for maximum comfort, efficiency and savings.

Sincerely,

## New Water Heater Rules Go Into Effect April 16

**If your water heater is more than 10 years old, or if you've been considering replacing it for any reason, now is the time to act!** That's because on April 16, regulations will go into effect requiring virtually all new residential gas, electric, oil and tankless water heaters to be more efficient. "More efficient" is usually a good thing, but in this case, there are many factors to consider.

- Gas, electric, and oil water heaters with a storage capacity  $\leq$  55 gallons will be 1-2" bigger to accommodate additional insulation
- Gas water heaters with a storage capacity  $>$  55 gallons will use condensing technology and will be subject to a new set of codes
- Electric water heaters with a storage capacity  $>$  55 gallons will use heat pump technology
- The Energy Factor (EF) efficiency rating of electric water heaters  $>$  55 gallons will increase by more than double, but...
- **Installation costs for these water heaters will be at least double the current rate**
- Water heater replacement projects will take longer than previously necessary
- Homeowners purchasing new water heaters have to find space for larger water heaters, venting and condensate drains
- Yearly maintenance may be required
- More information is available at [bradfordwhite.com/naeca](http://bradfordwhite.com/naeca)

The good news is that there is still time to purchase a less-expensive water heater before the new rules are put into place, but you must act quickly. **Call Cipollone today for a free estimate.**



# The Ins and Outs of an Upgrade

When you're working with a ServAssure dealer, upgrading your home heating or cooling equipment is easy. But make no mistake — **there's more to upgrading than simply picking out a new system and having it installed ... much more!** From the size of your home to the size of your system to the size of your budget, there are many measurements that need to be taken and other factors requiring thoughtful consideration. Fortunately, **we'll be there to help you every step of the way.** To get started, here are just a few of the "ins" and "outs" of an upgrade:

**SIZING:** Many homeowners who don't purchase their equipment through a ServAssure dealer end up buying a bigger boiler, furnace or air conditioner than they need, thinking it will provide greater comfort. However, the opposite is actually true. **An oversized heating system may cycle on and off more frequently, which makes your home less comfortable and puts a heavy strain on the equipment itself.** And if your air conditioner is too large, it will cool your home quickly but only remove some of the humidity, leaving it feeling damp and clammy. Only a properly sized system can provide the desired results for your home.

**EFFICIENCY:** Heating efficiency is measured by Annual Fuel Utilization Efficiency (AFUE) and cooling efficiency is measured by the Seasonal Energy Efficiency Ratio (SEER). Generally speaking, the higher the AFUE or SEER that a system has, the more efficient it is. However, **optimum AFUE and SEER**



— that is, the rating listed on the equipment — can only be achieved via expert installation (which we provide).

And when you factor in your home's size and air flow, as well as the size of the unit itself, a system with a slightly lower AFUE or SEER rating might actually provide better efficiency than an improperly sized unit with a higher rating.

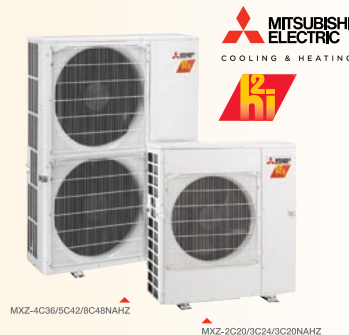
**PRICING:** The price of some of the most energy-efficient heating and cooling systems might seem staggering at first, but these units often pay for themselves in just a few short years through energy savings, and there are numerous manufacturer and dealer rebates that can make your purchase much more affordable. Additionally, tax incentives may be available for energy-efficient system upgrades, making the transition to a more energy-efficient system well worth the initial investment. **See the Carrier CoolCash offer on page 4, be sure to ask your ServAssure dealer about any other rebates and incentives that may be available,** and last but not least, keep in mind that a less expensive unit could end up costing you more in repairs or energy expenses in the future.

We Love this Product:

## Mitsubishi M-Series Hyper-Heating Multi-Zone Systems

There was a time when high-efficiency and multi-zone home comfort weren't mentioned in the same sentence, especially not when talking about heat pumps; you could either have complete comfort control with individual temperature settings for different rooms or you could save energy — you couldn't do both.

Now, thanks to Mitsubishi's M-Series Hyper-Heating Multi-Zone Systems, such as the MXZ H2i® Heat Pumps, you can enjoy year-round, high-efficiency heating and cooling with specific temperature settings for bedrooms, basements, sunrooms and all throughout the home. A variety of indoor units provide flexible zone comfort control, while the INVERTER-driven compressor in the outdoor units provides higher efficiency with minimal power usage.



- \* INVERTER-driven technology results in substantial energy savings
- \* Zone control for improved comfort and decreased energy usage
- \* 17.0-19.1 SEER, 9.8-11.3 HSPF, 12,600-48,000 Btu/h\*
- \* Ability to connect to 2-8 indoor units
- \* Can be used for Ducted or Ductless applications
- \* All Hyper-Heating models deliver 100% capacity at 5°F
- \* Up to 85% capacity at temperatures as low as -13°F
- \* All MXZ H2i Systems are ENERGY STAR® rated
- \* Ask about possible rebates and incentives\*\*

Available with a range of sleek designs, as well as wireless or wired remote controls, these new hyper-heating multi-zone units allow you to customize your comfort like never before, while providing unprecedented energy savings. To find out which Mitsubishi Hyper-Heating System works best for your home, call or contact us today. Systems are available for commercial applications as well; please call for details.

\* Single zone units up to 26 SEER available  
 \*\* Not available in all areas



turn to the experts™



## Get More with the Côt™

**New for 2015**, your ServAssure dealer is proud to be the first to introduce you to the Carrier Côt™ thermostat. Sleek, stylish and **smartphone-compatible**, the Côt thermostat comes ready to take its place at “the heart of a smarter home,” but even if you’re not the most technologically astute homeowner on your block, this **simple-to-use** device will do wonders for your home’s comfort and efficiency levels. In fact, studies have shown that **homeowners using the Côt thermostat save an average of 20 percent on their heating and cooling costs.\***

There are many great programmable thermostats on the market, and wireless thermostats are getting more and more popular every year, but the bottom line is this: the Carrier Côt offers more than any other wireless or programmable thermostat available today.

- **Remote access via web portal or smartphone app**
- **Energy reports and customized saving tips**
- **Intelligent software adapts beyond manual programming** for greater efficiency, while meeting ideal comfort levels by understanding home and system characteristics
- **Smartphone-style, color touch screen**
- **Indoor humidity sense and display**
- **Local 4-day weather forecast**



- **HVAC system alerts and maintenance reminders** display ServAssure dealer contact information
- **7-day programmability** with Guided Scheduling, Comfort Profiles and Touch-n-Go Features

“But wait,” you say. “All that sounds great, but I don’t have a Carrier heating or cooling system in my home.” No problem! The Carrier Côt thermostat works with almost any brand and will still allow you to manage your home comfort and efficiency levels from anywhere in the world, putting you in complete control of your heating and cooling system like never before.

**To find out more about the Côt, call your ServAssure dealer today.**

*\*Based on a 2012 third-party study comparing Carrier Côt™ technology to the estimated cost of a non-programmable thermostat set to 72° F at all times.*

**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)

System Upgrades

Cooling and Heating Tune-ups

Carrier Côt Thermostats

Mitsubishi Hyper-Heat Multisystem

Carrier Comfort Equipment

Special Rebates and Offers

Other: \_\_\_\_\_



# Too Big To Succeed

You've heard about companies that are considered "too big to fail," but what about companies that are too big to live up to their word, too big to honor their discounts, and quite simply too big to succeed when it comes to your home comfort? This seems to be the case with many of the "mega-comfort" companies vying for your business today. These **big businesses offer big savings and big promises, but at the end of the day all you're left with are big headaches and even bigger disappointments.** And when you call to complain about being misled, their answers are almost always the same: "You didn't read your contract. It says in the fine print ..." Of course, what this really means is that to them, you are nothing more than a number on a piece of paper, a plus sign on a ledger, not a person with a home and a family that depends on you for their comfort and safety.

So, if you're looking for personalized service from real people, like you, who you can truly count on to stick to their word, then stick with your ServAssure dealer. In addition to the quality service and assurance you just won't get from a mega-company, only a ServAssure dealer can offer...

## The ServAssure Satisfaction Guarantee

- **100% Complete Satisfaction or Your Money Back**
- **ALL Parts, Labor and Materials Covered for Two Full Years on all Installations**
- **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**

For service that's reputable, reliable, professional and personal, call your ServAssure dealer today!



# It's Tune-Up Time

Is your central air conditioning system ready for another hot summer? Just as importantly, how well did your heating equipment stand up to the winter? The best way to keep your heating and cooling equipment running efficiently and effectively is by having annual tune-ups performed for both systems. As a ServAssure dealer, we are fully licensed to perform both heating and cooling services. Now is the ideal time to schedule preventive maintenance for your air conditioning system, and if you missed your annual heating tune-up last fall, you'll definitely want to get one done as soon as possible. Plus, you'll enjoy these great tune-up benefits.

• **Rest assured that your central air conditioner is ready to cool you down in the months ahead**  
**AND**

• **Get a heads up on any wear and tear your heating equipment might have sustained over the past few months**

• **Optimize your heating and cooling systems' energy efficiency for the coming seasons**  
**AND**

• **Get the preventive maintenance you need to ensure minor issues don't become major problems further down the road**

• **Reduce the chance of a heating or cooling system breakdown occurring**  
**AND**

• **Experience year-round comfort and energy savings of up to 10 percent**



Mild spring weather is pleasant, but as any Northeasterner will attest, it never lasts. The heat and humidity will be here soon enough, with a cold fall following quickly thereafter, so now is the perfect time to kill two birds with one stone and **ensure your home stays protected in any temperature.** Call to schedule your annual heating and cooling tune-ups today.

**REBATES UP TO \$1,800\***  
ON A QUALIFIED HOME COMFORT SYSTEM BY CARRIER®

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



turn to the experts



Ask about additional utility company rebates



\* Up to \$1,200 Carrier Cool Cash rebate effective April 1st through June 30th, 2015. System must be installed by July 15th, 2015. Up to \$600 ServAssure rebate subject to change without notice. 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.



## How Comfortable Are You in the Bedroom?

We spend a lot of time in the bedroom. That's not meant to be a boast; it actually applies to almost everyone. Think about it: if you consistently get eight hours of sleep a night, that means you spend one-third of your year (or of your entire life, really) in the bedroom. The least you can ask for is to be comfortable while you're in there. So, the question remains: Are you? To find out for sure, take this brief survey, and refer to the upside-down answer key to see how you can get more comfy where it matters most.

1. Is it hot enough for you in the winter?
2. Do things go cold in the summer?
3. Is it steamy all year-round?

1 If not, then get in the zone. Consider a zone heating solution, which can help you raise the heat in any room.

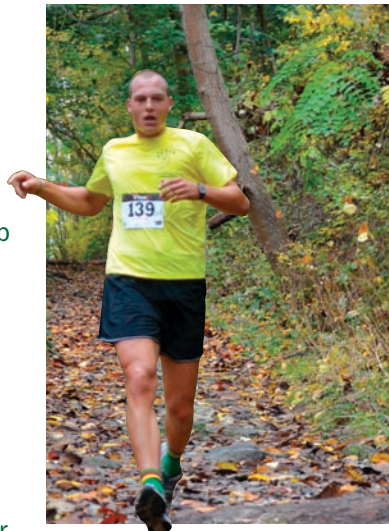
2 If you answered no again, then it's time for a split. Consider investing in a ductless mini-split system by Mitsubishi Electric. A ductless air conditioner can be installed quickly and easily, and offers a space-saving design as well as whisper-quiet operation.

3 If your bedroom is too steamy or sticky for your liking, then you have a problem with humidity and possibly overall indoor air quality as well. Give us a call at 610-446-7877 to find out which dehumidification or air conditioning solution works best in your bedroom.

## Our Employees In Action

John Cipollone, Inc. Installation Technician Sebastian Kuhn did our company proud at the Stormwater Runoff: 5K Trail Run held at Flat Rock Park in Gladwyne. Sebastian, who is currently training for the U.S. Rowing Team, finished in seventh place at this event, which was organized to raise funds for the Lower Merion Conservancy and Lower Merion Township Environmental Advisory Council.

Lower Merion is of course part of the John Cipollone, Inc. service area, and home to Sebastian and several other employees. With that in mind, we are proud to support organizations like the Lower Merion Conservancy, which is dedicated to protecting and restoring the area's natural environment. To find out how you too can help, visit the Lower Merion Conservancy online at [Imconservancy.org](http://Imconservancy.org).



### EMPLOYEE SPOTLIGHT:

## Claire Hall

*Customer Service Representative*

For 12 ½ years, she has been the voice of John Cipollone, Inc. Dial 610-446-7877, and there is at least a one in three chance that the voice you hear on the other end will be that of Claire Hall. A Havertown native currently living in Lenni, Claire offers up maximum comfort and efficiency every single day, and not just by taking calls and setting up appointments, but through her personality itself. Hers is a kind and comforting voice, the type that's easy to talk to, whether in person or over the phone.



Add to this her expansive knowledge of home comfort, and it's easy to see why so many customers consider Claire an invaluable resource. And we feel the same way about her. The true embodiment of the ideals our company holds most dear, Claire understands that although "We're always updating, with new state-of-the-art equipment," as she says, it's the quality and reliability of our services that make our company stand out from others. "If you need us we're there that day," she adds.

It all goes back, Claire says, to the company culture created by John Cipollone Sr. Claire describes our company's founder as "just such a kind man, an amazing man," for whom she has "the utmost respect." Again, the feeling is mutual.

A mother of two and grandmother of four, Claire loves to cook, knit and crochet for her grandkids (ages 18, 10, 7 and 6), and has in the past participated in volunteer work for local veterans, helping out with fundraisers and special breakfast events. Claire should be proud of the great job she's done, but we at John Cipollone, Inc. are even more proud to work with such an exceptional individual. Thank you for being you, Claire.

# Maximum Comfort News



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# JOHN CIPOLLONE INC.

HEATING • COOLING • FUEL OIL

600 Darby Road  
Havertown, PA 19083

610-446-7877

comfort@johncipollone.com

Visit: [www.johncipollone.com](http://www.johncipollone.com)

LIC. # PA1900



## 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](http://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, 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 Fall 2014 issue is Mike Berkowitz of Merion, PA. Congratulations, Mike! See above for our latest contest.*

## Cipollone Is On Twitter



On Friday January 30, John Cipollone, Inc. said hello to the Twitter-sphere for the first time, as our new Twitter account [@GreenFleet600](https://twitter.com/GreenFleet600) ([twitter.com/greenfleet600](https://twitter.com/greenfleet600)) went live. John Cipollone, Inc. is no stranger to the world of social networking, as we've been on Facebook for several years now ([facebook.com/JohnCipolloneInc](https://facebook.com/JohnCipolloneInc)), but we must say we're extremely excited to try our hands at Twitter's game-changing micro-blogging platform, which allows us to send out informative messages to our neighbors and customers quicker than ever before.

**Follow @GreenFleet600** for helpful reminders about air filters, tune-ups and a whole lot more. Exclusive discount offers, conservation tips, on-the-job photos, product videos: we'll be Tweeting all of these in the days, weeks and months ahead, so follow us today. And if you'd like to get in touch with us via Twitter, just Tweet [@GreenFleet600](https://twitter.com/GreenFleet600).

If you didn't understand any of the above because you haven't yet signed up for Twitter, don't worry — it's free and extremely easy for all age groups to use. All you have to do is visit [Twitter.com](https://twitter.com), enter your name and email address, create a password, then click "Sign Up for Twitter." You'll be Tweeting new friends and followers in no time. Of course, even if you don't want to sign up you can still view our public Twitter page by visiting [twitter.com/greenfleet600](https://twitter.com/greenfleet600) from your computer or mobile device, so **log on and check us out today.**