



# APPLEGATE

H O M E C O M F O R T

**PERSONALLY SPEAKING**

## keeping you comfortable, helping you save

Dear Friends,

**F**or decades, our goal at Applegate has been to provide our customers with the best service and quality in the area.

As an extension of that, we're pleased to bring you this customer newsletter, which features a new design and format. We hope this will help you get to know us better. Plus, we'll use it to update you on

our programs, products and services, which can make a real difference in your home comfort—and save you money too.

We'll also keep you informed about the latest advances in technology, including ultra-efficient heating and cooling systems.

**tax credit for new systems still available**

Depending on the age of your current

system, you could save 30% or more on your energy bills with a new system. There's never been a better time to upgrade your equipment because you can still qualify for a \$1,500 federal tax credit. Don't wait too long, though, because the tax credit is set to expire Dec. 31. (Use the enclosed coupon and you can save up to \$750 on your purchase.)

So no matter what comfort problem you face or what kind of system you're looking for, you can be assured we'll give you the right advice. We have the expertise and knowledge to help make your home more comfortable. We'll also help keep your energy and repair bills under control with service plans and regular equipment maintenance.

Let us know what we can do to help!

Warmly,

Tom Snyder, President

## lower your heating costs!

**G**etting your heating system cleaned and properly adjusted each year helps it operate at optimum efficiency. This can **reduce your annual heating costs by as much as 10%**. If you spend \$2,000 each year on heat, our annual furnace "check and clean" could **save you about \$200!**

Plus, regular maintenance can virtually eliminate the chance of an inconvenient breakdown, as well as lower your repair costs because we can fix small problems before they become big expensive ones. Regular maintenance will also extend the life of your equipment.

The best way to ensure you get your furnace maintained properly is to sign up for our **Golden Apple Service Plan**. In addition to a Check and Clean, the plan waives all labor charges and guarantees you priority emergency service.

Call us, return the enclosed card or go to [ApplegateHomeComfort.com](http://ApplegateHomeComfort.com) to schedule your Check and Clean. Make your appointment by Nov. 30 and we'll give you a \$10 discount!

(See the enclosed coupon.)



**Our annual furnace "check and clean" could save you about \$200 on heating costs this winter.**

## Win an iPad

**Here's your chance** to enjoy a 64GB Wi-Fi + 3G iPad! This new wireless tablet from Apple combines the best features of a smartphone and a laptop; it's great for browsing the web, reading e-books, watching movies, looking at photos and more.

It's hard to believe a device so thin and light can pack so many features! **Read this newsletter and answer the questions on the enclosed reply card.** Entries with correct answers received by 1/18/11 will be entered in a drawing. Two prizes will be awarded.

- 64GB capacity
- only 1.5 pounds
- only 0.5 inches thick
- 9.7-inch LED backlit display
- multi-touch screen
- Wi-Fi and 3G connectivity

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

**\$829 value!**

HFAL10-11617

# are you enjoying guilt-free home comfort?

**Ever feel guilty** about enjoying the ultimate in home comfort? Stop worrying. You don't need to use more energy to be warmer in your home in the winter or cooler in the summer. You just have to be energy-wise!

## what people do to save energy

Here are two of the most frequent things that homeowners do to use less energy.

- **Run ceiling fans.** Air movement evaporates moisture on the skin and makes you feel cooler in the summer. In the winter, fans can push heat downward, making you feel warmer. This lets you set your thermostat at energy-saving temperatures.
- **Have coils cleaned on comfort systems.** The longer dirt builds up in your system, the higher your energy bills will be, the less comfortable you will feel and the greater the chance of a breakdown. Keeping your system properly maintained can save you a lot of money on energy and repair costs.

If you've recently called on us to make your home more energy efficient, congratulations! You are now enjoying a **higher level of comfort while reducing your impact on the environment.** (*Greater efficiency means fewer emissions.*) And if your home isn't as comfortable as you would like and you're spending too much money on energy, what are you waiting for? **Call us. We can help!**

## your system may need a "rehab"

In many cases, you don't have to replace your entire system to feel more comfortable and save money on energy. You just need an expert (like us) to correct flaws in the system. Here's what we mean.

Energy-efficiency ratings for heating and cooling systems are calculated in a laboratory setting. But when those systems get installed in a home, those efficiency ratings can **drop drastically** if the system is not installed according to manufacturer specifications. Failure to maintain the system properly can reduce energy efficiency further.

A study of more than 1,000 homes

across the country showed that consumers were short-changed on energy efficiency because of poor equipment installation and lax maintenance.\*

After adjustments were made to correct problems, efficiency improved, on average, a whopping 36%! This was accomplished by:

- **improving the ductwork**
- **cleaning and adjusting the system**
- **correcting installation flaws**

If you feel your system isn't working properly, give us a call and we'll be glad to evaluate it.

\*National Comfort Institute, 2006



## what's better: a tax credit or a tax deduction?

As you may know, the federal stimulus package included an income tax credit for as much as 30% (up to \$1,500) for energy-efficient improvements to your home, including high-efficiency heating and cooling systems. As we went to press, the credit was scheduled to end Dec. 31, 2010; it's unclear if it will be extended or renewed.

In most cases, tax credits are **better** than tax deductions because credits are subtracted directly from the **amount of taxes** you owe. On the other hand, deductions only reduce the **amount of taxable income**, resulting in much lower savings.

Here's an example that shows this difference, based on someone who starts with a \$5,000 tax bill.

- A \$1,500 tax **credit** lowers the tax bill to **\$3,500.**
- A \$1,500 tax **deduction**, subtracted from total taxable income, may yield only a \$375 reduction in the overall tax bill, leaving the taxpayer **still owing \$4,625.**



Filing your taxes can result in many happy returns when you qualify for a **\$1,500 tax credit.**

If you qualify for a tax credit because you made energy-efficient improvements in your home this year, we recommend that you consult with your tax advisor about this when you file your tax return in 2011.

## getting your dander down

Nearly 84 million U.S. households include either a dog or a cat. Although these furry friends make great companions, their dander is one of the leading causes for allergic reactions. Dander is a combination of skin flakes and dried saliva that pets shed.

If you have a pet, an air purifier is a must-have. (We'll be glad to tell you about this and other options in air cleaning systems.) Here are some additional ways you can minimize respiratory problems or allergic reactions caused by pets.

- Brush or bathe your pet **outside.**
- Remove clothing worn after **grooming** or **playing** with pets.
- Keep pets **off furniture**, especially upholstered furniture.
- Maintain adequate **ventilation.**
- Keep litter boxes away from air supply **vents/registers.**
- Frequently **wash** items such as couch covers, pillows, curtains and pet beds.



## what's on your wish list?

A national survey of more than 30,000 homeowners† revealed that for more than half of them, "greater energy efficiency" was at the top of a wish list for home comfort improvements. Here are the **top five improvements** and the **percent** of homeowners who wanted them.

We've helped a lot of homeowners make **all** these improvements, and many more. If you have your own wish list for home comfort improvements, just let us know!

†The American Home Comfort Study, conducted by Decision Analyst in Aug. and Sept. 2008, used a nationally representative sample.

### Wish List

1. Greater energy efficiency: **56%**
2. More even room temperatures: **41%**
3. Better air quality: **29%**
4. Better temperature control: **25%**
5. Improved airflow: **25%**

## efficiency is the key

Many people are taking a closer look

at the energy efficiency of their homes so they can conserve fuel and lower their energy costs. Because of great advances in technology, today's high-efficiency heating and cooling systems use substantially less energy than older models. That's why a new system can **reduce** your annual energy bills by about 30%.

With a new comfort system, you'll get:

- **more heat/cooling from less energy**
- **lower energy bills**
- **fewer breakdowns**
- **environmentally-friendly warmth and cooling**



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✓ win an iPad\*  
✓ how you can save \$750

\*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

## get the total package in home comfort

Does your house have odors, excessive dust or other indoor air quality problems? Want to upgrade your electrical wiring? Perhaps you would like to improve your home's insulation so you can keep your heat indoors—where it belongs. Applegate Home Comfort is the one to call because we do it all.

In addition to offering air quality products, electrical service and insulation, we

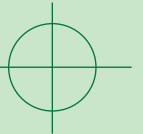


also install and service both furnaces and boilers, along with central air systems, geothermal heat pumps and water heaters.

In everything we do, we're committed to bringing you innovative products, quality workmanship and exceptional customer service. And we always stand by our work with our guarantee of complete customer satisfaction.

Find out more about what we can do for you by visiting [ApplegateHomeComfort.com](http://ApplegateHomeComfort.com).

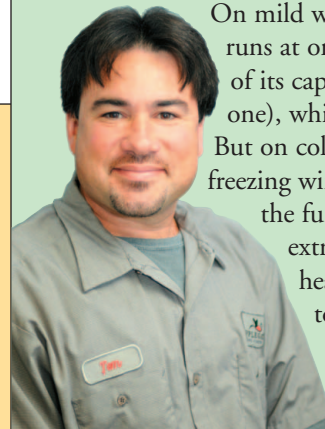
## ask the expert



**Q:** I've heard that a two-stage furnace is very energy efficient. Can you explain how it works?

**A:** Older single-stage furnaces can operate only at full capacity, which can mean blasting you with more heat than you need and wasting your energy dollars. In contrast, a newer two-stage furnace can adjust to the demand for heat.

On mild winter days, it runs at only two-thirds of its capacity (stage one), which saves fuel. But on cold days and freezing winter nights, the furnace meets the extra demand for heat by switching to full capacity (stage two).



**Tom Abdo**  
equipment replacement manager

If you would like to find out more about your options for a new energy-efficient system, give us a call or return the enclosed reply card, and we will be happy to set up a FREE consultation for you. You can also use the enclosed coupon to save up to \$750 on your purchase.

Recently, Barbara Godby of East Lansing faced her first challenge as a homeowner: an aging air conditioning system.

An educated consumer, Barbara contacted several companies, including Applegate, to evaluate her choices. We impressed her because we took the time to explain all of her options, including repairing the a/c system or replacing it. Barbara asked about replacing her furnace as well. As a result, she had us install both a new central air system and heating system.

"I have never regretted the decision to replace both units, as it has resulted in long-term savings," she says. "Since then, I have had Applegate replace a

## Customer Corner



water heater and they have done some electrical work as well."

Barbara says that every job has been scheduled promptly and at a time that was convenient for her.

"The work has been completed on time by professional, uniformed and courteous technicians, who not only took away old parts and pieces but cleaned up after themselves too," Barbara says.

She adds, "Applegate is an asset to the community and a lifeline for homeowners."



**Barbara Godby**  
of East Lansing