



APPLEGATE

H O M E C O M F O R T

PERSONALLY SPEAKING

how are we doing?

Dear Friends,

Good word of mouth is the lifeblood of a company like ours. We are very proud of the fact that 74% of our business is by referral. Our reputation is obviously very important to us, which is why we place such a high value on what our customers think.

Positive feedback is always appreciated, but we also want to hear from you if you think there is room for improvement. **Please don't hesitate to call or email us with your comments or suggestions.** The last thing we want is a disappointed customer!

I am happy to report that our Charlotte location is now open for business. Please feel free to stop by and say hello.

We've got some great specials for you this fall—see the coupons enclosed. As always, thank you for trusting Applegate with your comfort. Have a great fall!

Warmly,

Tom Snyder
President



Tom Snyder

Energy Savings Plans: safety, savings, security

For the next 20 to 24 weeks, till spring, your furnace will be basically running continuously every day, which is the main reason we recommend our **Energy Savings Plans**.

SAFETY is always a priority, so our Energy Savings Plans include a check of all safety controls. If you choose our Assured Client Plan, **SAVINGS** means free repairs for a long list of parts. With our Preferred Client Plan, you get 15% off parts and labor. **SECURITY** is knowing your furnace was thoroughly checked and cleaned to help prevent a breakdown. Both of our plans include a preventive maintenance tune-up which can reduce your annual heating and cooling bills by as much as 10%. It is important to note, most utility company service plans **DO NOT** include a tune-up.

Taking care of your system reduces the wear and tear, so you can expect it to last longer. Both plans include priority service, and you also have the option of adding coverage for your air conditioning system at an additional cost for maximum year-round savings.

SIMPLE is another "S" word we can add here, because our Energy Savings Plans also come with the option of easy monthly payments. To learn more about our Energy Savings Plans, call us today or return the enclosed reply card.

**Enroll now and
SAVE \$20
on your first year**

get greener with a \$1,500 gift card!

What would you do to make your home more energy efficient?

Install a high-efficiency heating or cooling system? Add insulation? Buy a tankless water heater? If you win our contest, you'll have a \$1,500 gift card to get started. How you spend the money is up to you. Just read this

newsletter and answer the questions on the enclosed card. Entries with correct answers received by Jan. 6, 2012, will be eligible for the drawing. Don't wait. Enter today!

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





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 4750 Okemos Road, Okemos, MI 48864
 344 North Cochran Avenue, Charlotte, MI 48813



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Heating & Air Conditioning • Insulation • Electrical • Geothermal • Boilers • Indoor Air Quality

Call Us! 517-337-7700
800-377-2272
ApplegateHomeComfort.com

- ▶ Save \$20 on a service plan!
- ▶ Fall special offers enclosed!



Tim Miller
 insulation manager

Q & A

Q: *I think my walls have insulation, but it seems like cold air is coming through the wall outlets. Is this common?*

A: Yes. Even though most homes do have some form of insulation in the sidewalls, there are often gaps. It really has to do with the type of insulation used and hidden defects from when the product was installed. The good news is that we have technology that allows us to see all of the areas where energy loss is occurring, and we also have a foam insulation that can seal up those spaces and add R-value to increase your comfort and energy savings.

Q: *How can I tell if I have enough insulation?*

A: The cost of energy has been the determining factor on how much insulation is needed. With today's high energy costs, insulation standards are much higher than they were just six years ago. Also keep in mind that the amount of insulation is only one factor in savings and comfort. The type of material, how it is installed, as well as possible damage and defects, are other factors that need to be evaluated. We will be happy to conduct a free evaluation of your insulation needs—please call us.



upgrading for high efficiency really adds up!

Grab your calculator and do the math to see how much you can get back when you replace your old furnace and central air conditioner with new, high-efficiency equipment. Some of these incentives will not be available for long, so call us today to explore your options and find out how you can save the most.

- Federal tax credit on a 95% efficient furnace* **\$150**
- Federal tax credit on an ECM (electronically commutated motor) furnace blower*..... **\$50**
- Federal tax credit on a 16 SEER or higher air conditioner*..... **\$300**
- Utility rebate* on a 94% efficient furnace*..... **\$450**
- Utility rebate on a 16 SEER or higher central air conditioner*..... **\$250**
- Utility rebate on an ECM furnace blower*..... **\$100**
- Utility rebate on a programmable thermostat*..... **\$10**
- Applegate furnace and air conditioner "trade-in" offer*..... **\$750**
- Find your total savings on our coupon insert*..... **?**

*Utility rebates are subject to funding availability.



replace your windows and save energy

We introduced our vinyl replacement windows this spring. Since then we have installed hundreds of windows and have received great feedback from our customers. To no one's surprise, all of the windows we have installed have been sold to existing customers or to homeowners who were referred to Applegate by our customers.

If you want to save energy and you are looking to replace your windows, please give us a call. We'd be happy to show you our our Envirosealed vinyl window line.