

How to Get a New Heating & Cooling System for \$2,122 Less than you would normally pay Any other time of the year.



Mike Kirchmeier
King of Comfort

Dear Friend,

Our business is slow, just like many others, so here is an offer to help us both out. So please keep reading as I am going to make an offer that will sound to good to be true. It's no secret that the economy has put some consumers on the sideline with raised eyebrows. So... instead of waiting for the politicians, I have a real economic stimulus package that you need to know about. This is an incredible offer at just the right time.

You see, I want to reward you for upgrading your old dinosaur of a heating and cooling system. If you knew what I know about how much the average homeowner overspends in utilities to heat and cool their homes each year, you would have already replaced it. Check this out; it is not uncommon that I find homeowners like you \$700 a year and more of after tax dollars hiding in their old inefficient and improperly installed comfort systems. So... to make it simpler to do so, I will give you \$2,122 in equipment upgrades for Free.

Yes, this is an absolutely true offer that includes no fuzzy math, no fine print, or asterisks. You will actually get a 100% free upgrade that will save you at least \$2,122 just by purchasing our deluxe system. And guess what else? This equipment gets huge rebates!

Let me explain.

My offer is super simple, you help me keep my crews busy and I will reward you with up to \$2,122 in savings. These factory fresh high efficiency systems are so energy efficient they can even pay for themselves. And depending on which utility company you are with, you can get utility rebates up to \$1,500. Don't let the recession get to you. Take advantage of this huge discount before your old system takes any more money from you.

Perfect timing for you..

This offer is so great it has to be limited. If your system is over 12 years old let me get rid of your old energy hog and install a new high efficiency system that will lower your utility bills and give you piece of mind that you are doing your part to minimize utility usage and maximize your monthly savings.

These systems come with the best warranties available and to top it off, *they are installed by my award winning Stand-Up Guys.* I work hard to train these guys to be the best. They will be polite and they will treat your home with respect. And because the work load is soft, they will not be rushed off to the next job. They will take the time to get you familiar with your new system.

It's as easy as picking up the phone

All you have to do is pick up the phone and dial 1-800-370-4328. My friendly office staff will ask a few questions and set you up with a visit with one of my friendly Comfort Advisors who will perform an Energy analysis of your home to properly size your system and explain how we can get you to stop over paying the utility companies and put that money back into your pocket.

We even have 8.49% financing with no early payoff penalty!

We have set up terrific financing plans. If you decide to make monthly investments instead of paying cash, the entire amount of your payments might be more than offset by the savings on your utility bills. That's extra cash in your pocket every month!

Get your free money from the utility companies while it lasts!

- Save up to 40% or more with a new high efficiency system.
- Replace your system in a non peak time (when it's not ridiculously cold) and you will save money now and also get the free upgrade.
- A free upgrade also gets you free money from the local utility company.
- A 100% Satisfaction Guarantee is also included with these systems.

Why this offer will not last.

1. I was only able to make arrangements with my manufactures for 43 systems and once they are gone the special is over.
2. Once my install dates are taken this offer ends and may not ever be back again.

Here's why: The only reason I'm making this incredible offer is because my crews are a little slow right now and I need to keep them busy. Once the weather hits, there won't be any install dates left!

So just call 1-800-370-4328. We'll set up an appointment for your no-obligation energy analysis.

I thank you for reading this rather long letter. I hope that you will profit greatly because of it.

Yours in Comfort,



Mike Kirchmeier
Owner



Heating, Air Conditioning

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P.S. Remember, if your current system is over 12 years old, these high efficiency systems will stop your utility overpayment and get up to \$1,500 In rebates

P.S.S. If you've ever been curious about my company or me, take a moment to visit my website at www.blackhillsinc.com!

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