

# How to Buy a New \$5,299 Premium Brand Furnace for Only \$846

Dear Customer,

Yes, it's true. You can replace your old (and probably very inefficient) furnace and air conditioner or heat pump for up to \$4,453 less than you would have to pay any other time. Every year the first three months of the year have "killed" our business. We've lost a ton of money during these "Killer" months and it takes the remaining months of the year to make up for them. We're expecting the same thing to happen this year.

## OUR PROBLEM IS YOUR OPPORTUNITY

We've decided to give up trying to make a profit during the "Killer Quarter" first three months. If we can only minimize our losses now, we will come out ahead the other nine months and we will keep our honest and hard working employees working. Here's how this offer came about. Every year we negotiate huge discounts and stocking plans with major manufacturers. Of course, we never seem to come out right. There is always some inventory that we must hold over until the next season. Because of the quantity and the time of the year, we've decided to put a special package together. These are new 2019-2020 models. They are NOT seconds or "blems" or standard "builder" models. They are factory fresh premium air conditioners and furnaces with an incredible factory warranty – the best in the industry. (How does 10 years Parts & Labor sound?)

## YOU CAN GET A PREMIUM BRAND FURNACE FOR "ZIP" – NO CASH NEEDED\*

By putting this furnace and air conditioner package together then "negotiating" with the factory rep and committing to a one time purchase agreement of a limited number of systems, we were able to buy both the furnace and the air conditioner for less than we thought possible! So, if you buy one of these new premium air conditioners (but only if one of the four sizes in this special package will fit your house) we're virtually giving you the deeply discounted furnace FREE. All we ask is for the \$846 in labor that it costs to have your system installed. We've even arranged special financing to make this even more affordable with your good credit\*!

## HERE'S HOW

Just call your local number below anytime to schedule an appointment. We will come out and measure your home to determine the availability of the proper size. Don't forget, there are less than 50 of these matched systems in four sizes under this negotiated commitment agreement. When they are gone this remarkable offer also ends.

## NO OBLIGATION

Even after we completely explain the installation there is absolutely no obligation. If you decide you don't want to take advantage of the spectacular savings - that's ok. We'll will even give you a \$50 Air Comfort credit if your unit is over ten years old, just because you were kind enough to read this letter and give me a chance to solve my problem. We want you to think well of Air Comfort even if you don't buy.

## WHY THIS OFFER CAN'T LAST

Please call and reserve your system today. Here are two reasons why. There are a limited number of the four sizes under the specially negotiated agreement with the manufacturer. When all the air conditioners & heat pumps are sold, and all the furnaces are given away in that size, that's it. There are no more at this price. If we have any of the systems left when the warmer weather hits (although it's doubtful we will) this offer still ends. Our business always starts improving in the spring. The only reason we're making the low or non-profit (for us) offer is because of the "Killer Quarter" months. And since the furnace is deeply discounted, we can pass the savings along to you.

Give us a call now and we will set up your no obligation appointment. Thank you for reading this rather long letter. Hopefully we both benefit from it  
With our personal thanks,



Bart Bosco



Steve Simmons

Columbus 402-257-5888  
Fremont 402-206-2199

