

Maximum Comfort News

www.ServAssure.com



ServAssure
D E A L E R

We Are Here to Save You Money!

If we were to ask you, "What does your ServAssure dealer do?" you might answer "Repair furnaces" or "Install air conditioning." You'd be 100% right, but another very important thing we do is save you money.

How? **By offering you a full range of services that can help you reduce your energy costs.**

- * **Heating and cooling system upgrades:** Replace your current boiler, furnace, heat pump or air conditioner with a more energy-efficient unit and you could save hundreds of dollars on energy bills each year. We also specialize in healthy indoor air quality solutions (see page 5).
- * **Preventive maintenance:** Arranging for an annual heating or cooling system tune-up could cut your annual energy bills by up to 10%.
- * **Enrolling in a service plan:** Should you need emergency service, your service plan could cover potentially expensive heating and cooling system parts as well as labor. Read more about our A/C plan on page 5.
- * **Energy-saving devices:** We offer a variety of thermostats and controls that will keep energy costs down.
- * **Conservation advice:** Ask us about low- and no-cost ways to significantly reduce your energy consumption (you'll find some right here in this issue of *Maximum Comfort News*).

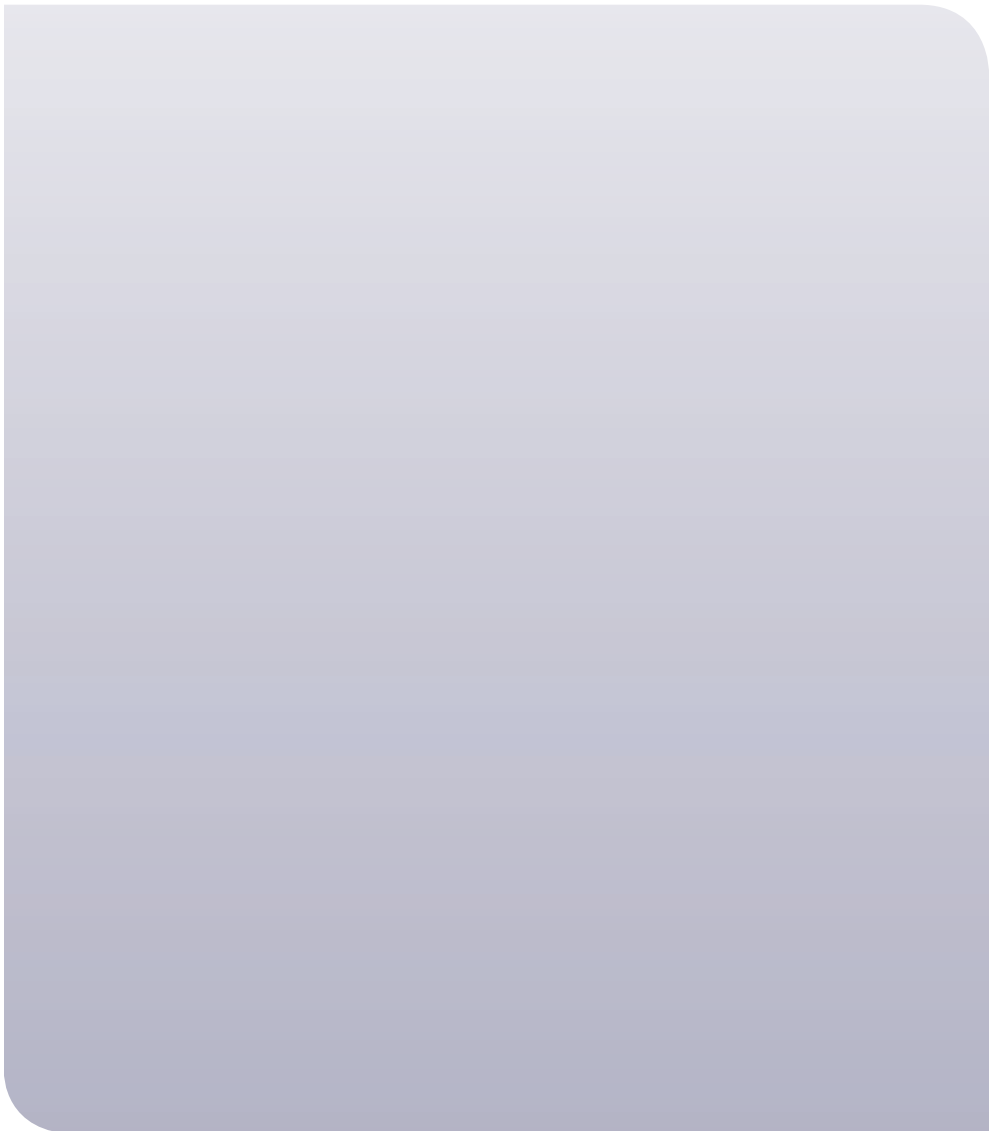
In addition to our energy-saving services, we also offer money-saving opportunities through tax credits, and utility and manufacturers' rebates like our Carrier "Cool Choices" offer inside.

Make 2011 the year you lower your energy bills! We are here to help you keep that goal in any way we can! Call today to find out how.

Sincerely,

Your ServAssure Dealer





Energy Conservation by the Numbers

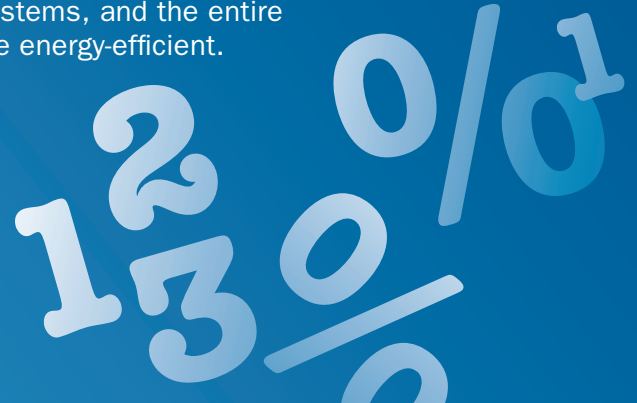
You might remember this handy-dandy chart from the fall issue of *Maximum Comfort News*. We're presenting an updated version of it with NEW STATISTICS to show that spring is a great time to make *your whole house* – your heating and cooling systems, and the entire building envelope (windows, exterior doors, insulation) – more energy-efficient.

If you do this ... **You can save up to this much ...**

Place A/C condensing unit in shady spot	1-2%
Change A/C filters monthly during the summer	7%
Annual A/C maintenance	5-10%
Automatic setback thermostat	10%
New burner control	10%
Heating system tune-up	10%
Caulk, seal and weather strip your home	10%
Use ceiling fans	10%
Install a flame retention burner	17%
Insulate the attic	20%
Recharge A/C refrigerant	20%
Choose ENERGY STAR® qualified heating equipment	30%
Heating system upgrade	30%
Upgrade from 10 SEER* to 13 SEER** A/C	30%

*Old minimum standard; **New minimum standard

Sources: Energy Star, Brookhaven National Lab, Oilheat America, familyhandyman.com



Save up to \$2,350* on high-efficiency home comfort.

Take advantage of limited time rebates and tax credits to give your family more comfort for less. If you've been thinking about upgrading your heating and cooling system for more efficiency and lower utility bills, now is the time!

Ask about Utility Company Rebates!

Cool Choices Rebate - up to \$1,250

ServAssure Rebate - up to \$ 600

Energy Tax Credit - up to \$ 500

up to \$2,350*



turn to the experts

* Cool Choices Rebate / Merchandise offer valid 3/01/11 through 6/30/11. ServAssure rebates subject to change without notice. System must be installed by 7/15/11. Rebate / merchandise amounts vary depending on equipment purchased. Not valid on prior purchases or in conjunction with other offers; some restrictions may apply. Up to \$500 federal tax credit on qualifying energy saving home improvements 1/01/11 - 12/31/11. Call for complete details.

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 the "Win a \$500 iPad" Contest

Please see entry rules.

I'd like more information on:

(check all applicable)

- Tax Credits, Offers and Rebates on High-Efficiency Comfort Systems
- Central Air Conditioning Upgrades
- Heating System Upgrades
- ENERGY STAR® Products
- Carrier Heating and Cooling Equipment
- Other: _____

Did You Feel the Pain?

OUCH! Do you remember the summer of 2010?

HEAT WAVE: Eastern US cooks In Summer Heat, Temps Reach 100s

Summer Heat Wave to Bake Eastern Seaboard

Heat Wave Socks East Coast

Philadelphia's July Heat Wave Of 2010 Will Be One For The Ages

City of Philadelphia Outlines Heat Emergency Plan

Heat Wave to Continue Choking mid-Atlantic, Northeast U.S.

Blistering Heat Expected in Northeast

Sizzling Heat Wave Tightens Grip on Northeast



Last summer the majority of the American East Coast, from the Carolinas to Maine, was gripped in a severe heat wave. In fact, Philadelphia experienced a record-breaking 54 days over 90° in 2010.

How Hot Was It? It was so hot that in our area, **Philadelphia, Baltimore** and **Washington** eclipsed 100°. Many records were broken, some of which dated back to the 1800s, including the temperature in **Wilmington, DE** of 103° on Wednesday, July 7, which broke the record of 97° from 1897. **Philadelphia** eclipsed 100° for the first time since 2001. **Fredrick, MD, Selinsgrove, PA** and **Newark, NJ**, among others, topped the 100° mark for four days in a row. **Baltimore, Trenton** and **Reading** had three days in a row of 100° heat, and **Allentown** had 15 days of 90° or above in July.

Source: AccuWeather.com

Don't Feel the Pain Again This Summer ... Upgrade Your A/C!



Replacing a 10-year-old A/C unit with an ENERGY STAR® model can cut your cooling costs up to 30-50%, and save you enough over the new unit's lifetime to offset its purchase price.

What A/C unit should I buy?

Central A/C units are rated for efficiency according to their Seasonal Energy-Efficiency Ratio (SEER). **The higher the SEER, the more efficient the unit.**

To find the rating on an older unit, check the data label or plug the model number into the online CEE-ARI database at energystar.gov on the Central Air Conditioners page. **New units are required by law to have a SEER of at least 13.** Central AC units manufactured from 1992 through 2005 have a SEER of about 10, and older models are at 6 or 7.

To help you choose a unit with an efficiency rating and output that matches your needs, **we will be glad to perform a thorough cooling analysis on your home.**

Today's air conditioners aren't just efficient, they're green. As of 2010, all air conditioners are required to have eco-

friendly R410A ("Puron") coolant, and all R22 ("Freon") coolant has been phased out of production. Recharging an old Freon unit will be very expensive as well as environmentally harmful, therefore, we strongly encourage you to look into a new unit as soon as possible.

Air conditioners aren't what they used to be. A really "cool" option (pun intended) for homes without ducts, for retrofits and additions, or for installation in tight, compact spaces, is a **mini-split ductless system**. This super-efficient air conditioner allows you to **cool your home without ductwork!**

We're proud to sell Carrier air conditioners. Many Carrier air conditioners qualify for the extended federal tax credit (see page 2), as well as local, state and manufacturers' rebates. Call us for details!

How's the Air in There?

It's the spring allergy season! And if you're coughing, sneezing and wheezing, your ServAssure dealer has three words for you: **Indoor Air Quality.**

Believe it or not, **the air inside your home may be more polluted than the air outside your home!** Those energy-efficient features that keep air from escaping also keep some pretty nasty things inside, too – like odors, chemicals, pollen, irritants, microscopic insects, mold, mildew, viruses, dust and dust mites. These indoor air pollutants can contribute to eye and throat irritation, colds, allergies and asthma. And, of course, every time you open the doors and windows to let the warm spring air in, pollen from trees, weeds and grasses barges right in and takes over your home.

Your ServAssure dealer has many outstanding products to improve your indoor air quality, and our expert home professionals can help you decide which products are right for your home and family. Choose from the following quality products, including those by Carrier.



Recipe Corner

There are so many wonderful farmers' markets to be found all throughout our area. Pick up some fresh veggies and enjoy this easy, healthy recipe.



Corn, Arugula and Tomato Salad

Adapted from Eating Well Magazine
6 servings, 1 cup each

INGREDIENTS:

- 3 tablespoons red wine vinegar
- 3 tablespoons minced shallots
- 6 tablespoons extra-virgin olive oil
- 1/4 teaspoon salt
- Freshly ground pepper to taste
- 6 cups loosely packed arugula (about 6 ounces)
- 2 cups corn kernels (about 4 ears)
- 1 1/2 pints cherry tomatoes, halved

DIRECTIONS:

Combine vinegar and shallots in a large bowl and let stand at room temperature for 10 minutes.

Whisk oil into the vinegar mixture until blended. Season with salt and pepper. Add arugula and toss to coat. Arrange the arugula on serving plates. Add corn and tomatoes to the bowl, toss to coat with the dressing that remains, then spoon the mixture over the arugula and serve.



turn to the experts™

- Air Filtration
- Fresh Air Ventilation
- Humidifier/Dehumidifier
- Ultraviolet Germicidal Lights

Your ServAssure dealer has the solution you need when it comes to the air you breathe. Call us today.

Protect Your A/C with a Service Plan

Your air conditioner requires annual maintenance to run effectively, cost-efficiently and reliably. You may not realize it, but **a neglected air conditioning system loses between 5-10% of its efficiency each year it operates without maintenance** – and that number compounds when a system is low on refrigerant or has other deficiencies that are routinely spotted during annual preventive maintenance. **Regularly scheduled maintenance is far less costly than repairs or replacement!**

When your ServAssure technician performs an annual maintenance check on your central air conditioner, he will perform a **thorough cleaning and operational check** to make sure all components are working properly.

Best of all, annual maintenance is just one benefit of enrolling in your ServAssure dealer's air conditioning service plan. **Our comprehensive plan provides valuable protection of your cooling system while shielding you from expensive out-of-pocket costs.**

Your air conditioner works hard for you all summer – give it a little TLC this spring by calling us today for your pre-season A/C maintenance visit.





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NEW CONTEST!

Win a \$500 Apple iPad



Enter our new spring contest and you could win a new Apple iPad worth \$500! Whether you use it to page through websites like servassure.com, write an email, flick through photos or watch a movie, **you can do it all on the iPad's big, beautiful Multi-Touch screen.**

What's more, in our continuing effort to go green, **you may now enter the contest online!** Just **click here** and complete the easy entry form. **You may also mail in 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, 2011) from among all eligible entries received. Odds of winning depend on number of eligible entries received. Contest is open to individuals 18 years and older. Void where prohibited by law. Subject to all federal, state and local laws and regulations.

\$500 Holiday Shopping Spree Winner

The winner of the \$500 Shopping Spree contest featured in the Fall 2010 issue is Mr. Charles Moore of Langhorne, PA. Congratulations! See above for our latest contest.

How Does Your Garden Grow?

According to the U.S. Environmental Protection Agency, yard trimmings and food residuals together constitute 26% of the U.S. municipal solid waste stream. Instead of throwing it away – and into a landfill – throw it on your own **compost** pile to break down into the best and most cost-efficient mulch you can get.

A compost pile makes new soil from items that usually go into the trash, including eggshells, coffee grounds and food scraps. Microorganisms break down this material, creating a fertilizing and weed-suppressing mulch for use anywhere in the yard, in any type of soil.

To compost, you need a pitchfork for turning the material, a square-point shovel or machete for breaking up larger material into pieces, and water. Composting can be done on a dry patch of land, preferably in the shade, or in a home-made or store-bought bin. To view materials suitable (and unsuitable) for composting, visit epa.gov/epawaste/conserves/rrr/composting/index.htm. Add your materials to your pile as you collect them, making sure larger pieces are chopped or shredded. Moisten dry materials as they are added. You may cover your compost pile with a tarp to keep it moist. Once your compost pile is established, mix grass clippings and "green waste" (see the EPA website for what this constitutes) into the pile and bury fruit and vegetable waste under 10 inches of compost material. When the material at the bottom is dark and rich in color – in two months to two years – your compost is ready to use, and you'll congratulate yourself for being a friend of the environment.

