

# *16* can be your **LUCKY** Number

## The **Last Air Conditioner** You'll Ever Need!

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Dear Collin County,

My name is Chad Faith, President of **Aire Texas Residential Services Inc.** located here in the Metroplex. I write you because I have a problem and it could become your opportunity.

While you may like the milder temperatures and cooler nights that come with Winter here in the Metroplex, folks in our business (including me) fear this time of year.

In these months, we sell fewer total home comfort systems and perform less maintenance work, and this of course impacts our business. From mid-October to the early spring, our business is slower than during our peak summer months, which you can certainly appreciate. During these slower times, we risk losing money to keep our crews running full time, which is important to us. Our crews and their families are the heart and soul of our business, so we take care of them at all costs.

### **SO, I ASKED MYSELF "Why Do We Lose So Much Money During This Time of Year?"**

It's simple – **NOT ENOUGH DEMAND.** By now many homeowners have already scheduled their annual service on their home comfort system, while others are hoping that their old system will stretch through one more cycle before finally breaking down. So, you can see our challenge, right? We have more employees and overhead than work, and we are trying to keep all our team employed in preparation for the busy summer. So I came up with a more aggressive plan this year, to help us increase business **NOW** and keep our highly trained team busy until air conditioning season comes around again in June. This is how you can benefit.

### **MY GOAL: NO PROFIT – NO LOSS**

My goal is to break even during this slower season. No profit, but no loss either.

If we do that, we'll be ahead of where we've been in prior years come summer. Most people know that the best time to purchase a new car is right before the new models come out, and that "*After Christmas Sales*" are better than "*Before Christmas Sales.*" Thinking along those same lines, it is easy to understand why the best time to buy a total comfort system from Cool Touch is **RIGHT NOW** – during one of our slowest times of the year.

You may know this already, but the beginning of the year is when many of the equipment manufacturers pass along their annual price increases, compounding our slow sales problem. We have already been notified of pending price increases again come early 2021. Fortunately, you now know about this pending increase, and in addition we were able to secure a special one-time offer on a High Efficiency Total Comfort System... this is a limited quantity for a short time, as long as they last or until January 15, 2021.

This year I convinced my manufacturers to partner with us in this promotion (because if we're slow, so are they) and give us a deal I can pass along to you for between now and January 15<sup>th</sup>, by making a purchase commitment to guarantee them the volume and offset the price reduction. Again, this is a win-win-win. This purchase commitment for our guarantees our manufacturers sales, gets us the equipment in house at a good price and thereby allows you to take advantage of deeply discounted prices. Hence, I say *my problem is your opportunity.* The 16 seer is a great system and a great decision, that will provide years of comfort and piece of mind. **Please keep reading to see my offer to you...**

## HERE'S MY PERSONAL OFFER – “LUCKY 16”

Upgrade to a new total comfort system (16 SEER Air Conditioner with Variable Speed Furnace or 16 SEER Heat Pump with Variable Speed Air handler) from us **before January 15, 2021** and get the best installed price that is absolutely ironclad guaranteed the best value at the lowest cost you can get in the METROPLEX in that time period. I will guarantee this in writing. **Here is what you'll get:**

1. A 16 SEER Total Comfort System with a variable speed furnace – or Variable Speed Air Handler. **This system carries a 10 year parts and 16 year labor guarantee.**
2. A 20% discount from our normal price. Start at \$11,195, then we discount 20% to \$8,956 PLUS A \$ 250 Instant Rebate and we will throw in a \$750 Visa gift card so \$7,956 installed after rebates. 16 SEER Heat Pump unit has a 20% discount and is \$10,700 after 20% discount so \$9720 installed after rebates. (3.0 ton) (Same Discounts and Rebates apply to all Tonnages)
3. **ON TOP OF ALL THAT – Aire Texas Peace of Mind Guarantees**  
\*1 **Year Money Back No Questions Asked** Test Drive Guarantee  
\*Best Value at the Lowest Cost in Writing Guarantee  
\*1 Year Hotel Guarantee (*\$300 value*)  
\*Both the A/C and Furnace come with a **10 year parts and 16 year labor** guarantee
4. PLUS, a **10 year parts and 16 year labor warranty** (*\$995 value*) for service and repairs. No one does this- NO ONE!
5. You will receive a **2 Year Maintenance Agreement** (*\$419.76 value*) with this offer
6. **Consider also our great financing options, like 0% interest till paid in full, or payments as low as \$63 per month (OAC).**

## **Why Is This A Great Value?**

It is quite simple: This is one HECK OF A SYSTEM at one heck of a price. **You win.**

*How do I win?* Since we lack business this time of year and need to keep my team rolling, your purchase helps me cover some basic costs of business and avoid losing money.

The trick is You MUST ACT NOW! This offer is limited to the first 30 systems because that is all our team can install by **January 15, 2021**. Please call us at **(469) 634-2473** and schedule a FREE, no obligation appointment. One of our System Design Engineers will provide you an in-home comfort survey plus FREE evaluation of your comfort system. Then, you can feel confident in making the very-best decision.

From My Family to Yours,

*Chad Faith*

**President & Owner**

**Aire Texas Residential Services INC.**

**(469) 634-2473**

[www.airetexas.com](http://www.airetexas.com)

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