

How You Can Buy A New \$1,800 Furnace For \$458

Dear Friend,

Yes, it's absolutely true, you can actually replace your old (and probably very inefficient) furnace and air conditioner system, or heat pump system for at least \$1,300* Less than you would have to pay at any other time.

Let me explain.

Every year the months of January, February, and March can "Kill" my business. I stand to lose a ton of money during these "Killer" months and it can take me the remaining nine months to make up for them. And I'm worried that the same thing could happen this year.

MY PROBLEM IS YOUR OPPORTUNITY

I decided to give up trying to make a profit during the "killer" months. If I can minimize my losses during January, February and March, and just break even, I'll come out ahead for the rest of the year.

Here's how this (admittedly daring) offer came about.

Every year the big manufacturers of air conditioners have to guess how many to build to meet the demand. Of course, they're never exactly right. So, they always have some inventory they must hold over until the next summer season. I went to one of these companies and contracted for the purchase of 52 air conditioners, furnaces, and heat pumps in the four most popular sizes used in this area. And, because of the quantity and time of year, I was able to buy them at incredibly low off-season prices.

They are brand new models. And they are NOT seconds or "blems" or standard "builder" models. They are factory fresh premium air conditioners and heat pumps and have a full factory warranty.

HERE'S HOW YOU CAN GET A FURNACE FOR \$458

By putting this furnace and air conditioner package together (then "jaw boning" the factory) and committing to a do-or-die purchase agreement of 52 systems, I was able to buy both the furnace and the air conditioner for significantly less than my regular cost.

So, if you buy one of these 52 new premium air conditioners or heat pumps (but only if one of the four sizes I have will fit your house, of course), I am giving you the furnace for an unbelievable low price of \$458.

HERE'S HOW

Just call Ashley or Michele at 270-769-2727 or 270-877-2570 anytime. She will have one of my Home Comfort Advisors come out and measure your home (and determine the availability of the proper size). Don't forget, I only have 52 matched systems in four sizes. When they are gone, this remarkable offer ends also.

He will show you the real-world price on the air conditioner or heat pump that fits your home. Then he will show you the substantial savings now. And it will include all labor and installation materials. Nothing is left out.

THE CONCEPT IS SIMPLE, REALLY

By letting you win big now, I will win at the end of the year.

I'm betting that if I make you an offer that is "irresistible" (at least it should be if your furnace or air conditioner is over ten years old) and I cut my mark-up to the bone, I will accomplish two things:

1. It will cover my rent, utilities, insurance and taxes in the "Killer" months.
2. I can pay my professional staff of sixteen technicians to work instead of having them to sit at home. My guys are THE BEST. They're technical experts, drug-free, they'll treat you with respect and take care of your home. It took me a long time to find folks of this quality... I sure can't afford to lose them by not having enough work.

If I can accomplish these two objectives, I will minimize my losses and the rest of the year can be a winner.

NO OBLIGATION

Even after he completely explains the installation there is absolutely no obligation. If you decide you don't want to take advantage of the spectacular savings—that's ok. I will give you a surprise gift worth \$79.00 because you are kind enough to read this letter and give me a chance to solve my problem. I want you to think well of Allen's Air Conditioning & Heating even if you don't buy.

YOU CAN BUY WITH NO CASH

You don't even have to pay me right away. In fact, I've set up a terrific plan where you can take 12 months to pay, with **NO interest and NO minimum monthly payments.***

Or consider this. 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. It's like "having your cake and eating it too".

IRONCLAD GUARANTEE

I'm so confident that you will save at least 20% on your cooling and heating bills with my Premium system (I'm projecting more like 30% to 50%) that I will pay you Double The Difference for two years if you don't.

There is no way you can lose. Your lower utility bills will really make a big difference on your investment. And I will even double your savings if you save less than 20%. If these high-efficiency Premium systems were not among the best on the market, I couldn't afford to make such a promise.

WHY THIS OFFER CAN'T LAST

You must act before March 31st. Here are two reasons why.

1. I only have a limited number of matched systems. When all of the air conditioners and heat pumps are sold and all the furnaces in a particular size are gone, that's it. There are no more at this price.
2. If I have any of the 52 systems left on March 31st (although I doubt that I will), this offer still ends.

Here's why.

The only reason I am making this incredible offer is because of the "Killer" months. My business always starts improving in April and since I got the systems "dirt-cheap", I can sell them for full price this summer.

Give Ashley or Michele a call now at **270-769-2727** or **270-877-2570**. She will schedule an appointment for your no-obligation survey. And, thank you for reading this rather long letter. I hope you will profit greatly because of it.

Warmly,



David E. Allen
Owner



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P.S. Six months from now, this will probably be the most appreciated opportunity ever extended to homeowners in the central Kentucky area. Every one of the 52 proud owners will have an almost unfair advantage over the utility companies.

P.P.S. Don't forget, if your furnace or air conditioner is over 10 years old, a rewarding \$79.00 surprise gift awaits you. And there is no obligation.