

# *Allen's Air Conditioning, Inc.*

1302 Old Elizabethtown Rd., Hodgenville, KY, 42748

Contractor's Lic# HMO2964

**Date: June 27, 2019**

**To: My Valued Client**

**Re: Extension of Crazy Kentucky Farm Boy Special**

Dear Friend & Valued Client:

We've been running a special during the month of June, and it was set to expire, in three days, on June 30. But, since it has been so successful in helping us catch up, I'm going to extend it to July 31.

As you may know, every year for the last several years, I've done this program... even though I wasn't necessarily behind on my sales – I always figured it would help me stay ahead the rest of the year. And, that worked well for you and me both. Many of you got a new system at a really special price, and I was able to stay ahead of target all year long.

In 2019... unlike the previous 4 years, I WASN'T ahead of schedule on my budgeted system installations, heading into summer. In fact, going into June I was more behind than I was the first year I did this offer. So, besides maintaining the tradition of doing it every year anyway, it's certainly was a "no-brainer" to offer it this year.

Our winter was one of the mildest ones we've seen in 6 years. We went several days in a row with nothing to do. So, I was way behind budget, (a little more than 20 systems).

The good news is that we almost caught up in June. The program worked very well. So, I decided to keep it going for one more month and hopefully get all the way caught up. You win for sure, and hopefully, I will too. You'll get a ridiculous discount, and hopefully I can catch up to my goal for the year.

Just like before, I'm going to give the same discount that I have in the past.

For those who somehow missed the offer the last few times, here is a little about me & my brother... if you've already read the info about us in my previous letter, then just skip to the part about the discount, on the next page, where it says, "**Now, the good part.**"

My name is David Allen. My mom & dad (Ben & Mary Emma) are originally from here. Some of you probably know them well. Dad was in the military and we moved around a lot. I was actually born in Panama. But, we moved back here when I was 9 and have been here ever since. Dad taught school in E-Town and Mom taught in Bardstown. He started Allen's in 1962. So, we've been here for 56 years.

My brother, Steve, and I both worked at the company from the time we were knee-high to a grass hopper, all the way through high school. Then, we were off to college. I majored in accounting and got my teaching degree. Steve studied Industrial Arts and also received his teaching degree. Funny thing, though...

After all that, we both came back after college and worked in the business. I guess it's the lure of the family business. Or, maybe I'm just Crazy!... as noted in the subject line.

I worked in the installation side & Steve went towards the service & repair. In 1980 I started running the installation department and began doing the sales estimates and shortly thereafter, Steve began running the service department. Eventually, Steve and I both became involved in the ownership of the company, initially buying part of it from Mom & Dad and taking over the day to day operations. Then, eventually, we fully purchased the rest of it.

A couple years ago, my brother, Steve, had a stroke and, that certainly was a set-back in many ways.... But thankfully, he's doing really well. After much consideration, he decided to retire, so I bought his part of the business last year. And, most importantly, as mentioned, he's doing really well.

If this is your first time reading this, you may be wondering... "Why is he telling me all of this?" or you might be saying, "So what?" Well, it's pretty simple. I believe that people feel more comfortable doing business with someone if they know a little about them. I'm basically a hometown boy, who loves this area. I raise a little cattle when I'm not doing heating & air, and I love being on the farm on the weekends.

One thing Steve and I learned from Dad was that we are here to do what's in the best interest of our client. "You always do the right thing for your client", he said. That's the way he took care of customers. And that's what we do. It has served us well.

Well, enough about us. **Now, the good part.** Like I mentioned, I'm going to do the same program I did last year... an across-the-board **21% discount** on whatever you buy, as long as it's before July 31 (2019). So, depending on what you need to have installed, this letter is probably worth at least **\$1000 to you**... and it could be as much as **\$3000-\$4000**. If we get jammed up with work from this letter and we can't get yours installed until after July 31, I'll still honor the program... as long as you sign up before the 31st day of July.

That matches the biggest discount for major equipment that I've ever offered.

Here is a list of some of the items that you may want to consider having done:

- Install a high-efficiency, multi-stage furnace or high efficiency air conditioning or heat pump system
- Add air conditioning to your existing heating system, to be more comfortable this summer.
- Clean your old, dirty ductwork and check it for air leaks, to reduce airborne particles that aggravate allergies.
- Add a central air-purification system, to reduce airborne particles that aggravate allergies.

And the list goes on. And, we have very affordable pay plans, with low interest rates. You can finance 100% of it\*

So, here's what you need to do. Call Ashley or Michele at the office **270-358-3333** or **502-348-0221** and schedule for my estimator to come out. It's no charge, and he'll discuss with you what you want to have done, and show you the regular price, and then he'll give you the discount. Just show him this letter, and he'll know what to do.

I hope that my discount offer helps you get something done that you've been needing to get done for a while. Please call early so you can get on the schedule. Remember, I must be able to contract with you by the end of July 2019 to be able to give this discount.

Sincerely,



David Allen – President/Owner

***Allen's***  
**AIR CONDITIONING - HEATING  
& DUCT CLEANING**

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**[www.allensairconditioning.com](http://www.allensairconditioning.com)**