

How To Get A \$2114 Air Conditioner For \$873

Dear Friend,

You can actually replace your old (and probably very inefficient) furnace and air conditioner for at least \$1241 less than you would normally have to pay this time of year.

Let me explain.

Every year, the months of June, July and August are the “harvest” months for my business. Like a farmer, I work all year to keep my business going, but I depend on a good “harvest” to make the year come out a winner. If I have a good spring and summer, my year will come out good... and if not... well, it’s usually a long and tough winter.

My Problem Is Your Opportunity

This year, in early May, because of the cooler beginning, we started out behind. We’ve been able to catch up, but August is notorious for just “shutting down”.

About half the time, it’s great... and the other half... it cools down, and business shuts off like a water faucet. I depend on August to be HOT and HUMID. I need those “dog days” of summer, to hit our goals. So, I’m trying to be proactive. I don’t want to wind up way behind budget. If I can give us a “shot in the arm” in August, my year should still be a winner. And, here’s how you win...

Every year, the manufacturers of air conditioners have to guess how many units to build to meet the demand. They’re never exactly right, and this year they’re behind production because of COVID. Because of the anticipation of that, I was able to go to one of these companies early-on, and contract for the purchase of 52 premium air conditioners, furnaces & heat pump systems in the four most popular sizes used in this area. And, because of the quantity, I was able to buy them at drastically reduced, dirt cheap, out-of-season prices.

These systems are brand new models. They are NOT “seconds” or “blems” or standard “builder” models. They are factory fresh, Premium air conditioners, furnaces, heat pumps, air handlers and evaporators, and have a full factory warranty.

Here’s How You Can Get an Air Conditioner For \$873

By putting this air conditioner and furnace package together (then “jaw-boning” the factory distributor) and committing to a do-or-die purchase agreement of 52 systems, I was able to buy these systems for less than wholesale.

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So, if you buy one of these 52 new Premium furnace/air handler & evaporator coil sets (in any one of the four sizes available, of course), I am “giving” you a Premium air conditioner or heat pump... all I ask is for the \$873 in labor it takes to have it installed.*

Here's How It Works

Just call Ashley at 270-769-2727 anytime. I'll have one of my estimators come out and measure your home (and determine the availability of the proper size). Don't forget, I only have about 13 systems in each of the four sizes. When they are gone, this remarkable offer ends also.

He'll analyze the comfort requirements of your home, and he'll show you the real-world price on the system that's right for your home. And, he'll show you the substantial savings now. 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 air conditioner or heat pump is over 10 years old) and I barely mark it up to cover my overhead, I will accomplish two things:

1. I'll have a good August and it will ensure me a good finish to the year.
2. I can keep my professional staff of installers working steady. 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 potential losses from a sudden “cool snap” and my year will come out as a winner.

No Obligation

Even after he completely explains how it works, there is absolutely no obligation. If you decide you don't want to take advantage of the savings... that's okay. I will give you a surprise gift worth \$79 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 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.

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”.

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“Double The Difference” Ironclad Guarantee

I'm so confident that you will save at least 25% on your cooling and heating bills when you install our Premium system (I'm projecting more like 30% - 50%) that I will pay you Double the difference if you don't!

There is no way you can lose! Your lower utility bills will help you save big. And I'll even double the shortfall of savings if you save less than 25%.

If these Premium systems and my installation technicians weren't the best in the industry, I couldn't afford to make such a bold promise.

Why This Offer Can't Last

You must act before August 31st, 2021. Here are two reasons why.

1. I only have about 13 of each of the four sizes. When all the furnaces, air handlers and evaporators are sold and the A/Cs & heat pumps are “given” away (in a particular size), that's it. There are no more at this price.
2. If I have any of the 52 systems left on August 31st (although I doubt I will), this offer still ends.

Here's Why

The only reason I am making this virtually “no-profit” (for me) offer is to make sure that I finish on budget. My fall business always starts picking back up around the beginning of October and I can sell the systems for the normal price then.

So, give me a call now, at 270-769-2727. Ashley will schedule the appointment for your no-obligation comfort survey.

Thank you for reading this rather long letter. I hope you profit greatly because of it!

Warmly,



David Allen
Owner



Air Conditioning and Heating
(270) 769-2727 or (270) 358-3333
www.allensairconditioning.com

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

P.P.S. Don't forget. If your air conditioner or heat pump is over 10 years old, a special \$79 surprise gift awaits you... and there is no obligation.