

# Spring Special Saves Average of \$1,300 On New Heating & A/C

## Dear Homeowner,

You can replace your old (and probably inefficient) furnace, A/C and/or Heat Pump for at least **\$1,300 less than normal.**

## Let Me Explain

Every year, the spring months can "kill" my business. I end up losing a ton of money during these "killer" months.

## My Problem – Your Opportunity

I've decided to give up trying to make much of a profit during the "killer" months. If I can minimize my losses during spring, my year will come out fine.

Every year, the factory predicts how many A/C and hgt. systems to build to meet the demand. Of course, they're never exactly right, and they always have some units left over at the end.

So, I went to one of them and bought 35 Premium A/Cs, furnaces & Heat pumps in the 4 most popular sizes used in our area. And, because of the quantity and time of year, I was able to buy them at drastically reduced prices.

These systems are brand new. They are NOT "seconds" or standard "builder" models. They are factory fresh, A/Cs, furnaces, & heat pumps and have a full factory warranty.

## Here's How To Get A System For \$1,300 Less Than Normal

By putting this system combo together (and negotiating with my factory rep) & buying 35 systems, I was able to buy them for way less than wholesale. So, if you buy one of these 35 new systems (in one of the 4 sizes available) I am able

to give you a tremendous discount.

Just call Ashley or Loni at 270-358-3333 and she will set an appointment for your free estimate. I will have one of my comfort specialists come out and measure your home, and he'll design the comfort system that meets all of your needs.

He will show you the real-world price of the system for your home, then he will show you your **substantial \$1,300+ savings now.** It includes all tax, labor, installation & materials. Nothing is left out.

Don't forget, I only have about 9 systems in each of the four sizes. When they are gone, this remarkable offer ends.

## This Discount Is Simple

By letting you win big now, I will win at the end of the year... If I make you an offer that is "irresistible" and I barely mark it up to cover my overhead, I will accomplish two things:

1. I will cover utilities, rent and taxes in the "killer" months.
2. I can keep my professional installers working. My installers are **THE BEST...** Technical experts, **drug-free** and they're **background checked.** They'll treat you courteously and take care of your home.

## No Obligation

Even after my comfort specialist completely explains everything, there is no obligation. If you don't want to take advantage of the savings...that's okay. I will give you a gift worth \$79 anyway.

## 12 Months – No Interest

You don't even have to pay me right away. To make this program even more "mouth-watering", I've set up a 12-month. No interest plan.

## Ironclad Energy Savings Guarantee

I'm so confident that you will save at least 25% on your cooling and heating usage with 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!

You must act before May 30th, 2018.

I only have about 9 of each of the four sizes. When all of the A/Cs and furnaces are gone (in a particular size), that's it...

These systems are on a 1st come – 1st served basis. So, please call today and let them know you're calling about the special \$1,300 discount on a new heating & A/C system.

# Allen's

**AIR CONDITIONING - HEATING & DUCT CLEANING**

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Contractor  
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