

# 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 ok... and if not... well, it’s usually a long and tough winter.

## **My Problem Is Your Opportunity**

This year, we were off in June, July did fine, and off again in August. You’d have to admit... the weather has been pretty unpredictable. We’ve had more rain than normal... not to mention the cool-downs that came with it.

The real problem can be September. It’s an “*in-between-seasons*” month for us. Summer is over, and not too many folks are thinking about their heating system yet. I’m worried that I could end up way behind budget. If I can give us a “shot in the arm” in September, 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 sometimes they get overstocked on inventory. Because of that, I was able to go to one of these companies 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 and the overstock problem, I was able to buy them at drastically reduced, dirt cheap, out-of-season prices.

These systems are brand new 2018 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 for 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. The month of September will turn out ok for my company.
2. I can keep my professional staff of installers working steady. My installers are **THE BEST**. They're technical experts, drug-free, they'll treat you with respect and courteousness and take care of your home. It took 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 from what is normally a really tough month, 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 October 15th, 2018. 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 October 15th (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 try and minimize the potential budget shortfall for the month. 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 (502) 348-0221**  
**[www.allensairconditioning.com](http://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 Central Kentucky. 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.