

**88 Local Homeowners Can Get The Opportunity Of 2021!**

**Contractor Committed to Helping 88 Homeowners By “Giving Away” \$2,700  
Furnaces For \$941 With Off-Season Central Air**

## **Fifteenth Annual Giveaway**

Dear Neighbor:

This is great news for your wallet if your furnace is over 15 years old. Because, yes, it's absolutely true... you can actually replace your old (and probably inefficient) furnace and air conditioner as a package for at least \$1,759 less than you would have to pay at any other time.

Please allow me to explain...

Every year, the months of January, February and March can “destroy” my business. I end up losing a ton of money during these “business destroyer” months and it can take me the remaining nine months to make up for them. I'm expecting the same thing to happen this year. That is why.

### **My Problem Is An Excellent Opportunity For You**

I employ great people and I want to keep them working during these long, hard months. That is why I've decided to give up trying to make a profit during the “business destroyer” months. If I can only minimize my losses during January, February and March, as I have the past few years, I will come out ahead of the other nine months.

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 that they must hold over until the next summer season. I went to one of these major manufacturing companies and contracted for the purchase of 88 air conditioners and furnaces in the four most popular sizes used in Syracuse. And, because of the quantity and time of year, I was able to buy them at drastically reduced, dirt-cheap, out-of-season prices. They are brand-new models and they are NOT the seconds or “blems.” They are factory-fresh air conditioners and furnaces and have a full factory warranty.

### **Keep Reading to Learn How to Get A Furnace for Peanuts**

By putting this furnace and air conditioner package together (then “jaw boning” the factory) and committing to a “do-or-die” purchase agreement of 88 systems, I was able to buy both the furnace and the air conditioner for less than anyone should have a right to pay!

So, if you buy one of these 88 new air conditioners (but only if one of our four sizes I have will fit your house, of course), I am “giving” you the furnace and all I ask for is the \$941 in labor costs for installation.

### **Perfect Fit For Your Home**

Just call me at **(315) 457-6911** anytime. I will come out and measure your home (and determine the availability of the proper size). Don’t forget, I only have 88 matched systems in four sizes. When they are gone, this remarkable offer ends also.

I will show you the real-world price on the air conditioner that fits your home. Then, I will show you the substantial savings available now.

### **What A Really Simple Concept**

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 15 years old) and I barely mark it up above the price I paid, I will accomplish two things:

1. I can pay my professional staff of 45 to work instead of paying them or not paying them to sit at home.
2. I will cover my rent, utilities, insurance and taxes in the “business destroyer” months.

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

### **Absolutely No Obligation**

Even after I completely explain the installation, there is absolutely no obligation. If you decide you don’t want to take advantage of the spectacular savings... that’s okay. I will give you a surprise gift worth \$49 because you are kind enough to read this letter and give me a chance to solve my challenge. I want you to think well of Charles Heating & Air Conditioning even if you don’t buy.

### **You Can Buy with NO Cash**

You don’t even have to pay me right away. I have set up a terrific bank rate financing plan. I even decided not to mark up the interest rate like some companies do.

Consider this: If you decide to make monthly investments instead of paying cash, the entire amount of your payments might be more than the offset by the savings on your utility bills. It’s like “having your cake and eating it too.”

### **Fuel Efficiency Guarantee**

I'm so confident that you will save at least 25% on your cooling and heating bills (I'm projecting more like 30% to 50%), that I will pay you Double The Difference for a year if you don't! I'll show you exactly how this works.

There is no way you can lose. Your lower utility bills will help you save big. And I will even double your savings if you save less than 25%.

If these heating and air conditioning 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 31<sup>st</sup>. Here are two reasons why:

I can only have 22 of each of the four sizes. When all of the air conditioners are sold and all the furnaces are "given" away in a particular size, that's it. There are no more at this price. If I have any of the 88 systems left on March 31<sup>st</sup> (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 because of the "business destroyer" months. My business always starts to improve in April and because the furnaces cost me so little, I can sell them at 2020 prices next November and December and still come out ahead.

Give me a call now at (315) 457-6911 and I will set an appointment for your no-obligation survey.

Thank you for reading this rather long letter. I hope you will profit well because of it.

Warmly,

MIKE CHARLES SIGNATURE

Owner

Charles Heating & Air Conditioning

P.S. Six months from now, this will probably be the most appreciated opportunity ever extended to homeowners in your town. Every one of the 88 proud owners will have an almost unfair advantage over the utility company.

P.P.S. Don't forget. If your air conditioner is over 15 years old, a rewarding \$49 surprise gift awaits you. And there is no obligation.