

At Last!

How to Buy a New Central Heating and Cooling System for Less than \$21 a week* with Lower Utility Bills & No Money Down...

...Plus NEW Utility Company Rebates & “Cash for Recycling” old Equipment Programs offering up to \$1,900*

Dear Friend,

I have created a program that will allow 46 homeowners to buy a new air conditioning and heating system with no money down and less than \$21 per week. Actually, with this program homeowners will probably be able to buy a new system without taking any money out of their pocket! I'll explain later. You may be thinking...

“WHY WOULD HE MAKE THIS INCREDIBLE OFFER?”

The answer is simple: Summer is almost over. At this time of year, my calls start to slow down because it is the end of our air conditioning season. Most people, whether they are having problems with their air conditioner or it's just an old inefficient unit, are not thinking of replacement. They would rather be miserable now and wait until next year to change out their system. This creates a problem for me and...

MY PROBLEM IS YOUR OPPORTUNITY

Every year I have to guess how many air conditioners and furnaces to buy to meet the “Emergency Demand.” Of course I'm never exactly right. But this year I'm way off because of the “mild summer” I have 46 “extra” systems sitting in storage in the four most popular sizes used in Los Angeles. These 46 systems are brand new 2011 models. They are NOT seconds or “blems” or standard “builder” models. They are factory-fresh deluxe air conditioners and furnaces and have a full factory warranty.

HERE'S HOW YOU BENEFIT FROM MY PROBLEM

In order to create a demand for these 46 systems, I negotiated a plan with my financing company to give me a financing program with a low interest rate and low monthly payments that would be irresistible to those who would normally wait until next year to install a new system. Right now, you can buy a new central air conditioner and furnace with NO money down and less than \$21 a week.

\$600 RECYCLING ALLOWANCE FOR YOUR OLD EQUIPMENT

(Working or not!) Within the Next 14 Days

Yes, you can get cash for your old equipment: As one of the largest air conditioning and heating contractors in the San Fernando Valley, I normally have more work than I can handle. However the weather has been so mild lately that I still have some openings left in my installation schedule to fill. So to help jump-start

demand before the next heat wave I will recycle your air conditioner and/or furnace and pay you **\$300** for one or **\$600** for both within the next 14 days (*working or not*). I'll either hand you a crisp check or give you a fat discount when you invest in a new air conditioner and/or furnace from me.

UTILITY REBATES + FEDERAL TAX CREDITS = UP TO \$1,300

Last year, President Obama signed a stimulus bill that extended tax credits of up to **\$500** for energy-efficient heating & cooling systems and thousands of smart homeowners took advantage of this program. There's no catch, no gimmick, it's really very simple. In addition, the utility companies are offering up to **\$800** in cash rebates*.

THERE IS ANOTHER REMARKABLE ADVANTAGE!

If your central system is over 12 years old, the money you save on utility costs could be enough to offset the monthly payment on your new system. Imagine that... **“Buy a new central cooling and heating system without taking any money out of your pocket!”** It's like having the utility company buy you a new air conditioner and furnace. Here's the best part:

IRONCLAD GUARANTEE

I'm so confident that if your system is over 12 years old, 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 two years if you don't.

There is no way you can lose. If these deluxe systems were not among the best on the market, I couldn't afford to make such a promise.

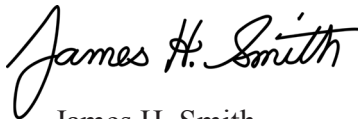
NO PRESSURE TO BUY – WE'RE NOT PUSHY

Just call us at **(818) 275-8492** and we will set up an appointment for your FREE survey. My home comfort advisor will come and measure your home (and determine the availability of the proper size) and explain this new fantastic financing plan that I have created. If you decide you don't want to take advantage of the spectacular offer - that's okay, there is no obligation. I want you to think well of American Air Conditioning & Heating, even if you don't buy.

Don't forget, I have 46 systems in four sizes. When they are gone so is this remarkable offer.

Give us a call now at **(818) 275-8492**. Thank you for reading this rather long letter. I hope you will profit greatly because of it.

For Greater Comfort,



James H. Smith
Owner



American Air Conditioning & Heating

OPEN 7 DAYS A WEEK
¡SE HABLA ESPAÑOL!

P.S. (Update: the \$600 Cash for Recycling Old Equipment Program ends in 14-Days!)

P.P.S. Many homeowners are choosing to add central air conditioning to their homes right now. There probably isn't a better time to do this if you don't currently have air conditioning.

Visit our website at: **www.americanairconditioning.com**.

*Based on 3-ton / 45k system replacement after rebates O.A.C *On select models. Not all utility Co. may be participating.
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