

A Consumer's Guide For

Replacing Your Heater and/or Air Conditioner



Inside you will find information on...

- When To Repair or Replace Your Equipment
- Choosing The Right Contractor
- The Importance Of A System Analysis
- Why The Most Important Day In The Life Of Your System Is The Day It's Installed
- How Hybrid Heat Systems Save You Money



**...And Look Inside For Special Offers
That Expire This Month!**

Deciding To Replace Your Equipment

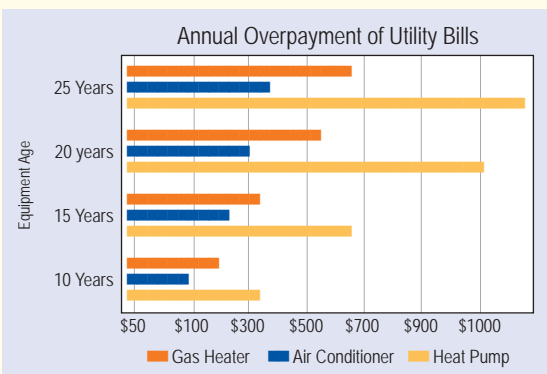
Whether your heating and air conditioning system is broken, expensive to repair, or simply too old and costs too much to operate, your decision whether to replace it should be based on a system analysis.

A higher efficiency system will result in lower energy costs, eliminate expensive repairs, reduce maintenance costs and decrease the indoor temperature variance. More importantly, it will protect your investment with a longer and more complete warranty.

If you're having a tough time deciding whether or not to replace your heater and/or air conditioner, use these five simple rules...

1. If your system is 12 years old or appears to be in poor running condition, **REPLACE IT.**
2. If it is costing you a lot to maintain and is in need of constant repair, **REPLACE IT.**
3. If you have noticed a significant increase over the past year in the cost to heat and cool your home, **REPLACE IT.**
4. If your system does not keep you as comfortable as it used to, **REPLACE IT.**
5. If frequent breakdowns are causing you to take additional and unnecessary time off from work, **REPLACE IT.**

Once the decision is made to replace your heating and air conditioning equipment, choose several reputable local contractors to meet with to verify their qualifications and talk to others who have used their services.



Choosing The Right Contractor

Choosing the right contractor can mean the difference between an installation of your heating and air conditioning system that goes smoothly and provides years of trouble-free comfort and one that winds up costing you thousands in wasted money and aggravation.

Ask these 10 basic questions before you make a decision.

1. How long has the company been in business?
2. How many certified service and installation technicians do they have?
3. Is the company a member in good standing with the Better Business Bureau?
4. Has the company received awards in the community for outstanding service in plumbing, heating and air conditioning?
5. Is the company available nights and weekends with call takers and technicians to handle any service calls or emergencies?
6. Does the company have proof of adequate liability insurance?
7. Does the company provide workers' compensation insurance?
8. Does the company drug test and background check all employees before hiring them and continue random tests?
9. Does the company have all necessary state, county and municipal licenses for the appropriate work?
10. Can the company provide you with a list of references for the work you are planning to have done?



A Thorough System Analysis of Your Home

A large percentage of people who replace their heating and air conditioning systems don't take the time to get a proper system analysis and end up with the wrong size equipment. This results in higher utility bills, equipment that fails too soon and a system that does not provide the comfort that you expect.

Eight points you should discuss with your contractor before you purchase your new heater and/or air conditioner



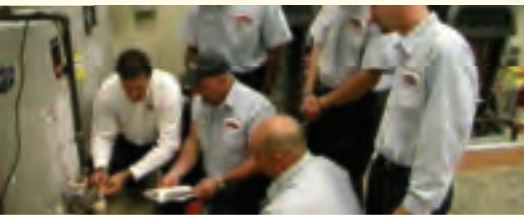
1. Home Introduction.
2. Measuring Your Home.
3. Ductwork Design.
4. Load Calculation.
5. Company Background.
6. System Explanation.
7. System Enhancements.
8. Payment Options.

Quality Installations Begin With Training

Proper installation, as well as choosing the right size equipment, accounts for almost 75% of the operating efficiency and performance of the system you buy.

That's why all Horizon Services installation and service technicians attend weekly classes at our in-house training facility. They learn hands-on the most up-to-date installation techniques to improve their skill level. Every technician goes through this rigorous training to ensure that your new system is installed correctly.

The only in-house heating and air conditioning training facility in the Tri-State area

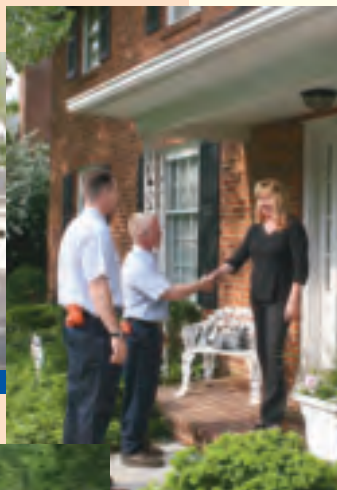


Our training program includes:

- Quarterly technical testing of all field personnel
- Over 150 hours of training yearly
- Full-time N.A.T.E. Certified trainer with over 19 years of HVAC experience
- Mandatory weekly training sessions for technicians
- Hands-on training with actual working equipment to keep technicians up-to-date on new technology

What To Expect On Your Day Of Installation

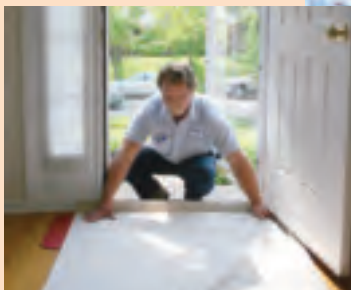
The most important day in the life of your heater and/or air conditioner is the day it is installed.



Our technicians will always respect you, your home and your property.



We take personal responsibility for your complete satisfaction.



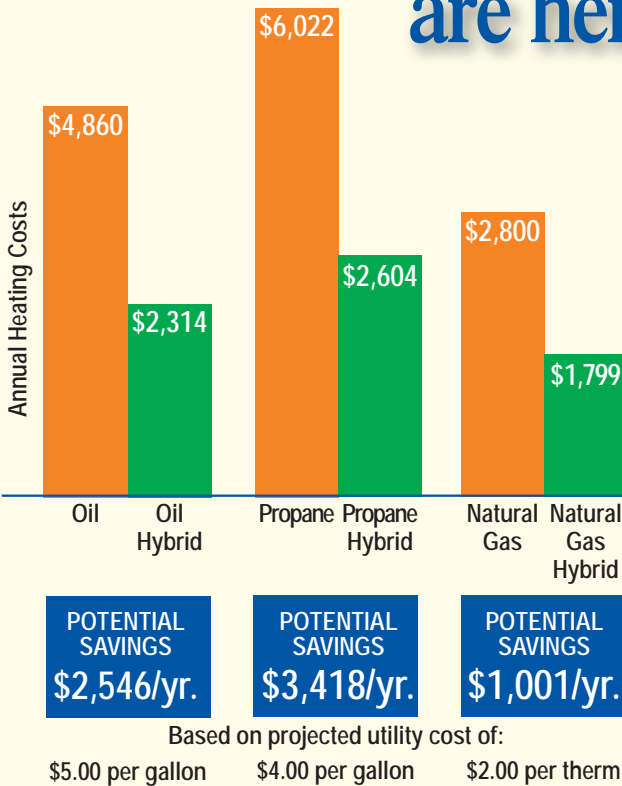
Here's what to expect on your day of installation...



And no installation is complete without your thorough understanding of your new system.

Hybrid Heat Is Here!

Dramatic utility rate increases are here to stay.



Save Up To 56.7% On Your Energy Bills!

According to the U.S. Energy Information Administration, this winter's natural gas prices are expected to be 53% higher, and the price of home heating oil has already doubled from last year's level. A Horizon Hybrid Heat system will lower your monthly energy costs and may pay for itself with energy savings in as little as 4 years.

Here's how you can be prepared.

It doesn't cost as much as you might think to save money on your ever increasing energy bills. Using your existing oil, propane or gas heating system with a new

HYBRID HEAT System WILL SAVE YOU MONEY!

A hybrid heating and air conditioning system works by using your air conditioner to cool your house in the summer and electricity to heat your house during the mild parts of the winter. This reduces your fuel (oil, propane, natural gas) cost by up to 56.7%, which will save you thousands of dollars on your utility bills. It heats your home the most efficient way possible while still maintaining your maximum comfort!

Did You Know?

- In the past few years the costs to operate your heating and air conditioning system have increased over 42%.
- That only 55% of all service companies do drug testing and criminal background checks on their employees.
- That you can save up to \$800 right now just by installing a new heating and air conditioning system, and save more on energy costs!

...find out more inside now!



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