

Comfort & Energy Matters



PERSONALLY SPEAKING

tax credit ending soon!

Dear Friends,

We never want our customers to feel disappointed, but we're afraid that may happen to someone next year. Here's why.

In just a few months, the federal energy tax credit will have expired. After it has, we know we'll be getting calls from customers about replacing their heating or cooling system and they'll ask us about getting the 30% tax credit. It's not going to be easy telling them they've **missed out on up to \$1,500 in savings** because the program ended Dec. 31.

However, the tax credit will still be valid in 2011 for geothermal heat pump systems, which qualify for the maximum federal tax credit of 30%, without the \$1,500 limit.

So if you have a comfort system that is 15 years old or older, you still have a small



Scott Kelly

window of opportunity to save a lot of money on a new system. (See page 3 for more information about the tax credit.)
Want to know more? Give us a call or return the enclosed card, and we'll set up a time to visit your home and give you a free consultation. We'll provide all the information you need to select the system that's right for your home. We can also discuss financing arrangements to help make

your new system more affordable.
We look forward to hearing from you!

Warmly,

Scott Kelly

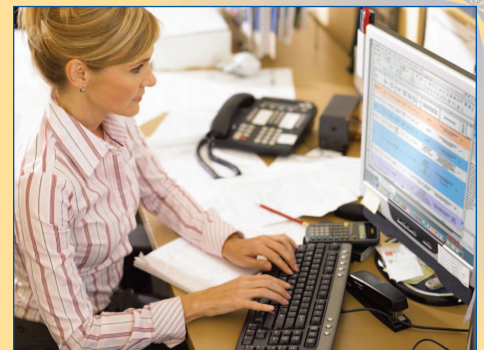
P.S. Congratulations to George and Carol Morin, winners of the LED HDTV from our previous newsletter.

service around-the-clock

During the heating season, we make sure we have enough people on board to see to it that you get the best possible service.

That means if you call us during working hours with a no-heat emergency, we'll get to you that same day.

If you call after hours with an emergency, our answering service will pick up your call. One of our dispatchers on duty will call you back and help you try to resolve the



problem over the phone. If necessary, one of our technicians will come out and get to your home as soon as possible.

Although we respond to emergencies 24 hours a day, 7 days a week, we prioritize calls—similar to the way medical professionals might set up a triage—to make sure more serious cases are taken care of first.

One way to ensure that you get first-in-line priority emergency service is to enroll in our **Carolina Comfort Club** service plan.

For more details, give us a call or return the enclosed card.

Win an iPad

Here's your chance to enjoy a 64GB Wi-Fi + 3G iPad! This new wireless tablet from Apple combines the best features of a smartphone and a laptop; it's great for browsing the web, reading e-books, watching movies, looking at photos and more. It's hard to believe a device so thin and light can pack so many features!

Read this newsletter and answer the questions you'll find on the enclosed reply card.

Correct answers received by 1/18/11 will be entered. Two prizes will be awarded.

- 64GB capacity
- 1.5 pounds
- only 0.5 inches thick
- 9.7-inch LED backlit display
- a multi-touch screen
- Wi-Fi and 3G connectivity

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

\$829 value!

are you enjoying guilt-free home comfort?

Ever feel guilty about enjoying the ultimate in home comfort? Stop worrying. You don't need to use more energy to be warmer in your home in the winter or cooler in the summer. You just have to be energy-wise!

what people do to save energy

Here are two of the most frequent things that homeowners do to use less energy.

- **Run ceiling fans.** Air movement evaporates moisture on the skin and makes you feel cooler in the summer. In the winter, fans can push heat downward, making you feel warmer. This lets you set your thermostat at energy-saving temperatures.
- **Have coils cleaned on comfort systems.** The longer dirt builds up in your system, the higher your energy bills will be, the less comfortable you will feel and the greater the chance of a breakdown. Keeping your system properly maintained can save you a lot of money on energy and repair costs.

If you've recently called on us to make your home more energy efficient, congratulations! You are now enjoying a **higher level of comfort while reducing your impact on the environment.** (*Greater efficiency means fewer emissions.*) And if your home isn't as comfortable as you would like and you're spending too much money on energy, what are you waiting for? **Call us. We can help!**

your system may need a "rehab"

In many cases, you don't have to replace your entire system to feel more comfortable and save money on energy. You just need an expert (like us) to correct flaws in the system. Here's what we mean.

Energy-efficiency ratings for heating and cooling systems are calculated in a laboratory setting. But when those systems get installed in a home, those efficiency ratings can **drop drastically** if the system is not installed according to manufacturer specifications. Failure to maintain the system properly can reduce energy efficiency further.

A study of more than 1,000 homes

across the country showed that consumers were short-changed on energy efficiency because of poor equipment installation and lax maintenance.*

After adjustments were made to correct problems, efficiency improved, on average, a whopping 36%! This was accomplished by:

- **improving the ductwork**
- **cleaning and adjusting the system**
- **correcting installation flaws**

If you feel your system isn't working properly, give us a call and we'll be glad to evaluate it.

*National Comfort Institute, 2006



what's better: a tax credit or a tax deduction?

As you may know, the federal stimulus package included an income tax credit for as much as 30% (up to \$1,500) for energy-efficient improvements to your home, including high-efficiency heating and cooling systems. As we went to press, the credit was scheduled to end Dec. 31, 2010; it's unclear if it will be extended or renewed.

In most cases, tax credits are **better** than tax deductions because credits are subtracted directly from the **amount of taxes** you owe. On the other hand, deductions only reduce the **amount of taxable income**, resulting in much lower savings.

Here's an example that shows this difference, based on someone who starts with a \$5,000 tax bill.

- A \$1,500 tax **credit** lowers the tax bill to **\$3,500.**
- A \$1,500 tax **deduction**, subtracted from total taxable income, may yield only a \$375 reduction in the overall tax bill, leaving the taxpayer **still owing \$4,625.**



Filing your taxes can result in many happy returns when you qualify for a **\$1,500 tax credit.**

If you qualify for a tax credit because you made energy-efficient improvements in your home this year, we recommend that you consult with your tax advisor about this when you file your tax return in 2011.

getting your dander down

Nearly **84 million U.S. households** include either a dog or a cat. Although these furry friends make great companions, their dander is one of the leading causes for allergic reactions. Dander is a combination of skin flakes and dried saliva that pets shed.

If you have a pet, an air purifier is a must-have. (We'll be glad to tell you about this and other options in air cleaning systems.) Here are some additional ways you can minimize respiratory problems or allergic reactions caused by pets.

- **Brush or bathe your pet outside.**
- **Remove clothing worn after grooming or playing with pets.**
- **Keep pets off furniture**, especially upholstered furniture.
- **Maintain adequate ventilation.**
- **Keep litter boxes away from air supply vents/registers.**
- **Frequently wash items such as couch covers, pillows, curtains and pet beds.**



what's on your wish list?

A national survey of more than 30,000 homeowners† revealed that for more than half of them, "greater energy efficiency" was at the top of a wish list for home comfort improvements. Here are the **top five improvements** and the **percent** of homeowners who wanted them.

We've helped a lot of homeowners make **all** these improvements, and many more. If you have your own wish list for home comfort improvements, just let us know!

†The American Home Comfort Study, conducted by Decision Analyst in Aug. and Sept. 2008, used a nationally representative sample.

Wish List

1. Greater energy efficiency: **56%**
2. More even room temperatures: **41%**
3. Better air quality: **29%**
4. Better temperature control: **25%**
5. Improved airflow: **25%**

efficiency is the key

Many people are taking a closer look

at the energy efficiency of their homes so they can conserve fuel and lower their energy costs. Because of great advances in technology, today's high-efficiency heating and cooling systems use substantially less energy than older models. That's why a new system can **reduce** your annual energy bills by about 30%.

With a new comfort system, you'll get:

- **more heat/cooling from less energy**
- **lower energy bills**
- **fewer breakdowns**
- **environmentally-friendly warmth and cooling**



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enter to win
an iPad*

did you get your
\$1,500 tax credit?

*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

proper humidification can keep you healthy!

We've helped many customers prevent their homes from getting too dry when the heat is turned on once cooler weather arrives. The solution? Honeywell's TrueSTEAM™ whole-house humidification system.



Central heating can take the moisture out of indoor air, lowering humidity to uncomfortable levels. Excessive dryness can cause static electricity, itchy skin and sinus problems, and it can promote the growth of certain viruses.

Research has shown that some bacteria and viruses are more likely to survive in dry areas. In addition, when humidity is in the range of 30% to 55%, some bacteria die faster (20 times faster) than when the air is too dry.

A whole-house humidifier can keep you healthy and make your home more comfortable. Not only that, it can save you money too. When your home has the proper humidity, you can lower your thermostat a few degrees and feel just as cozy.

Install a TrueSTEAM humidifier by Nov. 30 and get 20% off. Call or return the enclosed card.

Save
20%
on a Honeywell
TrueSTEAM™
humidifier

the installation makes the difference

Installing comfort systems that incorporate the latest technology requires skilled technicians with specialized training. That's why it's so important to choose a company with the expertise and commitment to install your system the right way.

When you call on us to install your equipment, we use a quality checklist to ensure a top-notch installation. The list includes checking ducts, insulation and thermostats, and measuring airflow. We also do a room-by-room analysis to determine the equipment size—measured in Btu's of heating or cooling output—that's right for your home.

And two to four weeks after the installation, we'll send a senior technician to your home to do a performance start-up inspection.

Call us or return the enclosed card if you'd like us to evaluate your comfort equipment.

We use a quality
checklist



SNAPSHOT

David Lanier
installation manager

You might say that when it comes to home comfort challenges, David Lanier has seen it all, such as humidity problems in crawl spaces and limited space for installing ductwork and comfort equipment.

"We see all kinds of comfort challenges, but we're always able to solve them," says David, who has been our installation manager for nine years and has worked in the heating and cooling business for 21 years.

He points to the skill and training of Carolina Heating's employees. "We have in-house training sessions every two weeks, and we send our team for industry training so we stay on top of new things," David explains.

After work, he enjoys spending time with his wife Candace and their children, Austin, 16, Alexis, 9, and Ashton, 3.

do you have a bypass humidifier?

If you have this type of humidifier, make sure your damper is in the open/heating position. After the heating season, move the damper to the closed/cooling position.

