



THE H.A.S. BREATHES!

Welcome to Richmond's H.A.S. Breather Magazine. Every other month we bring you facts, anecdotes, satire, and grown up silliness, that's designed to improve your health, lower your energy consumption, and extend the life of your HVAC systems. **This year the EPA made the most radical changes to residential code in HVAC history!** Virtually every ownership guideline, maintenance mantra, and replacement cycle recommendation, from manufactures, dealers, and the internet, became obsolete on 01/01/25! For the 1st time in HVAC history, **new systems don't just save, they earn!** Shush!! The manufacturers and dealers are so busy dealing with refrigerant challenges that they simply haven't grasped this yet! When they do inevitably begin to adjust, it will have adverse effects on pricing, performance, reliability, maintenance costs, repair costs, warranties, and maintenance plans, for the next 12 -15 year, "equipment life cycle" and beyond. This newsletter will keep your perspective fresh, pragmatic, and conscientious enough to laugh when you hear, read, or are offered things that just aren't logical anymore! Thanks for reading!

This Month's Features:

No Risk High Yield

Putting Our Money Where Your Mouth Is

The Self Cleaning HVAC

Free Stuff

No Risk High Yield

"Prior performance is no indication of future returns." does not apply here. Time is running out! Time is running out for what you ask?! **Time is running out to replace your existing HVAC with a system that is 50% more efficient without the 50% more efficient price tag!** The SEER requirements went from 10 to 15 on 1 January 2025. To date there has only been a price increase of 4% to 7%. If you ask Google, AI expected an increase of 15% to 30% in 2025 and only a 3% to 6%

increase in 2026! That 18% to 36% cost increase is coming! It's not a matter of if, it's a matter of when and how!! What's causing the delay?

The transition from refrigerant 410A is wreaking havoc across the industry. Manufacturers have not been able to fully assess the costs of transition because they were already manufacturing HVAC equipment that meets the new standard! The flood of new refrigerants over the last decade has caused manufacturers to keep that part of the design flexible! *That means no Research and Development costs to keep in front of.*

Another reason for the delay in price increases is the contextual delay of electromechanical evolution. Long story short... The manufacturers and the dealers were so accustomed to the standard staying the same for 16 years that they've neglected to calculate the tremendous amount of savings and earnings that it's creating for consumers! Before this jump the SEER standard went up 1 Seer at a time, not 5! *You must either do your homework, know your industry inside and out, and/or have tons of evolutionary experience with electromechanical consumer products to be asking the types of questions and drawing the inevitable types of conclusions we are coming up with!*



Imagine going to every car dealer and they are offering their 2031 model cars for a 2026 price. Next year you'll have to pay more for the same car, and the year after that, even more for the same car. It will be worth every penny every year. You'll still benefit even if you wait until 2031 to make your purchase.

How will the HVAC industry progress? The same way every other electromechanical industry does when they have reached a plateau of mechanical power, output, or efficiency. It's time for more electro automation, options, and "conveniences". On cars it was going from analog to digital. A/C wasn't always standard! power windows, then power seats, rear defrosters, delay wipers, electronic locks, automatic headlights, key fobs, rear view cameras, etc. Then what did they do? They ruined it all by computerizing the engine, suspension, and as much of the mechanical as they could with sensors. Ever spent more money on a sensor than the unit it monitors?

In summary, this is not the time in the evolution of an electromechanical product where a standard has been imposed by the government that requires the consumer, manufacturer, or dealer to bear any additional expenses or to take any risks at all!! This is not, "no lead" gas, a catalytic converter, a hybrid motor, a fiberglass car body, nuclear energy, 3d printer meat, or a new FDA approved drug. The 15 SEER HVAC heat pump you buy today will be the same one you could have purchased in 2024 and 2023!! There won't be any new studies, statistics, required modifications, recalls, or discontinuations. The only change will be a money earning drop in your \$300.00 monthly electric bill! It's going to become a \$180.00 to \$210.00 monthly electric bill. That's \$1200.00 a year! Again... No risk, high yield! If you have an HVAC Heat Pump that is out of warranty, (10 years old or more... 5 years if you had a lousy contractor...), now more than ever, you need to get to us, before they get to you!

PUTTING OUR MONEY WHERE YOUR MOUTH IS!

What ensures a company's success? The top grossing companies will tell you it's superior products, superior customer service, and superior pricing. What a bunch of rubbish! Today it's all advertising. Even mediocre companies with ordinary products, marginal customer service and bad pricing can survive and thrive as long as the customer believes in them before they get there. Leading companies invest thousands and sometimes millions of dollars in an attempt

to gain your trust before they've even met or serviced you! It's called, "Branding".



There are no exceptions to the fact that if you are being offered a product or service on television, radio, the internet, or in print, that company has paid to be able to make that offer to you! There is no such thing as free advertising. Advertising has become so “not free”, that television, radio, and print companies don’t even offer public service announcements for free anymore.

There are a few areas about advertising and branding we could delve into but, let’s stick to the ones that are relative to customer and employee happiness.

Media Advertising/Branding has replaced word of mouth, and just about every other type of prospecting activity as the fastest and easiest way for a company to get it's phone to ring. Notice I did not say best... I said, fastest and easiest. Now that companies and the advertisers they use are experts at getting the phone to ring, some companies have become less concerned about what consumers and employees say and think about the quality of the product and/or services they offer. *Some consumers and employees forget that at it's shrewdest, the purpose of branding is to be able to offer the same or lower quality at a higher and more profitable price!* It takes a special breed of company to use their higher and more profitable prices to give more to their customers and employees!

When companies use television, radio, the internet, and media print almost exclusively for their Advertising/Branding, that comes with certain risks. What starts out as a balanced 5%-10% of the gross can quickly climb to as much as 15%-20% of the monthly intake. If there are turns in the economy, management makes mistakes in the, "balance threshold", or, they just got greedy and the market didn't respond to the additional exposures, the customer or the employees are going to pay for it. The business never does.

Whatever method a company uses for advertising/branding their offer is always 100% + paid for by the customer and the employees. Remember, a business is supposed to make a profit on everything and everyone, not just the product or service! *When the cost of an item exceeds \$5,000.00 it is a wise decision to get at least 1 price from a company who's primary source of advertising/branding is something other than television, radio, internet, or media printing!* I did not include the internet because you can only brand yourself on the internet if that's where the sales transaction takes place!



The average price of these fine beverages is \$27.66. The High/Low, \$40.00 minus \$18.00 is \$22.00 times .5. So that's \$18.00 + \$11.00 = \$29.00 and \$40.00 minus \$11 = \$29.00. This is a true slice of life. The \$18.00 or \$19.00 bottle we are going to get at the grocery store and will serve ourselves, right? The \$24.00 bottle is going to be the one we grabbed at the convenience store on the way home. The \$29.00 bottle is what we are going to get served at any Pub or restaurant that charges \$4.00-\$6.00 for 1 bottle of Stella or Corona, and it will cost us \$36.00-\$40.00 at any fine dining establishment. That's where Howard Aire comes in.



We specialize in giving our customers the fine dining experience at the same or below the Pub price! We are not the cheapest place for HVAC work, we are the least expensive!!

One of the ways we advertise/brand is with our, "Unlimited Lifetime Referral Program!" Anyone is allowed to give us names of homeowners or businesses for our database! When they eventually get a tune up, we pay the originator \$25.00. When they eventually replace or purchase a new unit, we pay the originator \$250.00. **The payments are for the life of our company!**

Let me explain; Let's say you refer 10 people to us a year that have a normal HVAC life. That's a tune up once a year and a replacement every 12-15. Let's

say the performance is 9 tune ups and 1 replacement annually. $9 \times \$25.00$ is \$225.00 + \$250.00 for the replacement. That's \$475.00 the 1st year, \$950.00 the 2nd year, \$1425.00 the 3rd year, \$1900.00 the 4th year and so on, and so on, and so on. **Keep in mind that there are 4 companies in Richmond right now that started in 1936, 1943, 1967, and 1977!!** After 10 years your referral reward would be \$4,750.00 per year. After 20 years \$9,500, after 30 years \$14,250, and after 40 years, \$19,000.00. Think big! 20 people a year would be \$38,000.00 a year, 30 people a year would be \$57,000.00!! Yes, 100 people a year multiplies each amount times 10!! Remember, this is an, "unlimited" lifetime program! As long as we are still in business, a payment will be generated!! When you are gone, the payment will be made to your estate. This referral program is open to individuals, employees, companies, and groups of any kind. This is our retirement program as well!!

We seldom use media advertising because in our opinion, not enough people benefit. Fast and easy... well, that's almost always be more expensive than strong and steady. If we are smart, and when I say "we", I mean you the consumer and us as a company, we need to realize that HVAC is a service not a product. When you make a purchase from us, "we" should expect to see each other once a year for life as long as neither one of us messes up! We're ready!

Summary: **We value our customers and employees above all else. The way we show it is by giving everyone, anyone, customers, employees, companies, and groups, a chance to get paid every time we do, forever!!**

We practice fair pricing by using yard signs. We want everyone to tell everyone how much they paid!

We only flyer neighborhoods we've done work in. When we say we were in your neighborhood, we give you the address.

We pride ourselves on being the least expensive. If the estimate you get from us is the highest, it just means you haven't gotten a quote from a name you recognize yet!

That's our "Brand" of HVAC Service! We hope you approve.

The Self Cleaning HVAC 24/7/365



As the oldest on staff, I always want to jump in when the subject of air quality comes up. The more mature readers will remember when these systems were called VHAC's. Ventilation should always come 1st, then heating, and finally air conditioning. There are some that will disagree with the order of the last 2, but anytime the system is running, it needs to keep the air clean. **The biggest challenge all places that people meet face is the transmission and spread of contagious viral illnesses.** This time of year, every cough, sneeze, and touch, should put your head on swivel.

One thing that never ceases to amaze me is how many men, women, and children, of every age, level of education, and socio-economic background, are still using their hands instead of their arms or shoulders to cover up a cough or sneeze! It's 2025 and some people still don't think reusing a handkerchief or blowing their nose into a tissue merits a hand washing!



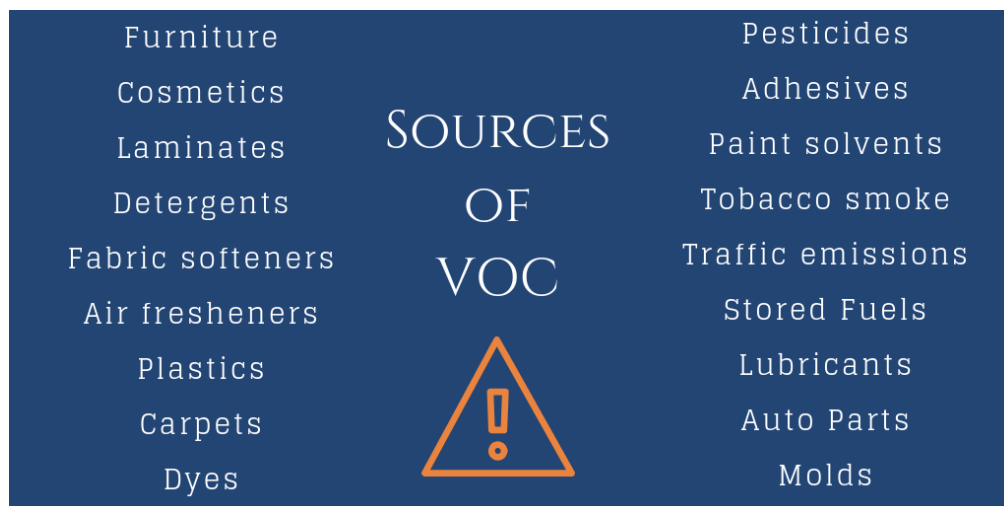
The sanitizer is sitting right there, but they'll still wind up contaminating someone or something before they leave. **There is simply no logic in relying on people to be conscientious enough to keep from contaminating themselves and/or others!** In today's viral climate the willingness of people to leave their germs and not be concerned about the germs left by others is reason for alarm and to take action!

ALLERGENS COMMONLY FOUND INDOORS

Dust, mold,
pollen, and
pet dander.



Again, I'm the old guy. Everyday I meet property owners that tell me no one has ever asked if they would like permanent protection from dust, mold, pollen, pet dander, and odors in their building. Dust from everything that has ever been in that structure has been through that ductwork. Everything! It's not going to get clean and odorless by itself!



Here's where I get to ask one of the really easy questions for all of our customers to answer. Look at that list. Everything in every structure you will stand in was required to have adequate ventilation while it was being

made. Well, if it has to have ventilation to be made, shouldn't it have ventilation while its falling apart? Lol

Local/room purifiers trap. Central/duct purifiers kill!! What if you could kill cold viruses, influenza, SARS, Staphylococcus aureus, Pseudomonas aeruginosa, mold, and mildew in the air and on the surfaces in any structure without having to depend on an employee? This device even clumps pollen, VOC's, and pet dander making them heavy enough to fall to the ground and/or large enough to get caught by the filter!

Duct based purifiers are a lot closer to being cheap than they are expensive! They work 24/7/365 anytime air passes through your HVAC. Last but not least among the other great features is that, duct-based purifiers also reduce the amount of dust and dirt that collects in your air handler and ducts!. That increases efficiency and extends the life of your machine.



Join the thousands of homes and businesses that have clean air and surface protection! If everything Old H.A.S. said in this part of the newsletter is new to you, get mad! This technology has been around for more than a decade! **Whoever does the annual maintenance on your HVAC should have told you about it by now.** Maybe we should be your annual service company!



Newsletter Free Stuff