



THE H.A.S.

BREATHER!

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!

Features in this issue:

Forever, Perpetuitous, Unlimited, Referral Fees!!!

How HVAC's Age!?

Show me the money!

Sooner is better than later!

Forever, Perpetuitous, Unlimited, Referral Rewards!!

This article, when properly understood, can change anyone's life. This is our open invitation to anyone, everyone, and any organization that wants to create an unlimited, lifetime, perpetuitous, forever income.



Everyone always says, **“How can you afford to pay referral fees forever?”** The answer is really very simple... We are old fashioned. There are only 2 things we care about. We want a 5 star rating for every tune up, repair, and replacement, we perform. We want our employees, customers, and community to join in our success. The only way to put it where our mouth is to pay when we get paid!! Not just 1 time, but every time. **As long as the structure is receiving tune ups, replacing machines, and our doors are open, a check will be sent to the last known address of the referrer!!**



The checks will just get bigger over time. 10 Tune ups and 1 replacement a year is \$500.00. This is a pace of less than 1 person per month. After 10 years of this, as long as they're still receiving tune ups and replacing their units on schedule, it would be \$5,000.00 a year!



What do you do with the referrals? We educate, service, and prosper our customers! Our products, our industry and our customers need someone that understands the history, status, and future of our products, our industry, and our customers. 1st of all, it's not a window, siding, a roof, or a door. No HVAC comes with a lifetime warranty! The industry's lack of evolution and the industry's inability to scale are well documented. Last, most customers have not internalized that when the default warranty is gone, the machine is getting too worn to save money, earn money, or provide healthier air again! It is possible to intelligently replace 3-4 HVAC systems over 50 years!!



By now, you are starting to get the idea. We educate consumers about how tune ups and regular replacements mean you're always under warranty, and maintaining optimal comfort, health, and efficiency. *There is no rush to replace it, it's inevitable!* We get a name, an address to send payments, and a phone number. **We do not telemarket!** They get access to all the hidden discounts you

do, a text bimonthly reminding them of our newsletter, and then most importantly, we leave them alone!!



Referrals are money. They don't have to get service or buy a unit today and we do all the work to remind them and protect them with an eye to servicing them forever. I know that sounds a little outrageous **but the oldest companies in Richmond started in 1936, 1943, 1967, and 1977!!** Even if they were open for 20 years before they started a program like ours, that would mean 70, 63, 39, and 29 years of paying referral fees to customers, employees, and organizations!! Using our 10 tune ups and 1 replacement a year concept, the 70 year company would be paying \$35,000.00 a year! At 63 that would be \$31,500.00, at 39 it would be 18,500.00 and at 29 it would be \$14,500.00. Individual or group, that's a proper customer, employee, and retirement incentive. With an ever increasing database that inevitably has to service and replace what we offer, it becomes virtually impossible to go out of business. Everyone is welcome! Make sure you get all the details!

How HVAC's Age



Well, if we are going to talk about aging, that's my area. I'm a unique electromechanical device. I don't qualify for periodic updates. The last mechanical upgrade to my performance was in 2014. Being able to provide 99.4% germ and bacteria free air has given me more pride than any improvement that could have been made to my heating and cooling. We used to be called, "VHAC's", not, "HVAC's"! The biggest part of understanding an HVAC life cycle is the same for any warranted product. **The warranty always tells you how long the product will not be a problem for them!** Remember, your HVAC comes with a 1 year labor and a 5 year parts warranty standard. Yeah, but to get the 10 year, you must register. That means they were and are only designed for 5 years of maintenance free service.

Efficiency:

Most of the HVAC's out there would be replaced more often if their owners had higher standards or at least more knowledge of how we wear. The efficiency drop on a typical HVAC is 1% to 1.5% a year. That means by the time I'm 10, my efficiency is down to between 85% to 90! What can I do, my efficiency is totally in the hands of my users. lol

Maintenance:

I talk with other machines. They tell me how some of their owners only change their filter every 3-6 months even when they have filters available. They complain about the extra load all the time. We keep running, so they don't notice. We're past our 75th birthday and the only thing that can tell my owner that I'm going down is technician. I run, but no one has come up with a smart watch for me!

Dats funny! *If I don't receive regular tune ups, deficiencies with my capacitor, freon levels, and coil cleanliness will push us down to 65% - 75%. By then, I've been turned me into an appliance that "runs" but does not "work"!* Commercially and residentially, we get away with just running more than any other appliance that affects human health.

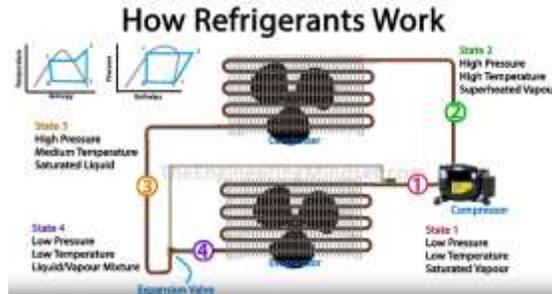
Weaknesses:

The biggest weakness HVAC's have is their vulnerability to all the elements. What other appliances are responsible for earth, water, air, fire, and gas? Filters, motors, condensers, compressors, heater coils, evaporators, relays, wires, freon, thermostats, etc.

While the manufacturers have been on top of parts being available for repairs, the usurpation of insurance companies as a subcontracting repair agency is not working out as well as, "AAA" has done for towing!! Shrewdness and long term relationships are not synonymous. This type of insurance has high customer and high service provider turnover! The insurance company is getting a free education, monthly premiums, and a service fee. There are a few great companies out there, but the rest are just syphoning what would have been your savings. The customer could have really benefitted from the education! Since it's possible to own multiple homes and never have had an HVAC breakdown, owners being uninformed isn't entirely their fault. Some people have so little experience, they actually think that the insurance company staffs HVAC technicians and installers! None do!

Do it Yourself:

It doesn't matter which flow chart I show. If you have to ask any questions about flow, you really should not be removing any panels.



Don't forget it is a high voltage and low voltage operation. Remove all rings and jewelry.



There are motors running, fans running, and sometimes open flames. Tie off your hair and make sure you have no loose clothing.

Strengths:

No appliance or it's components can, "work" and/or, "run", at a low efficiency like your HVAC can! It's the toughest appliance in the building getting the least amount of attention. With scheduled maintenance, most equipment would have a hard time competing with a 92.5%-95% efficiency retention over the 1st 5 years! The new HVAC's are futuristic. They save 33% over the last required code. It's impossible to do your numbers and still think you don't need a new system. Check in to one.

Show Me the Money



The chart on the right is one of my favorites. It's helped me show commercial and residential customers how to keep more of the money they earn. Today I'm going to explain it to you!!

Any time we're working with a commodity the communicable laws of addition and multiplication apply! So let's look at the previous standard that was established in 1992. It was 10 SEER. Going from 10 - 15 would be a savings of \$158.00. So let's half that to \$79.00 and half the savings to \$39.50 or 17%. That means the new bill would be \$158.50. If the EPA had gone up to just 11 SEER, the savings would have only been \$21.75 or 9%, 12 Seer \$39.50 or 17%, 13 SEER \$55.00 or 23% , 14 SEER \$68.00 or 28% .

Nothing you read online that is dated before 1/1/25 is relevant to a 15 SEER System... Nothing! The \$5,000.00 rule is useless now! Any heat pump system you repair at 10 SEER is costing you an additional \$79.00 a month or about \$1,000.00 +/- a year! Any system that is out of warranty that you repair costs an extra \$1,000.00 +/- a year.

This is the 1st and probably the last time in your lifetime where in response to any HVAC problem that will cost you to repair, the prudent and most shrewd thing to do is get a new one!!



The window of opportunity to get the very most for the very least is closing. Without fail, electrical and/or mechanical devices designed to save money on commodities plateau in efficiency. When they do, there is always a window of opportunity for the consumer to buy before the industry figures out the true savings and takes the savings away by increasing prices. The one time it stands out in my mind was back in 2009. As part of a stimulus package, they created a \$1500.00 tax credit for energy efficient windows, siding, and doors. By 2010 the cost for replacing the windows on a home was up by more than \$1,500.00. Siding prices jumped by more than \$1,500.00. Door prices doubled. When the stimulus went away the prices never went back down. People that bought early got the stimulus and the savings. **Those that waited gave their stimulus and part of their savings to the manufacturers and retailers. How shrewd!! Price gouging at it's worst.** Higher prices for HVAC are inevitable. Get to us before they get to you!!

Special Offers:

Special offers are available to existing customers and to those who find them in the newsletter. Offers are good on appointments set on or before the next newsletter, (on or about the 1st week of April.).

\$99.00 Diagnostic Tune Up: Includes anything and everything any reference says it's supposed to include except for coil cleaning. Coil cleaning is a spring and summer maintenance item. If you are curious as to why, please ask during your diagnostic, repair, or replacement quote.

\$49.00 Diagnostic: We'll do a complete test on your system and give you a full report. If you need anything and decide to move forward, we waive the \$49.00!

1/2 % Referral Rewards: Get a jump start on that \$500.00 a year! For each qualified referral you provide us, (Name, address, and phone number) we will reward you with a ½% reduction in the cost of any repair or replacement!! That's better than S&H Green Stamps! They were around from 1896 until the 1980's!! Sorry, This one caps out at \$1,000.00. Afterwards, each person that receives a tune up or a replacement pays you or anyone you choose \$25.00 or \$250.00 respectively, and perpetuitously! Help us share some money with you!

6 month deferred/same as cash: 6 months of either payments and pay it off in 6 months or, no payments and pay it off in 6 months!

Hope you enjoyed,

Mike C

MSP Coordinator

804 426 6058