



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. **In 2025 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 pay!** Shush!! The manufacturers and dealers are so busy dealing with refrigerant challenges and new minimum performance requirements 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. More mayhem is coming in December of 2028! This magazine 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!

How to Run An HVAC Company.

The Virginia Memorial Chess League.

Things That Make You Go Hmmmm...

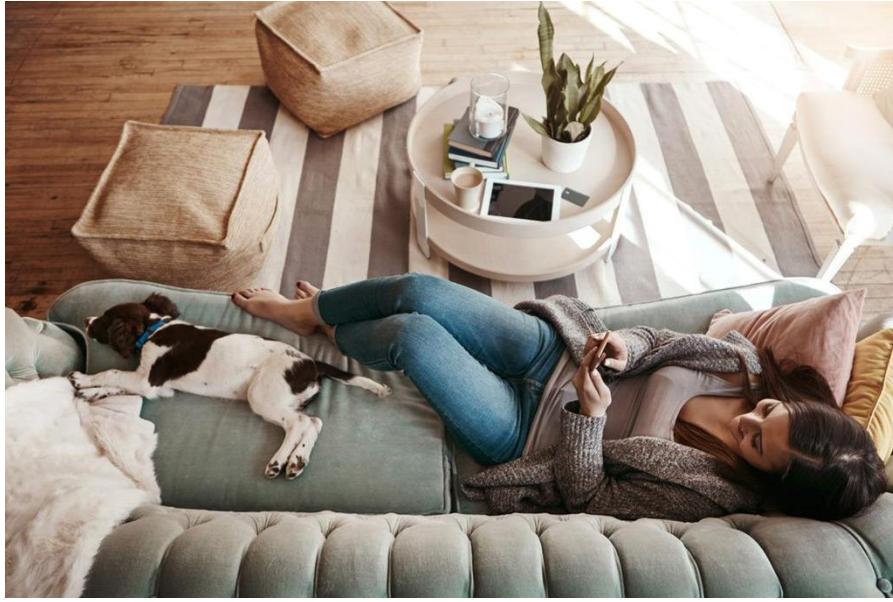
What a “Swell” Year!

How to Run An HVAC Company



Why don't consumers care about how their HVAC company is run? Unless you are going to live HVACless, (No, it's not a word) owning HVAC is a forever relationship, right? What's the goal with a commodity? For you, we hope it's getting enviable comfort, health, and affordability for when you breath at home. If you are to have successful HVAC ownership, the company you choose must offer you the opportunity for 3 types of ownership.

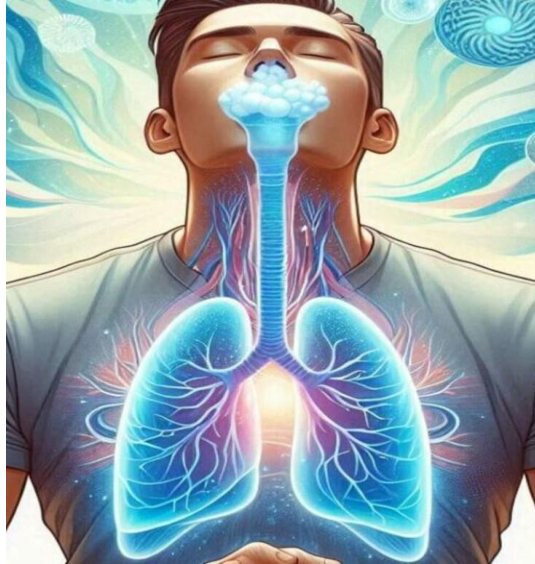
Comfort



Comfort comes in minimal, average, and maximum. What are you getting with the system you have? During the winter, are you warm? During the summer, are you cool? Does your system let you breathe better at home than when you are outside or at work? Is pet dander under control? Does your home smell like you want it to smell? Does your system accommodate individual temperature sensitivities? Is your system noise at acceptable levels?

Comfort is part of the forever relationship, right? 3 years, 6 years, 10 years, 15 years... These interests, benefits, and drawbacks, are not part of every HVAC ownership, but every contact you have with the company you choose should involve them checking to see if anything has changed!! If both of us have a, “Things never change” attitude, that has to represent some degree of failure when our comfort needs have changed because of users, health, or affordability! Who’s responsible to 100% make sure these questions are asked, the consumer or the companies that, “serve” the industry?

Health

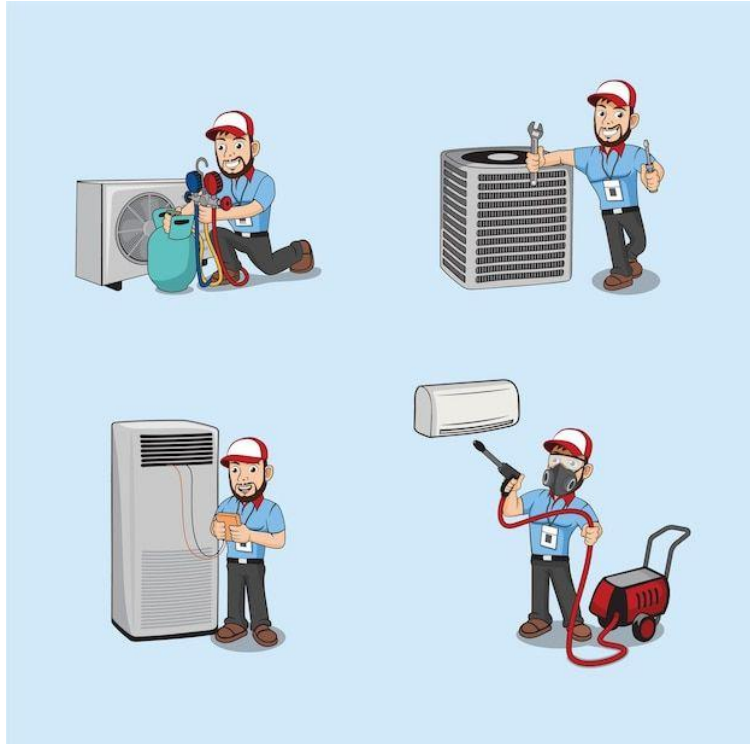


Health having a minimal, average, and maximum would be a matter of political correctness that I just simply won't try to explain. The HVAC industry has tools that make the air and surfaces in a home 99.4% germ and bacteria free!! The catalytic oxidizers we use are used in hospitals, hotels, and have been around since 2014! With the correct one, it's been characterized as making the system self-cleaning. Make no mistake, every once of air in a home sooner or later winds up going through a trash can opened at both ends called a duct system. If you needed adequate ventilation when it was being put together, you need adequate ventilation when it comes apart!! Even if you don't want one, we make sure to tell every, tune up, diagnostic, and replacement. **Ours goes in your duct system instead of on your coils allowing any existing duct systems to be upgraded.** This failure is 100% the fault of our industry and its reluctance to educate the consumer and itself about between purchase upgrades.

Affordability



Affordability is the biggest change in the marketplace and will stay that way through at least one 15-20 year equipment cycle. East and West, damper zones, multiple thermostats, indoor sensors, outdoor sensors, variable speed compressors, and even multiple units, provide all the minimum, average, and maximum that most people can stand. On 1/1/25 the EPA, DOE, and Congress made 15 SEER the only low efficiency level left. The high efficiency heat pumps are 16 SEER – 20 SEER. Long story short, regardless of tonnage, high efficiency heat pumps reduce consumption by 25% to 40%! A \$200.00 bill becomes a \$150.00 bill. A \$300.00 bill becomes a 225.00 bill. A \$400.00 bill becomes a \$300.00 bill. It's not advertising, it's science. These numbers reflect the lower threshold of reduced consumption.



This is the forever part that the industry does not educate consumers or itself about. Ask your phone, “Are most catastrophic HVAC heat pump failures due to lack of maintenance?”. Mine said,” Yes, a large majority of severe HVAC heat pump breakdowns- roughly 80%-85%- are directly linked to neglected or skipped routine maintenance”. Now ask, “With routine maintenance, how long will a high efficiency heat pump last?”. My phone said, “With routine maintenance, a high efficiency heat pump typically last 15-20 years, extending past the standard 10-15 year lifespan of older or basic models”! It stated that the key factors that extend life are Filter care, Professional checkups, clear surroundings, and proper sizing.



Let's do some math. Let's start with how much we have, then how much it costs, and finally, how much we have left over. 180 months comes to \$9,000.00, \$13,500.00, and \$18,000.00 if it lasts 15 years. 240 months comes to \$12,000.00, \$18,000.00, and \$24,000.00 if it lasts 20 years. Let's take the middle numbers as an average. $\$18,000.00 + \$13,500.00 = \$31,500$. Let's just round up to \$32,000 and the average is \$16,000.00.

Now the maintenance. One regular tune up, 1 major tune up, and 12 filters a year. That's \$99.00, \$149.00, $\$120.00 = \368.00 let's just say \$400.00 per year. So that's \$6,000.00 - \$8,000.00.

That leaves on average, about \$8,000.00 - \$10,000.00 for every consumer to apply to their next purchase or to go shopping to customize their HVAC experience! Remember, the higher the SEER, the more money you keep. ***Find your balance and then place your order with us.*** We'll quote you a high efficiency change over or a change up instead of a low efficiency change out! We'll always serve you with unrelenting conscientiousness of your comfort, health, and affordably, forever. As always, get to us before they get to you!



The Virginia Memorial Chess League



At the age of 64, I declare Chess “The Great Equalizer”!! When you go beyond being a player and become a coach, referee, and/or organizer, chess opens doors!! Becoming a complete, “Chess Personality” grants any individual of any age, gender, pigment, culture, or socioeconomic background, autonomy!! Look that up and everyone should want some for every human being!! Chess has had an impact on every opportunity that I have ever enjoyed. The names to thank are endless, but to name a few, Samuel Swaim, Earnie Schlich, Helen Krenshaw, Peter Hopkins, Michael Hauefpour, Christina Schwiess, Adam Christney, Marcos Howard, and the motivations for the league, Zachary Kinney, and Greta Callaham!

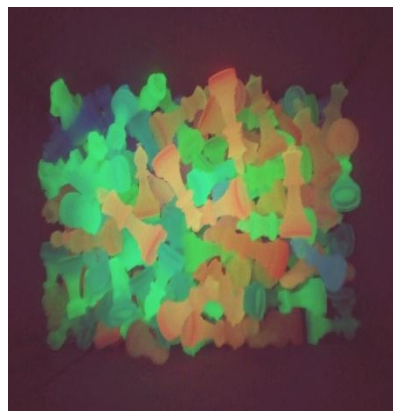
SCBC has more than 16 years of service to the Richmond community! It’s most notable boasts are k-3 champion Anaga Sinkar, 3 time VA Open Champion Jason Moorefield, and coaching the only Richmond Public Schools represented in the VA Scholastic Championships between 2012 and 2024!!

SCBC’s continuing mission is to help chess families earn scholarships, jobs, and entrepreneurial opportunities based on the fact that they play, coach,

referee, and/or organize chess. *We take every opportunity to remind and inform students, parents, teachers, and the business community that there are no age requirements to go to college, and there are no age requirements for a business license!!*



SCBC works with companies to identify and modify tasks so that they can be done with little to no previous sales or marketing experience. This provides the child and/or the parents with a new source of income. It also gives them documentation that shows that they know how to take and give orders to achieve desirable results! SCBC scours the city looking for businesses that may provide current or future employment opportunities for our chess families, opportunities to showcase our mission, and make others aware of our products.



SCBC makes chess pieces, chess boards, chess jewelry, and glow in the dark chess piece key chains. Chess is cheap but it's not free. These and other activities make chess self-sustaining and less expensive to the people they serve.

Howard Aire Services is stepping in to make chess more accessible to the entire Richmond metropolitan area.

Club meeting every Wednesday 5:45 pm – 9:45 pm

Monthly Swiss Open Tournament

Weekly Lessons

Custom Scholastic Team Training

Coach Training

Tournament Director/Referee Training

Organizer Training.

Special programs for Title I elementary and middle schools

SCBC's approach changes everything that would normally appear in the "Hobbies and Interest" section of school applications and resumes to the "Accomplishments" section of those documents.

Consider this your invitation to come aboard. We don't need money. If you decide you'd like to we won't stop you but your time, your space, and your willingness to help us get more exposure will make all the difference that's needed. Chess opens doors, make a move! Contact Coach Mike C @8044266058

Things that make you go Hmmm...



I've written about a lot of things but writing about HVAC industry has been the most difficult to professionally articulate. My challenge is that I haven't been able to establish, discover, or define how HVAC manufacturers, dealers, and service providers are, failing or succeeding at letting consumers know that they are "in to" them!!

The problem isn't visibility, everyone is doing some type of advertising. The problem isn't altruism or philanthropy, everyone has their favorite groups they like to give money to. They all have websites that will tell you that they have everything you need to choose from to ... whatever. So what's the problem?



When it comes to what HVAC is for, manufacturers, dealers, service providers, and consumers are not committed to the optimal comfort, health, and savings that selecting the ideal HVAC package provides!! I know, I know, but where's the data on the success or failure we are having? **Everyone in the partnership has to some degree, disengaged themselves from the accountability, communication, and clarity that is required in a never ending forever partnership!** Who's responsible? Can't blame just 1 group? At any given time, every one mentioned is entitled to ask when last install, tune up, and/or repair was!! The costs will be shared one way for 1 year another way for 4 more years, and another way for 5 more years and for the remainder of the appliance's life, the consumer is on their own! Does that make you go hmmm...? **The biggest hindrance to a comfortable, healthy, and prosperous, HVAC ownership is no options, and no preventive maintenance.** If you are not going to change your filters regularly, get "real" periodic tune ups, purchase the appropriate options, and keep your machine clean, buying anything but the cheapest machine you can, will just create a greater waste of money!

What a "Swell" Year!



A YEAR DUDE!! Every other month online instead of twice a year by mail. Not 1 negative comment or refutation of facts!! The H.A.S. Magazine has even been quoted on line! Swell! and Yay! If you've read our magazine, you know we need to be a little nerdy to be this thorough! lol The year in review.

Issue 1

It's Not The Gas, It's Car!, it's Not The Power Company, It's The HVAC!, Gimme A Sign

Issue 2

No Risk, High Yield, Putting Our Money Where Your Mouth Is, Self Cleaning Hvac, Free Stuff.

Issue 3

Forever Perpetuitous Unlimited Referral Rewards, How HVAC's Age!?, Show Me The Money!, Special Offers!

Issue 4

Normal Not Normal, 10 To Life, Change Out Or Change Up,

Issue 5

Gimme A "V"!, Tune up or Toon Up?, Burning The Midnight Oil!, The Next Horizon!

Yup, way too much info for every 6 months. Everyone at Howard Aire Services has been excited about all the learning! Everything we've learned hasn't made it to the magazine yet but we still get to use everything we discovered. Want more of the tea 1st hand, make us your HVAC company! We hope that we were able to Impart upon you the endlessness of a positive HVAC partnership. We want to service you and everyone you know endlessly. So let's get started right away. Tune ups, Repairs, Replacements. Even if you don't' start with us you can continue with us! Next issue is in October!

Thanks for reading!

