

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, "15 - 20 year", "equipment life cycle", and beyond. If you have a gas furnace, 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!

Winning Odds, Percentages, and Probabilities!

Proactive, Deferred. And Emergency Maintenance

The Forever Discount

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WINNING ODDS, PERCENTAGES, AND PROBABITIES

3 words… ***Electro Mechanical Plateau!*** We're there! These types of things don't get advertised! It took a while, but the HVAC industry has finally reached a point where the efficiency, cost of production, and return on investment cannot be substantially improved. Why? Because it is a, "throw away" appliance. They're just like Air Fryers, Toaster Ovens, Microwaves, Refrigerators, Televisions, Stereos, Printers, Nutri Bullets, Washers, Dryers, Water Heaters, and Vacuum Cleaners. Only appliances of the highest quality get repaired, the others are tossed or replaced. *The HVAC decided to add that it literally has and will never have a resale or trade in value of any kind!*

Odds: As of 1/1/25 it could be said that the odds of you buying a machine that is designed to last 15 -20 year has increased to 5 to 1. On that date selling anything less than a 15 SEER HVAC is a code violation. The 15 SEER is the only remaining model with a 12 to 15-year life expectancy. The 16, 17, 18, 19, and 20 SEER all have a life expectancy of 15 to 20 years! The odds across the stretch are also the odds along the gap, right? That means that the odds are 5 to 4 and 4 to 3 in favor of the longer lasting more efficient machines. **The 15 SEER has become the high mortality gas guzzler of the HVAC industry!! All 5 of the other possible picks save more money. All 5 of the other possible picks are expected to last 5-8 years longer! That's winning odds!**

Percentages: When asked, your phone will tell you that 80%-85% of catastrophic HVAC failures are caused by poor or no regular maintenance and late filter changes. This is a winning percentage because if you are in the 15%-20% that keeps up with regular maintenance and filter changes, the numbers say that you are on your way to having a catastrophe free, HVAC ownership!. The 15 SEER HVAC unit is the lowest efficiency allowed by code. These unit make up 52% -57% of the units sold. **This means that nearly 60% of the people that you are talking to about HVAC's have no experience with what high efficiency HVAC's are doing for the owners comfort, utility costs, replacement cycles, and property values!** 16 and 17 SEER units are considered the sweet spot because they can be justified solely based on the energy savings and the additional 5 – 8 in their replacement cycles. It's a shame that they only make up 25% - 35% of total sales. Just remember, if you ever start thinking, "Just give me a quote on the cheapest 15 SEER you have!?", you've asked for a quote that both the odds and percentages prove is the lowest efficiency, shortest lifecycle machine the law allows you to buy. You wouldn't do that with any other throw away appliance. Don't do that with your HVAC either! ***Winning by percentage is about being in the 25% - 35% and the 15%-20% all the time.*** That's our plan for you, but as long as you're well informed, we'll do whatever you say!

Probability: If you've installed a high efficiency HVAC since 1/1/25, with proper maintenance and filter changes, that machine will probably last until 2045! What does that mean. Let's say you pay $10,000.00 for a new low efficiency, short lasting machine who's probability is 2040. The cost for that is $833.00 to 667.00 per year. We need 2 tune ups and 12 filters a year @$300.00. Without a repair that's $1133 to $967 per year. Don't argue, it's a probability! slol Now, what if the high efficiency long mortality machine is $14,000.00. The cost for that per year is $933.00 to $700.00 per year. Same 2 tune ups and filters @300.00 without a repair is $1233.00 to $1000.00 per year. If the high efficiency last 5 years longer, we'll need another purchase to get the other 5 years. So, $967 times 5 comes to $4835. The cost of machinery and tune ups for 20 years for the low efficiency, short lasting machines is actually $14,835.00. We looked at

the probable recoup for lasting longer, now let's look at efficiency. For probability's sake we'll use $240.00 as a monthly utility cost. We'll say half is your environmentals and the other half is everything else. Pick a percentage and work it back! Lets say 25%. The bill drops to $210.00 returning $360.00 per year or $7,200 for the life of the machine. So let's close up here. We have a $14,000.00 machine, plus $6000 without a repair. That comes out to $1,000.00 per year. Now we subtract the high efficiency energy savings of $7,200.00 and the total is just $12,800.00 or just $640.00 a year. ***The sad probability is that 52 – 57% of people will continue paying $10,000.00 + $4500.00 + $4835.00 (Machinery and tune ups for the extra 5 yrs) for a total of $19,335.00.*** The sadder probability is the consumer nor the "expert" giving the quote shared any numbers, real or imagined, on the improvements in ROI before they rejected the odds, percentages, and probabilities of a high efficiency HVAC. ***The saddest probability is that, as of 1/1/25 the consumers and the quote giver still believe that the low efficiency short lasting machine could save anyone any money over the design of the others!!*** **Real numbers work too. Do the math!!**

Proactive, Deferred. And Emergency Maintenance

I'm not sure how much time needs to be spent on this topic. Looking back, I've talked about the need and benefits, but I haven't ever given a sequence of events. The other thing that needs to be done is a reduction to the ridiculous. Let's jump right in.

Proactive Maintenance: On time maintenance is just as good a term. Follow the manufacturer's recommendations What are the key ingredients? A visual inspection, ensure all systems are sequencing, check filters, and clean coils on a regular basis. Make enhancements and improvements as they become available. This is all that we have to do to stay in the 15% - 20% that is unoccupied with the possibilities of catastrophic HVAC failures! Keeping the system in it's best possible state is the goal and the priority!

Deferred Maintenance: Ask your phone what, "Deferred Maintenance" is!!

The filter must be changed. If the filter is dirty or missing, diagnostic readings are not reliable. Improper airflow puts stress on more than just the fan motor! Too much is just as damaging as too little! I don't need to see your equipment to know that if the airflow is continually bad, the repair/replacement of the interdependent components will cost thousands.

There are 2 reasons for deferred maintenance… Money and naivety.

Money: If you can't afford a tune up, at least keep the filters changed. Make no mistake about it, the machine is as unforgiving as it is resilient. Electromechanical devices decline by 1% per year when they are well maintained. They decline by 2% - 3% per year when they are not! Manufacturers have, unbeknownst to the general public, built in a couple years for mistreatment!! An HVAC can be running at 35% efficiency, and the heating systems will still run! AC is allowed to fail

Emergency maintenance: Age is the only other type of deferred maintenance that will cause a catastrophic failure. Henrico county schools is getting a lesson in all 3 right now! The scandal going on with their handling of the HVAC in the schools was entirely preventable. Whoever is doing the service on those systems should have told them their plan wouldn't work! Unforeseen catastrophic HVAC failures are the results of hopeful procrastination, and bad service! HVAC emergency replacement services are expensive. Emergency repairs are hit or miss. You pay the most between 4pm and 2 am and weekends.



The H.A.S. Forever Discount

Word of mouth advertising! It's a cliché in most companies. When people used to write like this was when it

meant something! Well, I still write like this and together we have created the referral program of all referral programs. Our customers call it the forever discount. Our employees call it profit sharing. It's also our retirement program.

We pay $25.00 for every tune up you refer us to. We pay $250.00 every time you refer us to a new or replacement system. The key difference between our referral program and others is that it is unlimited, repetitious, and perpetuitious.

Ok, Ok, I've made my point. Let's find out what unlimited, repetitious, and perpetuitious means to everyone we meet. When Ole H.A.S. starts talking about money the letters seem to turn green all by themselves! So lets go!

Unlimited: Anyone is allowed to give us unlimited referrals. After that, we do all the work. We never call your referrals. We simply text them every other month to remind them to keep their equipment in its best state and share with them our knowledge, specials, and giveaways.

Repetitious: If you gave a referral to a phone company, they would pay you once and be done with it. 1 year, 3 years, 5 years, 7 years, you get a 1 time payment and that's it. With our program, every time we get paid, you get paid… forever. They do 4 tune ups you'll receive $100.00. Your referrals are forever and never expire! Right now there are companies in Richmond that have been around since 1934, 1943, 1967, 1977 etc… Imagine for just a moment how much that could mean to you and your family. It doesn't matter how long it is between tune ups or replacements.

Perpetuitious: The payments aren't for as long as you are around, they are for as long as we are around. As long as we take good care of the customer, from start to finish they will have 40 tune ups and 1 replacement every 20 years. That's'$1,250.00. 16 people, would total $20,000.00. That's enough to buy your

next high efficiency machine, pay for tune ups, buy filters. and keep $7,200 +/- of your utility costs.

32 people is $40,000.00

48 people is $60,000.00

64 people is $80,000.00

80 people is $100,000.00 $5,000.00 per year for the life of our company!

96 people is $120,000.00

112 people is $140,000.00

128 people is $160,000.00

144 people is $180,000.00

160 people is $200,000.00 $10,000.00 per year for the life of our company!

176 people is $220,000.00

192 people is $240,000.00

208 people is $260,000.00

224 people is $280,000.000

240 people is $300,000.00 $15,000.00 per year for the life of our company!

256 people is $320,000.00

272 people is $340,000.00

288 people is $360,000.00

304 people is $380,000.00

320 people is $400,000.00 $20,000 per year for the life of our company!

What would 5, 10, 15, or even 20 thousand dollars a year for as long as we are open mean to your family. It pays whether you are living or dead!! Anyone for any reason can earn as much as they like. It also works for any organization of any kind. All we want to do is keep your equipment at its best state, fix problems as

they arise, patiently wait for your system's inevitable replacement, then repeat. Help us and we'll write checks to whomever you tell us to, forever!!

Holiday Deals

Tune ups: Tune ups range from $99.00 to $149.00. You can receive $5.00 for each referral you provide at the time of your tune up. Max credit is $50.00

Repairs: Take 1% off for each referral you provide at the time of your repair. Maximum discount is 20%

New or Replacement: Take $25.00 for each referral you provide at the time of your signing. Max discount is $500.00

Virginia Memorial Chess League

All chess pieces are handmade by the Scholarship Chess Business Center (See Newsletter #6)

Each week there is $10,000 worth of chess merchandise on display for sale and giveaway. If you'd like to have a chess, "Pop Up" at any business or place people congregate, or celebration, please don't hesitate to contact us.

Merchandise: Every referral you provide gives you $5.00 towards chess merchandise. 20 referrals gets you a free, custom, regulation size chess set, board, and quiver. A $149.00 value and an instant and unique family heirloom!

Virginia Memorial Chess League Freebies are redeemable every Thursday evening between 6 pm and 9 pm at the "Send a Chef" buffet hall on Mechanicsville Turnpike next to the Food Lion! For details call Coach Mike C @ 804-426=6058.

Holiday Deals are good through 17 December 2026

We Need Help!

So much work and so few people. We need Installers, service technicians, salespeople, canvassers, and chess players for all types of positions.

Some you've heard of, and some are unique to our mission! Our primary stipulation is that you need to be looking for a home not a stop. If you've been waiting for something better to come along, its here!

If you or anyone you know is EPA certified and looking for the ideal HVAC position, please get them in touch with us. **We will hire technical school graduates with no experience and train them!**

Salespeople with strong marketing and management skills. We need some old school non-computer marketing people. Canvassers, Kiosk, home show, surveyors, and data services people. We spend less on advertising but it all goes to customers and employees!

Chess is an integral part of our marketing campaign and community involvement! We need players that can play multiple people at once, tournament directors, and coaches. If you know how to play, we'll train.

<u>You bring the skills, we'll make them pay the bills!</u>

<u>Thanks,</u>

<u>Ole H.A.S.</u>

