

Invest in Comfort



Not Equipment

Your Guide to a New Home Comfort System



203 S. Water St. Owosso, MI. 48867

989-723-4220

www.maurerheating.com

comfort@maurerheating.com

Choosing a new home comfort system is the most important home improvement project you will make, but it is also a difficult one. Unlike aesthetic upgrades such as granite counter tops or hardwood flooring, the furnace or air conditioner you select has two costs associated with them; the initial up front cost and the operating cost which impacts your monthly utility bills.

You need to consider both costs along with that of future maintenance, how long you plan on living in your home, the different efficiency levels available, your return on investment and payback of the product, along the utility company's rate increases. Asking and answering those questions will help in determining which product will best meet your needs.

We want you to be happy with your decision on your investment AND with us, Maurer Heating & Cooling, so the more you know, the better you will feel about your investment.

With any major home improvement, it's a good idea to learn as much as you can. This is especially true of home comfort systems. Professional installation, set-up, and annual maintenance can result in longer equipment life, higher efficiencies, lower utility bills, and improved safety.

The contractor and equipment will impact your comfort level and monthly energy bills. The more you know about what you are buying and who you are buying from, the better decision you'll make.

Let's start by looking at your whole house energy usage. You're heating & cooling is the largest operating cost, so consider that when investing in a new system.

DON'T BREAK THE BANK! We want you to choose the best type of system that meets your needs, your wants, and of course your budget. If your furnace is 15 years old or older, any system will cut down on your utilities; however you need to answer one question regarding your purchase...

...Initial Investment OR Long Term Savings?

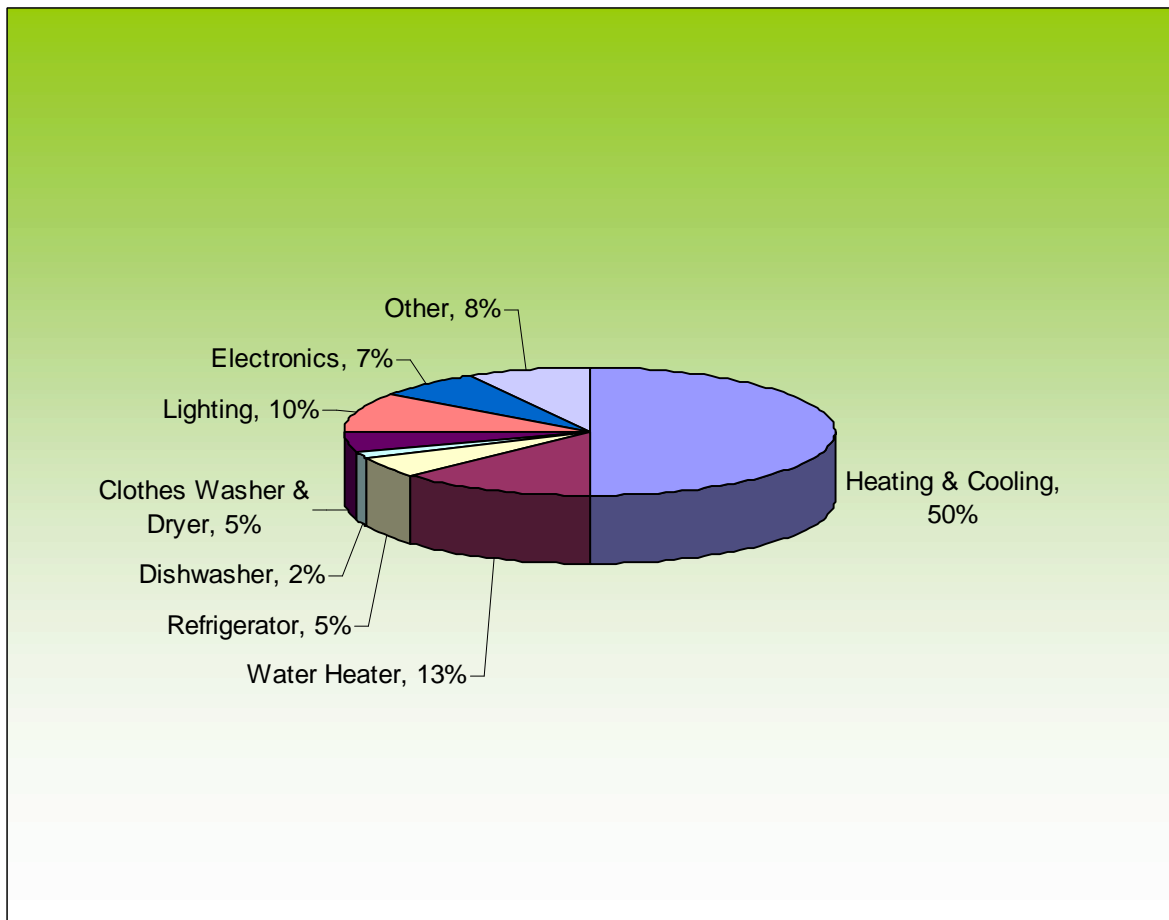




Can you Afford to Heat & Cool your Home with the rising Utility Rates?

The average Utility bill in our area is \$2200.00 per home...
And INCREASING EVERY YEAR!

Here is a look at how your bill is broken down:



A Quality Installation Is Key



When you purchase a new heating or cooling system, you expect the efficiencies that your contractor promised. Unfortunately, more than half of the new systems installed in the U.S. do not perform to their rated efficiencies as a result of improper installation. FACT - improper installation can reduce performance by as much as 30%. This not only affects your utility bills, but can lead to many comfort problems, including poor air distribution and lack of humidification or dehumidification.

Installing the right size equipment for the home is essential to get the best performance and comfort. Many homeowners believe that bigger is better when buying a new heating or cooling system. But in reality, a system that is too big or too small will not keep your home comfortable. Improper sizing can also lead to premature failure on your systems components and shorten the equipment life.

This is why we at Maurer Heating & Cooling ensure the highest quality standards to guarantee your comfort. By taking the time upfront and addressing your heating and cooling problems, we can with confidence install a properly sized home comfort system to meet your needs.

Again, we do not just replace your equipment with the same size you currently have until we have taken the proper steps in determining the proper size required.



10+ Questions To Ask Your Contractor Before You Say 'OK'

1. Are you a licensed HVAC contractor?
2. Are you a member of the local Chamber or Home Builders Association?
3. Do you provide emergency service 7 days a week, 365 days a year?
4. How long have you been handling your present line of products?
5. Do you offer preventative maintenance agreements?
6. What extended warranties do you offer? 5 year? 10 year?
7. How long have you been in business?
8. How many employees do you have?
9. Why should I do business with you as opposed to other HVAC dealers?
10. What financing terms do you offer? Do you accept Visa, MasterCard and Discover?
11. Will you provide me with a list of you customers in this area as references?
12. Why should I buy the _____ brand of furnaces or air conditioner?



**If your contractor can not answer yes to or provide answers to at least 10 of the above questions, you should consider selecting a different contractor.



6 Reasons why to Choose Us for your Next Home Comfort System



6 Point Protection Guarantee

#1 Exclusive Replacement Guarantee: We guarantee that the equipment installed will heat or cool your home to your satisfaction, or we'll replace it at no charge with something that does.

#2 No Surprises Guarantee: We guarantee that the price quoted is the price you pay, even if the job entails more work than we originally estimated.

#3 No Lemon Guarantee: We guarantee that if your furnace heat exchanger or your air conditioning compressor fails more than once, we'll replace the entire unit at no charge.

#4 No Hassles Guarantee: Maurer Heating & Cooling will cover everything for a period of one year after the installation date. All service parts & labor will be covered*.

#5 Property Protection Guarantee: All property such as lawns, shrubbery, carpeting, flooring, walls, etc is protected. Damaged property will be repaired or replaced.

#6 Workmanship Guarantee: All work performed will be done in a professional manner by qualified installers according to the specifications.

* See your MHC Representative for more details

CALL US TODAY 989-723-4220

