

THE “PERFECT STORM” IS HERE!

Would you like to receive up to \$4,000.00 or more, continue to save, be more comfortable and hedge against ever-increasing utility costs?

My name is Ted Goettl. My brother, Adam Goettl and I own and operate Goettl’s High Desert Mechanical, Inc. and have been honored to serve the people in this beautiful valley for over 20 years.

If your home is 20 years old, or younger, Goettl’s may have had the privilege to install the original heating and cooling system.

LET’S TALK SOME AIR CONDITIONING (A/C) HISTORY!

Before 1992 the minimum A/C efficiency could be as low as 4.00 **SEER*** (see last page). (That would be when it was new, years of use and neglect will make this even lower) 1992 – 2006 the minimum efficiency was 10.00 SEER. 2006 to present the minimum is 13.00 and may go up to 14.00 SEER in Jan 2013. Through research and development and applying new technologies, the modern A/C system can reach and exceed 20.00 SEER and deliver home comfort as never seen before. So the contrast between an **OLD**, or relatively new inefficient A/C system to a **MODERN** highly efficient A/C system could reduce your system’s operational costs by **80%**. **Modern systems also** provide comfort as never seen before, similar to replacing that old jalopy (we have all heard of Cash for Clunkers), with a new luxurious, safe and environmentally friendly car. Did I mention the new car gets **50mpg** not **10mpg** like that old jalopy did? Comparable to the gasoline prices creeping ever higher (we see this every day at the filling station) and with the **Cap and Trade Legislation**** moving through congress, what does this mean for us? Very high electric rates could soon be a reality.

“THE PERFECT STORM” ***

With a brief history lesson and some clarification on how a **MODERN A/C** system will benefit you, coupled with the recently approved **Government stimulus, APS/UES utility rebates, and manufacture incentives**, have created conditions for **“THE PERFECT STORM”**. These favorable conditions will benefit you, the **homeowner**, in the following ways: **increase your home comfort; save “huge” on utility costs; enjoy long-term peace of mind with 10 or 12 year Parts and Labor warranties; receive factory rebates of up to \$1,200; APS rebates of up to \$525; UES rebates of up to \$325; Federal Stimulus of up to \$1500; Goettl’s rebate of \$450!** Conditions and savings like this won’t last long!

And, because **Goettl's H.D.M. is an APS Qualified Contractor**, you will receive the APS rebate that you are entitled to as **ONLY APS Qualified Contractors** can provide this.

Did you know that every month you pay an additional surcharge under the heading "**Environmental Benefits Surcharge**" on your APS bill? As an APS customer you have been paying this surcharge for years. APS wants to **give back** to you in the form of a **rebate** some, all, or more of the money you have invested in this program by rewarding you (the customer) for installing high efficiency, energy-conscious equipment!

Keep in mind, Goettl's H.D.M. (through our **Service** and **Installation** departments) offers **expert** service and installations of all types of heating and cooling systems and accessories including whole house humidification and air filtration. **Become a Comfort Club Member today** (if you haven't already) it's one of our most popular programs!

For the last 20+ years my brother and I have built our business on two basic principles:

- (1) Provide our customers with the finest heating and air conditioning installations possible.
- (2) Provide our customers with the latest innovations in the industry, explained and installed by the best trained and most knowledgeable staff that can be assembled. Our Company & Technicians hold Certifications & Credentials in the following:

~APS CERTIFIED CONTRACTOR
~ACCREDITED MEMBER OF THE BETTER BUSINESS BUREAU
~AIR CONDITIONING CONTRACTORS OF AMERICA
~TRANE COMFORT SPECIALIST DEALER
~DAVE LENNOX PREMIER DEALER
~VERDE VALLEY'S #1 HEATING AND COOLING COMPANY 3 YEARS IN A ROW

As a valued customer of Goettl's H.D.M., it is our privilege, and we feel our responsibility, to inform **YOU** of the combined factors that have come together to create "**THE PERFECT STORM**"

CALL TODAY for a **FREE** in home consultation on how to capitalize on these fantastic incentives, or ask about becoming a **Comfort Club Member**, (It's one of our most popular programs). Don't wait these incentives won't last forever!

Your Friend in the Business

Ted Goettl, Owner

***SEER**, is an acronym standing for Seasonal Energy Efficiency Ratio. It was established by the Federal Government to describe how well an A/C or Heat-Pump uses energy.

For example; A 4.00 SEER A/C unit will produce 4BTUs of cooling for every watt used and a 20.00 SEER A/C unit will produce 20BTUs of cooling for every watt used.

****Cap and Trade Legislation**, is a Bill moving through congress that (if passed) will likely significantly increase energy costs to the consumer.

San Francisco Chronicle (Jan 17, 2008) then Senator Obama admitted the price of electricity would go up, way up. In his words:

“Under my plan of a cap-and-trade system, electric rates would necessarily skyrocket because I’m capping greenhouse gases--coal power plants, natural gas, you name it—whatever the plants were, whatever the industry was, they will have to retrofit their operations. That will cost money; they will pass that [cost] on to the consumer”.

*****”Perfect Storm”** is used to describe a confluence of events which result in something astounding. Considered on their own, each of the events is not terribly remarkable, but when the events are combined, the results can be formidable.

Here at Goettl’s H.D.M. we have never seen such a confluence of events, setting the stage for a wonderful opportunity for **YOU**, to own **THE BEST** heating and cooling system the industry has to offer at prices not likely to be seen again.