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Dear Friends,

It's been thirty years (June 1, 1981) since I started BENSON'S HEATING AND AIR CONDITIONING. When I first started my business, I knew how to fix air conditioners, heaters, ice machines and refrigeration equipment, but knew very little about operating a business. After years of experience, my role has increased to concentrating on customer service and keeping up with the changing technology to provide you the best service company in the Tallahassee area. With technology changing every day, I make sure my team has the skills they need by proper training, latest resources and equipment to install and service your unit while I concentrate on customer needs and a growing business.

Now my role has reversed. I depend on my team to do the installing and servicing while I concentrate on customer service. We are constantly receiving training in the latest equipment and service techniques and remain dedicated to keeping you scheduled, comfortable, serviced, and equipped. My primary role is to make sure you are completely satisfied

when you do business with BENSON'S and that you will always choose us for your comfort needs.

I now have three decades of memories and lessons learned that I enjoy looking back on. It is not uncommon for me to speak with customers who have been with me since I opened my doors. I probably should not expect to keep them all forever, but that is our goal at BENSON'S. By the end of this year, it is likely that we will reach 20,000 customers served during the life of our business. I am so proud of this company and the positive role we play in our community.

During this year we will update our website with old pictures, newsletters, proposals, ads, and brochures from then and now. We would love to hear from you if you have a story, photo, or invoice to share with me or the BENSON'S family. Much has changed from the early days

when it was just me and my little red truck. My proposals back then were verbal and

guaranteed with a handshake. We still guarantee our work but as a leader in technology, we now use iPad's to make informational presentations.

Our commitment to you remains to continue to offer the most advanced service, installation, and equipment the world has to offer. Your 100% satisfaction is guaranteed. Your confidence in referring us is what has kept us going strong over the past thirty years. We look forward to bringing you an even better BENSON'S during the next thirty!

Please take time to read our newsletter in its entirety by visiting our website www.bensonshvac.com. Here you can view past newsletters and other information to help you enhance your comfort in a cost effective manner.

Our goal at BENSON'S is to continue to be the best service company you ever use and the standard that you compare others to. Please help us maintain that status with your positive feedback and referrals for service, work, and installations.

Thank you for your continued support and business!



Benson

BENSON'S now an authorized Costco retailer

Our team of comfort advisors are committed to serving you with the concern, care, and respect you deserve and we have upgraded our technology to help them do just that.



C. Daniel Boyette
Director of Retail
Operations

Always on the leading edge in our use of technology, BENSON'S is now using iPads to reduce paper usage and as a tool to help educate our customers. When your comfort advisor visits with you, they now have the ability to show video testimonials, savings calculators, and proposals on their new iPads. This use of technology allows us to be a better steward of our environment by reducing our paper use all while enhancing our ability to



show you the best solutions to meet your needs.

I also wanted to take this opportunity to let you know that BENSON'S is now an **authorized** Costco retailer. If you have been thinking of replacing your heating and air conditioning system, and you are a Costco member, now is a great time to make an investment in your equipment. Costco customers



receive a \$1,000 Costco gift card when they purchase an approved Lennox home comfort system.

Plus, you'll save even more by taking advantage of tax credits. There are several tax credits available this year that apply to new purchases. Your comfort advisor can help you understand how to take advantage of tax credits to ensure you maximize your investment.

Introducing BENSON'S New Service Manager

I am pleased to serve in my new capacity as Service Manager here at BENSON'S. I have spent over a decade in the Heating and Air Conditioning industry, the last seven of those have been at BENSON'S.

Maintaining your heating and air system on a regular basis is key to keeping you comfortable in any season. On average, your heating and air system should last between 15 to 18 years if you have the system regularly serviced by a trained HVAC professional. Without the proper maintenance, the life of your equipment can be cut in half.



Athey Crawford
Service Manager

Your heating and air conditioning system is a significant monetary investment. To protect that investment, BENSON'S offers a **Commercial Safe Guard Program** for commercial businesses and **Residential Energy Savings Agreements** for personal homes. These programs offer the best "insurance" for your heating and cooling comfort. Below and on the following page, please review the various options that we offer that include flexible payment terms.

We are here to serve you and help you be proactive in taking care of your investments. If you have any questions, please contact me directly at 562-3132.

Energy Savings Agreement Plans



Mission Statement

To be *the best heating, ventilation, air conditioning company* who creates life long relationships with our customers and employees, by exhibiting excellent character with 100% customer satisfaction.

Silver Level

- Service with in 24 hours
- 15% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Diagnostic Charge is \$34⁹⁵
- **\$100 Off Healthy Home Check Up** (Originally \$350)

\$15⁴²/monthly • \$185⁰⁰/year
Second unit \$77⁰⁰/mo or \$95⁰⁰/year

Gold Level

- Same Day Service
- Lifetime T-Stat Warranty **\$50⁰⁰ value**
- 20% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Never a Diagnostic Charge
- Free Filter Program (1 filter per unit)
- **\$100 Off Healthy Home Check Up** (Originally \$350)

\$23⁷⁵/monthly • \$285⁰⁰/year
Second unit \$77⁰⁰/mo or \$95⁰⁰/year

Diamond Level

- Same Day Service
- Drier Vent Cleaning
- 30% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Surge Protector or CO² Detector
- Never a Diagnostic Charge
- Free Filter Program
- Lifetime T-Stat Warranty
- **Healthy Home Check Up**

\$40⁴²/monthly • \$485⁰⁰/year
Second unit \$22⁰⁰/mo or \$275⁰⁰/year

Platinum Level

- Duct Cleaning
- U.V. Light installed
- High Efficiency Filter
- Micron- Application-Treatment
- Same Day service • Never a Diagnostic Charge
- 30% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Surge Protector or CO² Detector
- Lifetime T-Stat Warranty
- \$250 Off of a Complete System
- **Healthy Home Check Up**

\$121⁰⁰/monthly • \$1450⁰⁰/year
Second unit \$50⁰⁰/mo or \$600⁰⁰/year

Platinum Level Maintenance

- Micron- Application-Treatment
- U.V. Replacement Lamp
- Lifetime T-Stat Warranty
- Same Day service
- 30% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Surge Protector or CO² Detector
- Never a Diagnostic Charge
- Free Filter Program
- \$250 Off of a Complete System

\$40⁴²/monthly • \$485⁰⁰/year
Second unit \$22⁰⁰/mo or \$275⁰⁰/year

BENSON'S COMMERCIAL SAFE GUARD HVAC MECHANICAL PROGRAM

Budget It and Forget About It!

Benson's Has Several Commercial Maintenance Agreements to Fit Your Needs.

Full Risk/ Platinum Level with Equipment replacement.

This plan is full coverage with an allotted amount of new equipment to be replaced. Budget it and forget about it.

- Smith Thompson and Shaw
- Figg Engineering
- BASF
- The Printing House

Full Risk/ Platinum Level. This is a full coverage plan for your HVAC equipment, your existing equipment can be covered with your budget in mind.

- Childrens Home Society
- Good Shepherd
- Tallahassee Diagnostic Imaging

Labor only/ Diamond Level. This is a full labor coverage plan, and minor parts are included.

- Christian Heritage
- Southeast Urological

Gold Level Plan. 6 visits a year, all filters included, condensate drain coverage, 20% discount on competitive flat rate pricing,

- Proctor Cars
- Live Oak Plaza
- Opus Broadcasting

Silver Level Plan. 4 visits a year, all filters included, condensate drain coverage, 15% discount

- Homes and Land
- Super Lube
- Holy Comforter
- Center Point Financial

**We Have Over 150 Satisfied Commercial
SAFE GUARD Plans Customers**

Call Athey Crawford, Service Manager **850-562-3132** (Your 24 Hour Service Hotline) • For More Information Visit www.BensonsHVAC.com



2011 Spring Promotion



Get CASH Back!

Up to a **\$1000 Rebate***
on Select Lennox Units.

*Rebate applies to certain individual units and is valid from March 1, 2011 – June 3, 2011.

PriceMatch GUARANTEE

If you have an estimate written by a licensed contractor that is less than BENSON'S for identical products and services, show us the estimate and we'll match that price, providing equivalent products and services.



We Love Our Community!

During these difficult economic times, many of our local charities are suffering as they continue to see their donations decrease. The sad truth is, this is the time we need these social service organizations the most. Yet, as the demand rises for their services, their budgets continue to be depleted.

At BENSON' we believe that our corporate social responsibility cannot be put on the back burner because the economy is suffering. We realize that this is the time when we all need to invest in our communities and help those around us who are in need. While we have had to cut back on some of our philanthropic efforts in the last year because of the challenges we too face with a weakened economy, we continue to believe in giving back and will continue to do so as long as we are a part of this community. Thank you for your loyalty and continued business because it has helped us support the following organization in 2010.

211 Big Bend
ABC North Florida Chapter
Advent Parish Day School
American Cancer Society
American Heart Association
American Lung Association
Apalachee Audubon Society
Big Bend Cares
Big Bend Community Orchestra
Big Bend Habitat for Humanity
Big Brothers Big Sisters
Boys Scouts of America
Brehan Institute
Buck Lake Elementary
Capital Area Healthy Start
Celebration Baptist Church
Child Advocates II
Children's Home Society
Chiles High School
Chrome Divas
Cornerstone Learning Community
Cystic Fibrosis
Del Archibal Scholarship Fund
Ducks Unlimited
Elder Care Services
FAMU Foundation
Florida High
Florida Sheriffs Association
Fort Braden Little League
Fort Braden Pop Warner Football
Friends of Wakulla Springs
FSU Boosters
GFWC Women's Club of Tallahassee
Girl Scouts
Godby High School
Goose Creek Wildlife
Havana Country Club
Holy Comforter Episcopal School
Jefferson Humane Society
John Paul Catholic School

Killearn Kiwanis Club
Leadership Tallahassee
Leon County Humane Society
Leon County School Foundation
Leon County Sheriffs Office
Leon High School
Maclay School
Magnolia School
Muscular Dystrophy Association
Meals on Wheels
Mothers of Preschoolers
Morningside Baptist Church
North Florida Christian School
Northwest Leon Little League
Northwoods Baptist Church
Pace Secondary School
Pyramid Inc.
Quincy Music Theater
Raa Middle School
Refuge House
Ronald McDonald House
Rotary Club of Wakulla County
Springtime Tallahassee
St. Peters Church
Swift Creek Middle School
Tall Timbers
Tallahassee Ballet
Tallahassee Community Chorus
Tallahassee Merchants Softball
Tallahassee Symphony Orchestra
The Artist Series
The Magnolia School
TMH Foundation
Trinity United Methodist Church
United Way of the Big Bend
Wesley Foundation
Works of Mercy
Young Actors Theatre
Young Life
Youth with A Mission



*"Very pleased with
our technician and
very pleased with
Benson's. We will
recommend
Benson's to others."*

— Shirley and Carl Mahler

Win a Free Dinner for Two from BENSON'S

When you return your BENSON'S customer response card, you not only help keep us informed about the quality of our service and how we can improve – you can also win a free dinner.

We believe so strongly in the importance of customer feedback, that every card we receive is entered into a drawing to win a dinner for two valued at \$100. The cards provide us with invaluable information on how we can tweak our customer service to ensure that every need is being met.

So when you get your card in the mail, please send it in, and you will be automatically entered. Thanks again, and good luck!

Congratulations to Our Most Recent Winner:

Shirley and Carl Mahler

A Look Back at Thirty Years



As a tenth grade high school student, working part-time in the air-conditioning business, **Benson Green** realized then that he wanted a career in the industry. He decided as a teenager, that rather than attend college, he would spend those years learning the heating and air conditioning trade and that's exactly what he did, working for several different heating and air

customers the way that he wants to be treated. Believing in this philosophy is such an important company character quality that it is an attribute **Green** looks for when hiring new employees. **Green** also holds that success follows an emphasis on quality. He believes these factors are the foundation of his growing business and are the reason why most of his customers who

Personally, he recently moved into a smaller, greener, residential home within the city limits that takes full advantage of the most up-to-date, eco-friendly equipment available.

Corporately, **BENSON'S** has participated in a Greehhouse Gas Offset Program where two inch long-leaf pine trees are planted at a local forest preserve. The company offers the most technologically advanced, environmentally friendly



conditioning companies during his late teens and early twenties to learn the skills he would need to eventually open his own company. In 1981, ready to strike off on his own, **Green** borrowed \$800 from a family friend and **BENSON'S** was open for business.

The guiding principal that he held to starting out as a small company in the early 1980s, is still the foundation for his business today. Specifically, **Green** has always sought to treat

believed in him back in the early 1980s are still a part of his loyal customer base today. He has always held a 100% customer satisfaction guarantee backing up his corporate philosophies.

A Commitment to Living Green

Green believes in being a good steward of the environment and does everything he can to minimize **BENSON'S** carbon footprint.

equipment available to its customers. And, recently, **BENSON'S** has stopped using a paper estimate/proposal system and equipped each comfort advisor with brand new iPads to eliminate the use of unnecessary paper during the estimating process.

Help us reminisce during this special anniversary year. Do you have a **BENSON'S** story or memorabilia you would be willing to share? Send us an email bensons@bensonshvac.com.



*Good for a
Onetime Use
\$30 OFF**
for **BENSON'S** Goods
or Services

*Valid Through 12/31/11. Not Valid with any Other Benson's Discount or Offer. Cannot be Used Toward Residential ESA Agreements

Thank you for 30 great years. We're looking forward to many more!



5402 Tower Road
Tallahassee, Florida 32303



Phone: **850-562-3132**
Toll Free: **800-201-4317**
Fax: **850-562-6546**

*Send us your email address if you
would like to receive our
special offers throughout the year:*
bensons@bensonshvac.com



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Conditioning Company



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www.BensonshVAC.com

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Permit No. 801

In the Kitchen: *Spanakopita (Greek Spinach Pastries)*

Benson's Rick Koilas is proud of his Greek heritage and shares his mother Gloria's recipe for the traditional Greek pastry known as Spanakopita.

This easy to make, nutritious snack can be served as an appetizer or along with a side dish as a full meal. It also freezes well for those who choose to bake half now and then freeze the rest for baking at a later date.

INGREDIENTS:

FILLING

- 2 chopped onions
- 1 stick of butter or margarine
- 2 packages frozen chopped spinach, cooked and drained well
- 1 lb. small curd cottage cheese
- 4 oz. crumbled feta cheese
- 4 oz. grated Parmesan or Romano cheese
- 3 eggs
- 1 teaspoon dill weed
- salt and pepper to taste

PASTRY

- 1 lb. Phyllo dough
- 1 lb. sweet butter
- Melted butter



DIRECTIONS:

Preheat oven to 400 degrees. Sauté chopped onions in 1 stick of butter or margarine. Add spinach, cottage cheese, feta cheese, parmesan or romano cheese, eggs, and dill. Mix well and add salt and pepper to taste. Set aside.

Cut Phyllo into 1 1/2-2" strips, working with one section at a time. Keep rest covered with wax paper and a damp cloth to prevent drying. Brush each strip with melted butter. Place 1 teaspoon of spinach mixture at the end of each strip and fold in triangles like a flag.

Place on cookie sheet and brush tops with melted butter. Bake for approximately 15-20 minutes, or until brown.