

Hot Times . . . Cool News

Spring / Summer 2012

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Hello Friends,

Welcome to another early and beautiful springtime in Tallahassee. I enjoy spring more than any other season. The season brings beauty and warmth after autumn and winter. Oddly, this year we did not seem to have a typical North Florida winter (*it seems to be one of the warmest I remember*) and business was very slow for us at BENSON'S. Our industry is largely weather driven and coupled with the challenging local economy we were forced with the difficult decision to cut back on labor and reduce our expenses wherever possible. These times have been unprecedented and in our thirty-one years in business we have not had to make such tough sacrifices.

We realize that our customers are facing hard times as well, and are cutting back and waiting for signs of recovery so that they can return to a normal lifestyle again. This year I am making a commitment to you to add more value to all of BENSON'S services and installations. In addition, we will be affordable to everyone who chooses to do business with us. The partnership we have with our customers is important. As a local business, staffed with local folks like you, we are all dependent on

each other to make it through this challenging economy. I want to make sure we are **always and forever your first and final choice for all your heating and air conditioning needs.** Our entire staff strives to perform to the best of their ability to

WIN
\$200

See Page 2 for Details

earn your business year after year. The BENSON'S team is dedicated to serve you and our goal is for each customer to be **100% satisfied.** Every BENSON'S team member is empowered to do whatever is necessary to provide you with affordable service and realistic solutions to solve your home comfort needs. That is our promise to you.

Please take the time to read this entire newsletter for all of its educational and money saving tips. We appreciate you passing it on to someone else who would benefit

from our services.

Remember, our customer referral program is an easy way for you to tell your family, friends, fellow church members, and business associates about us. We will reward you with cash in return for those referrals - you can "bank" on it! Over \$5,560 was paid out to our customers in 2011 alone.

It is an honor and privilege to be the provider of your heating and air conditioning needs. Thanks to you we still give a percentage of all sales back to our community. BENSON'S has served you for over three decades and we look forward to serving you tomorrow and in the future days to come.

Have a great year,

Benson

**Scan This
Code on Your
Smart Phone!**

You will need to download a QR Code
Reader from your Smart Phone's
AppStore or Market Place



Keep Cool for Less in 2012

Just the other day, I ran into one of our customers and he mentioned that BENSON'S had installed a new system in his home in 1999. That really got me thinking about how much our industry has changed over the last decade. It was a great opportunity for me to tell him how much has happened in the heating and air conditioning industry since 1999. With his older unit, he is missing out on technological advances that could save him



C. Daniel Boyette
Director of Retail
Operations

a significant amount of money on his heating and air conditioning bills.

Our industry has seen major increases in efficiency. 21 SEER (*Seasonal Energy Efficiency Ratio*) systems are now the norm. The higher the SEER, the more efficient the unit allowing greater energy savings.

The world is also successfully transitioning to environmentally friendly refrigerants. Freon (*R-22 Refrigerant*) is now double the cost per pound when compared to the environmentally-friendly refrigerant R-410-A.

Another significant development is the variable-capacity system which is like having two systems in one. With two-stage indoor and outdoor equipment, humidity is removed quickly enhancing the comfort level in a home.

Old style mercury thermostats are now obsolete. New digital, programmable, touch-screen thermostats allow system programming with four separate schedules per 24 hour period. Plus during a homeowner's absence, it is easy to adjust programming with a simple touch of a button to ensure maximum efficiency. It is now possible to control new Honeywell Prestige thermostats from a smart phone or tablet.

There are still many local and manufacturer rebates available. Now is the time to buy!

We would appreciate an opportunity to tell you about the latest energy-efficient comfort system that we can install in your home. Just give me a call by dialing (850) 562-3132.

- Daniel

Win **\$200**
a... **CREDIT**

Complete and return for a chance to win \$200 off your next service and repair visit.

All entries must be received by May 1, 2012.
Mail to Benson's Heating and Air Conditioning,
5402 Tower Road, Tallahassee, Florida 32301.

Please contact me about:

- | | |
|---|---|
| <input type="checkbox"/> Heating or Cooling Maintenance | <input type="checkbox"/> Improving indoor air quality |
| <input type="checkbox"/> Lowering my utility bill | <input type="checkbox"/> Upgrading heating or cooling equipment |

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Limit 1 entry per person. No purchase necessary. Winner will be selected at random within 30 days of entry deadline. Must be 18 or older to enter. Entries voided if incomplete or illegible. Company employees and family member are ineligible. Odds depend on number of entries received. All taxes are responsibility of winner.

LENNOX

American Standard

HEATING & AIR CONDITIONING

2012 SPRING PROMOTION

10 Year Parts and 5 Year Labor Warranty

For purchases March 26 - June 15 2012
with 6 month SAC Financing

LENNOX 2012 Spring Promotion

March 26 - June 15, 2012

Up-to \$1,000 REBATE

with 6 month SAC Financing



Get Connected to Comfort

Just as an insurance policy provides protection on your home and vehicle, an Energy Savings Agreement (ESA) provides invaluable protection on the investment made in your heating and air conditioning equipment. Regular maintenance can improve efficiency, prevent costly breakdowns, prolong the life of equipment, and ensure that your system is at peak operating condition. Our ESA plan is listed below – please take a look and decide which is right for you or contact our office for assistance in selecting a plan.



Athey Crawford
Service Manager

Our industry has grown and changed significantly over time as technologies and the needs of consumers have evolved. At BENSON'S we embrace technology and believe each technological advance enhances the comfort of our customers, often reducing costs at the same time.

This is an exciting time for those of us who work in the Heating and Air Conditioning field. We need to make sure we do a good job educating our customers about what is

available to help lower costs and make life easier. Heating, ventilation, and air conditioning systems have come a long way! For example, BENSON'S can install Honeywell's Prestige Comfort System that uses exclusive RedLINK™ technology. This is a full-suite of wireless-enabled comfort systems that gives you access to monitor and manage your heating and cooling system from anywhere at any time through your computer, smart phone or tablet device. It is easy to monitor your settings, customize your system, and set up alerts for service reminders or to let you know if your system is not performing properly. We would appreciate an opportunity to discuss how this system could help you control your comfort and costs. Give me a call at (850)562-3132 to learn more.



- Athey

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 within 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 \$7⁷²/mo or \$95⁰⁰/year

Gold Level

- Service within 24 hours
- 20% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Never a Diagnostic Charge
- Media Filter Program (1 filter per unit)
- **\$100 Off Healthy Home Check Up** (Originally \$350)

\$23⁷⁵/monthly • \$285⁰⁰/year
Second unit \$7⁷²/mo or \$95⁰⁰/year

Diamond Level

- Same Day Service
- 30% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Never a Diagnostic Charge
- PureAir or AccuClean
- Lifetime T-Stat Warranty
- **\$100 Off Healthy Home Check Up** (Originally \$350)

\$32⁰⁸/monthly • \$485⁰⁰/year
Second unit \$14⁴⁰/mo or \$175⁰⁰/year

Platinum Level

- Same Day Service
- **HiComfort Kit**
- High Efficiency Filter
- Never a Diagnostic Charge
- 30% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- \$250 Off of a Complete System
- **\$100 Off Healthy Home Check Up** (Originally \$350)

\$65⁴²/monthly • \$785⁰⁰/year
Second unit \$25⁰⁰/mo or \$300⁰⁰/year

Vision Statement

Support Our Community, Build Strong Relationships, Be the Leader in the *Heating, Ventilation, Air Conditioning Industry*, Performing the Highest Standards to Secure a Profitable, Active and Respected Company.

(850) 562-3132
BENSONSHVAC.COM

Commercial Projects

Astoria Park Elementary J Kinson Cook
Call Collins House Allstate Construction
Capital Cascade Trail Pinnacle Construction
City of Tallahassee Concrete Service
Credit Union 24 Lawson & Lawson
FAMU Equipment Shed Sperry & Associated
FAMU Switchgear Vault Pellicano Construction
FAMU Teaching Pool Concrete Services
First American Title Lang Mechanical

First District Court of Appeal Brooks Air System
Gator Processing & Distribution ... Bass Construction Company
ICE Hernandez Construction
Lake Jackson Branch Library Ram Construction
FSU Parking & Transportation Florida State University
Pinckney Hills Plantation Childers Construction Company
RAA School Lang Mechanical
Sealey Elementary Phase 2 ... Premier Commercial Construction
W.T. Moore Elementary LLT Building Corporation

Living Green

The "World" of Thermostats is Changing our Comfort, Pocketbook & Environment

Rising energy prices and falling technology costs have made it much more affordable for consumers to have more control over their heating and air conditioning costs. New "Smart" home devices make it easy to check in with your home throughout the day to change temperatures, check humidity levels, or detect problems.

According to the U.S. Federal Energy Star Program's website, "heating and cooling costs consume about 50 percent of household energy use." Since thermostats control temperature, they are very significant components of an owner's heating and air conditioning system. If properly used, Energy Star contends that, "programmable thermostats can cut 20 percent off a family's heating and cooling bill. Or, on average, about \$180 a year.

As consumers become more dependent on "smart" technology like smart phones, and tablet devices, their interest in managing their affairs electronically continues to increase. As we become more in tune to the energy and humidity levels in our homes as well as any system problems that occur through our smart devices, we become much more efficient



Honeywell

energy consumers. In turn, smart thermostat users will have a very positive environmental impact on the energy grid in their community. A smarter electrical grid will help to manage the growing demand for energy and improve the reliability and efficiency of the utility infrastructure. It will also allow for the broader integration into the grid of renewable energy sources, such as wind and solar, and for customers to better control costs and be energy efficient.

Connect to Your Home at Any Time from Any Where

BENSON's offers the Honeywell Prestige 2.0 Thermostat and RedLINK™ technology which is a total connect comfort system. It allows remote access to heating and cooling systems for setting changes, temperature adjustments, and indoor humidity measurements. With an outdoor air sensor, you can even view the outdoor temperature and humidity. Control and monitor the comfort in side your home, lower your energy costs, all while being a good steward of the environment. That's something to feel great about!

It's Best NOT to Neglect Minor Maintenance Issues

When a homeowner neglects, delays, and skips minor home maintenance repairs, minor problems become major crises usually at the worst possible time and at the greatest expense because help comes at a higher cost due to the desperation and emotion involved during a breakdown. To avoid this pain and costly repairs, make the investment when small issues are discovered. Here are five important maintenance issues NOT to neglect:

1. Routine HVAC Inspections: Just as annual doctor and dental visits are necessary for preventative health measures, a heating and cooling system must be maintained by a professional on a regular basis to prevent malfunctions. Leaks, blockages, particle buildups are all common issues that are easy and inexpensive to fix. If unattended, they contribute to utility bill spikes, poor air circulation, inhalation discomfort and they can tax the system causing a larger, much more expensive breakdown later. A regular maintenance schedule is at the heart of BENSON's ESA plans. They extend the life of the comfort system by detecting problems while they are minor.

2. Chimney inspection: Make sure your chimney has a cap or rain water can enter the chimney, damage the liner and damper, and even saturate mortar joints -- causing mold and the need for an expensive new chimney liner.

3. Vacuum carpeting often: Excess soil will bind to your carpet and dull the texture, shortening the life of the carpet. It is best to vacuum as often as possible, especially if you have children or pets.

4. Power washing decks, driveways, and sidewalks: Power washing gets rid of stains, algae, mold, mildew and moss. Florida's humidity encourages algae, mold, and moss growth especially during the rainy season. Power washing is the best way to keep walkways clean and safe.

5. Dryer vent cleaning: Make sure that dryer vents are cleaned regularly. Lint buildup can cause clothes to dry inefficiently and even cause a fire. If your dryer is not on an exterior wall, it's likely that the vent leading outside is clogged up. This will make the dryer operate more efficiently, saving money and time as clothes will dry quicker.



"Benson's service was extremely prompt. The technician was very courteous, knowledgeable and thorough in servicing my unit."

– Linda Finley

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.

When you receive your card, please send it in, and you will be automatically entered. Thanks again, and good luck!

Congratulations to Our Most Recent Winner:

Linda Finley



Every Year, Tallahassee Residents Vote on Tallahassee's "BEST" Businesses in the Annual Tally Awards Event.

Thank you again Tallahassee for bestowing on us the honor of **Best Air Conditioning Provider**. We are humbled and grateful.

The Tallahassee area is not just a place where we do business; it is our home too. As a small, locally owned business, we have planted deep roots in our community—roots that are more than three

decades old. We are committed to community involvement to improve the quality of life for everyone in this area, where we live. At **BENSON'S** we understand that our company is only as healthy as our customers are, and we are all a part of and depend on the communities we serve. While times have been tough for us, the needs among our

local non-profit agencies have been greater than ever and we are proud that we've been able to support the following organizations in 2011. **BENSON'S** is committed to the stewardship of social responsibility; it is the right thing to do and a good investment in the future of Tallahassee and the surrounding area.

211 Big Bend
Advent Parish Day School
Alzheimer's Project
American Cancer Society
American Red Cross
AMI Kids
Big Bend Cares
Big Bend Community Orchestra
Big Bend Habitat for Humanity
Big Bend Homeless Coalition
Big Bend Hospice
Big Brothers and Big Sisters
Boy Scouts of America
Brehon Institute
Brian Bowman Benefit
Buck Lake Elem. School-Bash and Dash
Capital Area Healthy Start
Capital City Youth Services
Celebrate Seniors
Cheer Co
Child Advocates II
Children's Home Society
Chiles High Athletic
Chiles High Boosters
Chiles Project Graduation
Coastal Conservation Association
Cornerstone Learning Community
Cystic Fibrosis Foundation
Deerlake Middle School
Del Archibald Memorial Golf Tournament
Elder Care Services

Fellowship for Christian Athletes
Florida High Athletic Boosters
Florida Sheriff's Association
Foundation for Leon County Schools
Friends of Wakulla Springs
FSU Foundation
GFWC Women's Club
Girl Scouts of America
Godby High School Boosters
Good News Outreach
Goose Creek Wildlife Refuge
Havana Country Club Charity
Holiday Angels
Holy Comforter Episcopal School
Houston Taff Scholarship Golf Tournament
Japan's Relief Fund
John Paul II Catholic High School
Junior League of Tallahassee
Kase Powell Fund
Killearn Kiwanis Club
Leadership Tallahassee
Leon High School Football
Leon High MCJROTC
Leon County Charmettes Chapter
Leon County Human Society
Lincoln High School Football
Maclay Genesis Dance
Maclay School Football Boosters
March of Dimes
Market Place Leaders Charities
Morningside Baptist Church

Muscular Dystrophy Association
National Day of Prayer
North Florida Christian School-Harvest Feast
North Florida Parkinson Awareness Group
Northwoods Baptist Church-Celebrate America
Operation Homefront
Pas de Vie Ballet
Pyramid School of Fine Arts
RAA Middle School
Refuge Lodge Golf Tournament
Rock the Dock Fishing Tournament
Ronald McDonald House
School of Arts & Sciences
Seminole Booster Charities
Springtime Tallahassee
Swift Creek Middle School
Tallahassee Babe Ruth
Tallahassee Ballet Company
Tallahassee Civic Chorale
Tallahassee Memorial Healthcare Foundation
Tallahassee Merchants 12U Softball
Tallahassee Symphony Orchestra
Tallahassee Tall Timbers
Teen Challenge International
United Way of the Big Bend
Wesley Foundation
WFSU
Young Life of Tallahassee



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bensons@bensonshvac.com



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CREATIVE COOKING

Meme's Corn Spoon Bread

Recipe by: Judy Green

- 2 eggs slightly beaten
- 1 - 16 ounce can cream style corn
- 1 - 8 ounce package corn muffin mix
- 1 cup sour cream
- 1 stick butter
- 1 cup grated cheddar cheese

Preheat oven to 350 degrees. Combine eggs, muffin mix, corn, sour cream, and butter. Spread in 11 x 7 3/4 baking dish. Bake at 350 degrees for 35 minutes. Remove from oven and sprinkle cheese on top. Bake for an additional 10 minutes or until knife inserted comes out clean. Enjoy!

