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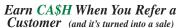
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write this letter on a hot and humid Tallahassee summer day. It is difficult to force myself to anticipate the upcoming cool, crisp weather when we are still in the 'dog days' of summer, but I know that it is necessary because seasons do change and planning ahead saves us all time and money. As difficult as it is to believe that soon these long, hot end-of-summer days will turn into shorter, more pleasant autumn days and cool nights, I force myself to get in a fall frame of mind in order to ensure that you receive our special deals and rebates with plenty of time to take advantage of them.

Just as I have anticipated in advance what needs the next season will bring, it is now your turn to look ahead to winter and place that call for an appointment to have your system checked before it grabs too much energy or fails on a cold night. For those of you with gas or oil fuel systems, it is a priority to have your flues and combustion systems checked for deadly carbon monoxide.

I also want to point out Benson's FREE money in your pocket referral program. Take advantage of this program and earn up to \$150 per each new customer that you refer. Please check out our other money savings offers and start earning and saving today. Give us a call 850.562.3132.

Have a great fall!





NO CHARGE 10-Year Parts and 5-Year Labor WARRANTY

Until October 31, 2012



September 10 – November 30, 2012



- Ms. Brooks

FREE F100 Whole-House Air Cleaner

Get a FREE High Efficiency HoneywellFilter (\$250 value) with ANY duct cleaning from September 1, - November 30, 2012.



Honeywell's F100 is up to fourteen times more effective than a standard one-inch filter. It traps and filters airborne particles and contaminants passing through your duct system insuring that cleaner air is distributed through all the rooms in your home. The F100 filter captures up to 96% of the contaminants circulating in your home, allowing you to maintain high airflow so that your system functions at full efficiency.