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Expanding Our Footprint All the Way to the Coast

Dear Friends,

On the day I am writing this, it is late August and Tallahassee is experiencing a cool morning with a high to be in the mid 80's. An early fall is forecasted with no hurricanes. Even *The Farmer's Almanac* is predicting a cold winter. Really? This is Tallahassee, our weather is predictable year after year, except for rain amounts, which are always a mystery. Are you ready for fall and then winter? Is your home ready? What about your heating system?

BENSON'S stands ready to serve whatever and where ever your needs may be. We now cover a two hour travel radius with a service representative located in Panama City who helps us cover all coastal areas south of Tallahassee.

Help us spread the word about BENSON'S and earn free cash with our referral plan. We have some customers

who have received hundreds of dollars for multiple referrals. Our referral incentive is the gift that keeps on giving because everyone involved, including BENSON'S, wins.

Thank you to each and every person who voted for BENSON'S in *Tallahassee Magazine's* Best of

Tallahassee annual program again. It is of the highest honor to be selected as the best heating and air conditioning service provider.

We work every day to provide the best products and services. And, we give back to this community we call home. Thank you for letting us serve you year after year and for enabling BENSON'S to share our blessings with everyone who makes Tallahassee the best place to live, work, and play.

Benson



Please . . .

Vote for Us! **CCYS TALLY AWARDS**

BEST AIR CONDITIONING PROVIDER

Voting for the TallyAwards has begun. Visit TheTallyAwards.com now thru November 30 to cast your vote

It's Time for Your Fall Check-Up

Exciting things are happening at BENSON'S including the expansion of our footprint all the way to the Gulf Coast. We now have a branch office in Panama City headed up by Nate Scarborough. This allows us to provide affordable and customized HVAC systems and solutions to customers within a larger radius.

With current rebates and tax credits available, now is a great time to buy a new heating and air conditioning system. We are also currently offering a 10% off special for any new duct installation. Contact us for a free in-home estimate on the cost

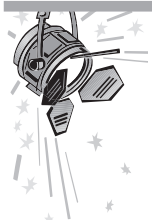


C. Daniel Boyette
Director of Retail
Operations

of installing new air ducts or repairing existing ducts. Our air duct experts can design and install a complete, efficient air duct system.

Please give us a call for your fall system check-up. Regularly scheduled maintenance of your heating and cooling system will prolong your system's life, maximize its efficiency, and save you time and money in the long run. If you don't have one yet, consider a Home Energy Savings Agreement (ESA) for peace of mind. No matter the make or model of your heating and cooling system, your BENSON'S comfort consultant will alert you to any problems and correct them before it's too late.

- Daniel



Employee Spotlight

Nate Scarborough – *Team Leader/Service Technician* – Panama City Branch

Nate has worked in the HVAC field for over 16 years having spent some of that time as a contractor in Iraq where he worked in extreme weather conditions on a variety of equipment which gave him invaluable experience that helps him every day in his current position. Nate travels daily between Tallahassee and Panama City to solve problems and recommend solutions to meet his customers' needs. Nate has a five-month-old baby, is active in his Panama City Beach church, and loves to watch Seminole games with his family and friends. In his free time, he loves to spend time with his son, enjoy the beach, and all water sports. Nate believes "Life Is Good! But with Benson's it's Better!"



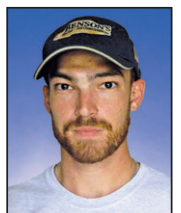
Jessie Exline – *Maintenance Technician*

Originally from South Florida Jessie has lived in Tallahassee for 15 years. She works "in the field" all day maintaining air conditioning and heating equipment with a focus on cleaning and testing systems. Jessie believes the best part of her job is meeting customers and providing education about their systems. She also enjoys the opportunity to be a 'pioneer' as a female maintenance technician in this industry. Jessie is very active in her local church working with small children, and she participates in a non-profit organization that brings awareness to pregnancy/infant loss. Jessie and her husband have two dogs and just recently purchased their first home. In her spare time she enjoys following the Ohio Buckeyes.



Nick Sutton – *Service Technician*

A native Tallahasseean, Nick has worked in a service provider industry for a decade. At Benson's, Nick spends all day "in the field" meeting with customers to install, maintain, and repair heating and air conditioning systems. Nick feels that the best part of his job is meeting new people every day and helping them. Nick's hobbies are fishing, hunting, and watching sports.



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
- *Pay and Schedule Securely Online*

\$15⁴²/monthly • \$185⁰⁰/year
Second unit \$7⁹²/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)
- *Pay and Schedule Securely Online*

\$23⁷⁵/monthly • \$285⁰⁰/year
Second unit \$7⁹²/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
- *Pay and Schedule Securely Online*

\$40⁴²/monthly • \$485⁰⁰/year
Second unit \$14⁵⁸/mo or \$175⁰⁰/year



The Benson's Plan

- Same Day Service
- Two Tune-Ups a Year
- Never a Diagnostic Charge
- Life-Time Thermostat
- Free-Filter Program
- Complete System Coverage
- Never a Repair Bill
- *Pay and Schedule Securely Online*

ONLY AVAILABLE ON BENSON SYSTEMS INSTALLED AFTER 01/01/2003
SYSTEM MUST HAVE A 10 YEAR PARTS AND LABOR MANUFACTURER'S EXTENDED WARRANTY
WEATHER RELATED FAILURES AND DAMAGE NOT COVERED

\$23⁷⁵/monthly • \$285⁰⁰/year
Second unit \$7⁹²/mo or \$95⁰⁰/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

* Free Gold level ESA with Honeywell F-100 filter with any duct cleaning.

REBATES

ACT NOW While Federal and City Rebates are Available
\$300 Federal Tax Credits End December 31, 2013.

Take advantage of combined rebates for qualified City of Tallahassee Customers **\$1,000 to \$1,700** between October 1 – December 31, 2013.

Bensons Unit: \$350 – Rebate from City of Tallahassee Heat Pump or Air Conditioner Rebate

\$350-\$700 – Rebate from City of Tallahassee / Natural Gas Furnace Rebate

\$350 – Bensons Instant Rebate

\$300– Federal Tax Credit



Have Your Ducts Inspected

Duct Repair or Replacement Will Save You Money and Enhance Your Comfort

Heating, ventilation, and air conditioning equipment distributes air throughout a house by an important system known as “duct work.” Ducts are typically located in the attic, under the house, or hidden behind the sheetrock walls. This vital system intricately woven throughout the home delivers the air into each room. The duct system acts as the “lungs” of a home. “Return” ducts bring room temperature air into the system and “supply” ducts deliver cool or warm air into each room. When this system is properly designed, air distribution is even and a uniform temperature is maintained. Any break, tear, kink or leak in the ductwork robs your system of money, comfort, and healthy indoor air.

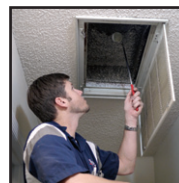
Leaking ducts can cause energy bills to rise and system capacities to be reduced. Leaking ducts are also a source of unbalanced temperatures throughout a house. Return-air duct leakage can cause dirty coils, thus reducing capacity. Return-duct leakage is also blamed for increased humidity levels in a house and allows contaminants to enter. It is also blamed for return duct leakage in a house and allows contaminants to enter the air stream of a living space.

The objectives of good duct work design are comfort, proper air distribution, efficient cooling and heating, and an economical duct installation. Having new ductwork installed to replace old inefficient ducting can do as much or more to benefit your home as having insulation blown in or new windows installed. It is equally important that new ducts be

installed properly for the correct airflow and correct system performance.

If you are considering having a new system installed, consider also having the old ductwork replaced. After all, why have a super, high efficiency system installed without replacing old ductwork from 1982? Similarly, if you have the engine rebuilt in your favorite car, you certainly wouldn't reuse the old oil pump, would you? Probably not. The results would definitely be inefficient and could be disastrous.

Most homes built prior to the early 1990s have inefficient ductwork. We see the most inefficient ductwork in homes built prior to the 1970s primarily because in those days, energy was cheap. Most older homes have enough air leaking out of their old ducts to feed a full sized bedroom. That's money leaking into the attic or under a crawl space. Home improvement television shows often emphasize caulking windows, doors, and electrical outlets but rarely mention duct sealing or replacement. Yet, the air conditioning and heating system is the largest energy user in a home making up about 65% of our utilities. Call **BENSON'S** today to schedule a thorough duct inspection.



**Any Duct Replacement
up to \$400**



**10%
Off**

Give This Coupon To Your Service Tech To Qualify. Expires Dec. 31, 2013

We Love to Give Back!

At Benson's, we believe that we have a corporate responsibility to give back to the communities that we serve.

During the last year, it was an honor for Benson's to be able to help the organizations listed below through monetary donations or volunteering our time. We are so grateful for the role that each of these organizations serve in our community to help others.

Allegro "Heritage Oaks Celebrates Seniors"

American Cancer Society

American Heart Association

Big Bend 211

Big Bend Cares-Holiday Angels

Big Bend Community Orchestra

Big Bend Hospice

Big Brothers Big Sisters

Big Dog Rescue

Boy Scouts of America

Brehon Family Services

Buck Lake Elementary School

Capital Area Healthy Start

Capital City Youth Services

Cards for A Cure

Center for Biblical Studies

Child Advocates II

Children's Home Society

Chiles High School Baseball Boosters

Chiles High School Football Boosters

Chiles High School Project Graduation

Christian Heritage Church

Chrome Divas Breast Cancer Poker Run

Cornerstone Learning Community

Cystic Fibrosis Foundation

Del Archibald Memorial Golf Tournament

Elder Care Services

FAMU Baseball Foundation

Fellowship of Christian Athletes

Florida A&M Foundation

Florida High Baseball Boosters

Florida Sheriffs Association

Florida Trust for Historic Preservation

Foundation for Leon County Schools

Friends of Maclay Gardens

Friends of Sam Stone

Friends of Wakulla Springs State Park

GFWC Woman's Club of Tallahassee

Gilchrist Elementary School

Godby High School Baseball Boosters

Godby High School Football Boosters

Goodwood Museum and Gardens

Goosecreek Wildlife Sanctuary

Gulf Specimen Marine Lab

Habitat for Humanity

Holy Comforter Episcopal School

Hope House Mission

Killearn Kiwanis Charities Foundation

Lady Cat Softball

Leon Advocacy & Resource Center

Leon County Humane Society

Leon High School Baseball Boosters

Leon High School Marching Redcoats

Leon High School Football Boosters

Levy Park Allstars

Maclay School Genesis Dance Team

Messer Park Junior Major League

Montford Middle School

Morningside Baptist Church-Student

Ministries Summer Camps

National Day of Prayer

North Florida Christian School Football

Boosters

Northwoods Baptist Church-July 4th

Celebration

Panacea Waterfront Florida Partnership

Parkinson Foundation

Paul Davis Restoration Golf Tournament to

benefit the American Red Cross

Pyramid Players

Randy Roberts Foundation

Refuge House

Relay for Life

Second Harvest of the Big Bend

Springtime Tallahassee

Tall Timbers

Tallahassee Civic Chorale

Tallahassee Symphony Orchestra

The Tallahassee Ballet

TMH Foundation

United Way of the Big Bend

Wakulla County Seniors-Christmas in July

Wakulla High School NJROTC

Warriors & Quiet Waters Foundation

Wesley Foundation

Young Life of Tallahassee



"One of the things I find lacking from most so-called service companies these days is good service; however, the service I have received from Benson's personnel has been exemplary by every measure and I am very happy to have Benson's as my go-to company for heating and A/C needs."

-- Marvin Beard

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!



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Tallahassee, Florida 32303



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Fax: (850)562-6546

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Conditioning Company



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Permit No. 801

CREATIVE COOKING

Mississippi Mud Cake

*A Favorite Sweet Treat from Benson Green's
Childhood.*

Cake Ingredients:

2 cups sugar	1/4 teaspoon salt
1 cup shortening	3 teaspoons vanilla extract
4 large eggs, slightly beaten	1 cup chopped nuts
1 1/2 cups all-purpose flour	1/2 of 10 oz package of mini marshmallows
1/3 cup cocoa powder	

Directions

Preheat oven to 300 degrees. Grease and flour oblong pan. Cream sugar and shortening. Add eggs one at a time, beating by hand. Sift flour, cocoa and salt into a separate bowl. Gradually add, mix well and then add vanilla and nuts. Pour into prepared pan. Bake for 35 minutes. Remove from oven and pour marshmallows over top and return to oven for 10 minutes and bake at 350 degrees. Remove from oven, cool cake for one hour.



Icing ingredients:

1 (16 ounce) package powdered sugar	1/4 cup milk
1/3 cup cocoa	1 teaspoon vanilla extract
2 sticks of butter	1 cup chopped nuts

Directions:

Sift sugar and cocoa together. Mix with melted butter. Add milk, vanilla, and nuts. Spread on cake.

Enjoy with a cold glass of milk! This cake freezes well.