

Hot Times . . . Cool News

Spring / Summer 2014

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We Work Hard to Give You Our Best

Welcome to one of the best seasons of the year – spring in Tallahassee and all the beauty and fun it brings. After a colder-than-normal winter, signs of an early spring are a welcome relief. Pleasant weather and blooming flowers gives us all a renewed “pep in our step.” As we ponder summer vacation plans, home improvement projects, and garden plantings, it seems this is the time of year we have comfort enhancements in mind.

At BENSON'S we are now in our 34th year serving loyal customers like you. I believe we offer the very best service in our industry. We are profoundly thankful that you have once again voted us as the **Best Heating and Air Conditioning Service Provider** in both the **Best of Tallahassee Awards** and the **Tally Awards**. We are humbled by the confidence you have placed in us and strive every day to exceed your expectations.

I am happy to report some changes in

the company to enhance our products and services. We have hired several new key personnel who bring valuable experience and fresh new ideas to the table. Additionally, we have made some major

investments in new equipment and updated some of our internal and external procedures to ensure we continue to offer state-of-the-art products and deliver the

quality service that sets us apart from our competition.

Thank you for taking the time to read our newsletter. Please pass it on and refer your family and friends to our website for the latest developments within the BENSON'S family.

BENSON'S strives to provide the best service and products in our community. If we do not demonstrate this at every opportunity, please let me know. Our top priority is to give you our *very best* at every point of contact in our relationship with you.

Benson

**WE'RE
HIRING!**

Visit
www.BensonsHVAC.com
and Complete Application



Additional Brand Offerings, Same Great Service

It is an exciting time here at BENSON'S. In addition to offering American Standard and Lennox brands, we are now proud to be Tallahassee's exclusive dealer of Daikin products. Daikin is one of the world's leading manufacturers of commercial and residential air conditioning systems including mini-split units. Every Daikin air conditioner features energy-efficient and dependable performance for worry-free comfort. These systems are designed to provide years of reliable cooling comfort, even in the hottest, most tropical southern climates. We offer the 16-seer to 18-seer two-speed Daikin system that



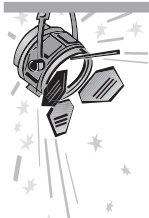
C. Daniel Boyette
Director of Retail
Operations

comes with a twelve year parts and labor warranty. And, we still offer the Benson's 13-seer to

16-seer single speed unit that comes with a 10 year parts and labor warranty. At BENSON'S we work hard to make sure we offer you the best service, and best quality brand products. Daikin is currently running a fantastic promotion. From now until April 30, 2014 new units come with rebates of up to \$1,000 or special financing offer. Give us a call today to schedule time with one of our comfort consultants who will help you pick the best unit for your needs.



- Daniel



Employee Spotlight

Cortny Gruver – New Business Associate

A native Tallahasseean, Cortny Gruver grew up among many heating and air conditioning professionals because her grandparents owned Locke's Heating and Air, one of our area's reputable heating and air companies that served Tallahassee for 44 years. As a teenager, Cortny worked for her grandparents in the office, answering customer calls and setting up service visits. She gradually took on additional responsibilities including many of the office accounting and customer service duties. While majoring in Political Science at Florida State University, Cortny realized how much she loved working in the heating and air conditioning industry and decided she would like to pursue a career in it. When her grandparents decided to retire, and Locke's merged with BENSON'S, Cortny was ready to take on the challenge of helping to grow BENSON'S by educating the community about all that BENSON'S has to offer. As a New Business Associate, Cortny is out in our community every day helping her customers determine the best solution to improve their air quality while lowering expenses.



In her free time, Cortny leads a very healthy and active lifestyle and enjoys hiking, kayaking, swimming, and spending time with her family and friends. Cortny is grateful to be a part of the BENSON'S family and values the way that the entire team is genuinely valued and appreciated. Cortny is available and eager to talk with you about any of your commercial needs. You can reach her by email CGruver@bensonshvac.com or phone 850.562.3132.

BENSON'S Current Commercial Service Contract Customers:

Bannerman Crossing
BASF
Centre Point Financial
Chi Omega
Children's Home Society
Dale Earnhardt GMC
Fairpoint Communication
Florida Association of Colleges
Florida Health Care Association

Four Oaks Community Church
Holy Comforter
Kappa Delta Sorority
Killearn Country Club
Legacy Toyota
Plaza Tower
Proctor Acura
Smith Thompson & Shaw
Summit East

Super Lube
Tall Timbers Research
Tallahassee Dodge, Chrysler, Jeep, Ram
Tallahassee Ford
Tallahassee Land Management
The Tennyson
Westminster Oaks

New Energy Savings Agreement Feature

Energy Savings Agreements (ESAs) offer the best way to protect your Heating and Air Conditioning investment. Regularly scheduled maintenance of your heating and cooling system will prolong your system's life, maximize efficiency, and save time and money in the long run. We have now enhanced our ESA plans to give you even more of an incentive to sign up for one. In the event you decide to invest in a new heating and air conditioning system, we now offer a discount off your new system that is equal to the value of the ESA that you purchased. For example, if you purchased a Silver Level ESA



Athey Crawford
Service Manager

at \$185 last month and next month decided to replace your equipment, **BENSON'S** will discount your new system by \$185. This is just another way **BENSON'S** gives our loyal customers added value for your relationship. Please take a minute to review our ESA plans listed below and give me a call so I can help you determine which is best for you.



- 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
- \$185⁰⁰ Off New Complete System
- *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)
- \$285⁰⁰ Off New Complete System
- *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 Thermostat Warranty
- \$485⁰⁰ Off New Complete System
- *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
- \$285⁰⁰ Off New Complete System
- *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

Act Now and Save Up to \$1,000*

Daikin is currently offering up to \$1,000 rebates or **12 month no payment** and **no interest financing** options for certain **high efficiency systems**.

Call **850-562-3132**

to set up an appointment with a Comfort Consultant to take advantage of this incredible deal!

* Offer ends April 30, 2014



Indoor Comfort *It's a Choice You Live with Every Day*



The Benson's System Comes with the Following Protection and Benefits

- 12 month No Interest Financing / Minimum Payment REQUIRED
- Benson's Care Extended Warranty Plan, 10-Year Parts and Labor
-  Wi-Fi Thermostat
- Benson's Level Energy Savings Agreement
- Lifetime Compressor Warranty
- Annual Filter Program
- 2 Year 24-Hour Up-and-Running Guarantee
- Meets or Exceeds City of Tallahassee Loan and Rebate Program



Do You Have an Equipment Replacement Plan?



Benson's Offers a Great Program to Protect Your Commercial HVAC Investment.

Commercial HVAC failures are more than an inconvenience; they can threaten your business operations, especially in extreme climates such as Tallahassee, where the hot, humid summers can be stifling without fully functioning air-conditioning. Lower your operating, repair, and replacement costs and improve the indoor air quality and thermal comfort for your employees and customers. Budget for our **Commercial**

Safe Guard HVAC Mechanical Program. We offer several commercial maintenance agreements to fit your needs. Over 150 satisfied customers are currently benefiting from our Safe Guard program. Sign up today to put your mind at ease and ensure minimal operation in your business operations due to HVAC issues. Contact Service Manager **Athey Crawford** for more information by calling (850)562-3132.

5 Eco-Friendly Energy Tips to Save Money

With warm weather already here and summer fast approaching, consider these energy saving tips to help ensure you are a being a good steward of the environment and your pocketbook.

1. Consider replacing an old-fashioned manual thermostat with an automatic one that can be programmed to appropriately cool your home during the times that you are there.
2. During the day when the sun is at its hottest, pull your window treatments closed to block out warm sunrays. Your interior spaces will feel cooler and your air conditioner won't work as hard.
3. Set your lawn irrigation system to water in early morning when less water is evaporated by the hot sun.
4. Have your air conditioning unit serviced and filters changed to ensure your system is working properly and to its maximum potential.
5. Schedule a free energy audit with the city of Tallahassee. A representative will visit your home and provide you with valuable tips for saving energy.



There are many ways to save energy, making the summer more enjoyable for all. Make the effort to reduce your energy consumption. It will save you money, enhance your comfort, and make an impact on the environment we all share.



Benson's is pleased that as of March 1, 2014, 453 customers have rated us with 5 out of 5 stars. Visit bensonshvac.com/service-area/ to view up to date customer testimonials.

Win a Free Dinner for Two from BENSON'S

Return your customer response card, or visit our website and enter comments about your experience doing business with us and you might win a free dinner.

We believe strongly in seeking out customer feedback. Every response card we receive, and comments posted on our website are automatically entered into a drawing for a \$100 gift card.

Thank you for taking the time to let us know what you think of us!

Our current Customer Appreciation Award Winner is **Evan Cato**.



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Tallahassee, Florida 32303



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Toll Free: (800)201-4317
Fax: (850)562-6546

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Creative Cooking

*Cortny Gruver shares a delicious recipe that
requires getting your hands messy but she
assures it is well worth it!*

Cortny's Chicken Rolls

Ingredients:

1 lb. boneless skinless chicken breast	3 cups Italian style bread crumbs
8 oz. package of cream cheese	Package of 8 count crescent rolls
1 family sized can of cream of chicken soup	1 teaspoon garlic salt with parsley
2 eggs	1 teaspoon pepper
3/4 cup of milk	4 cups of cooked white rice

Directions

Preheat oven to 365 degrees.

Boil chicken until fully cooked. After chicken has cooled
shred meat and place in large bowl. Add cream cheese, garlic,
salt, and pepper. Combine ingredients using hands until
everything is evenly mixed.

Shape mixture into 8 even balls and set aside. Lightly spray
non-stick cooking spray on a plate for the crescent rolls.



Flatten each crescent rolls by pressing down. Place chicken
mixture on top of each flattened crescent roll and roll dough
around each ball making sure to cover completely.

In small bowl whisk the eggs and set aside. Place Italian
bread crumbs in medium size bowl. Next, dip each roll first
into the egg mixture and then dip in bowl with bread crumbs
making sure to cover completely. Place on baking sheet and
bake in over for 30-40 minutes or until golden brown.

While chicken rolls are baking, mix cream of chicken soup,
milk, and a dash of salt and pepper. Warm on low heat
stirring continuously until heated through.

When chicken rolls are done, remove from oven, and cool for
about five minutes. Place on serving dish over rice spooning
soup mixture over rolls.