

Hot Times . . . Cool News

Spring 2016

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## Hello Friends,

As I write this newsletter in February, it appears that we will have a warmer than normal winter with an early spring. The groundhog has seen his shadow and utility bills for the last four months have been well below those from the winter of 2014-2015. Could this mean an early, hot summer? I believe it does and that we are in for another scorcher.

In order to prepare for the upcoming hot season, now is the best time to take advantage of all the energy-saving, supercool programs and equipment BENSON'S has to offer. BENSON'S has changed, modified, and added more items to our menu for 2016 than ever before. This newsletter and our website are the right places for you to learn about and incorporate cost-efficient techniques that will help you live a more comfortable, healthier life while saving money on utilities.

Our family of co-workers is the best, and we appreciate all the positive feedback from you about what a great job we do. Our customers benefit because our policy here at BENSON'S is to hire for character and train for skills. And you, our loyal BENSON'S customers, can help us grow. If you

know of someone who would fit our style of service, let us know. After completing our comprehensive and company-paid training program, he or she will be prepared to exceed the expectations of someone just like you. It does not take long before our newest hire

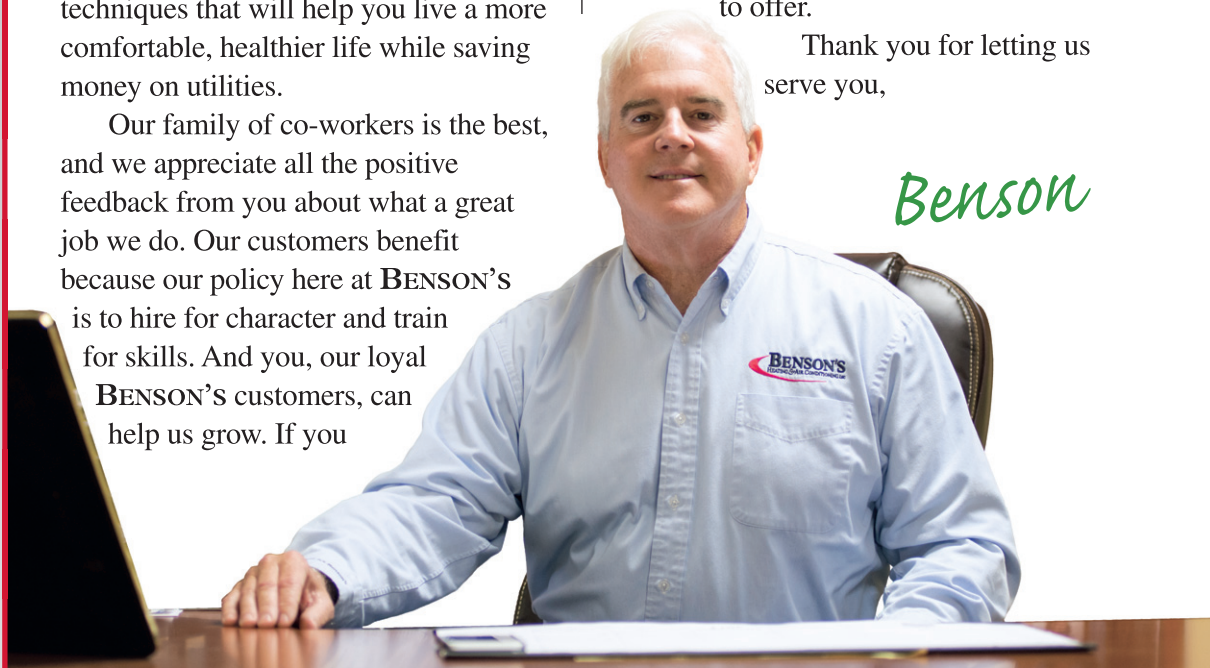
is contributing to the productivity and customer satisfaction that BENSON'S is known for. Please pass this along to anyone and everyone who may be able to help make BENSON'S

greater, stronger, and able to better serve our community.

As always, I enjoy all the feedback on this great company and appreciate the conversation and friendship while out and about. I hope you will have a wonderful spring and enjoy all the beauty and activities that Tallahassee has to offer.

Thank you for letting us serve you,

*Benson*



# BENSON's Brand Equipment Now Better Than Ever

Our own BENSON'S brand of heat pumps and air conditioners has a sleek new look and an upgraded warranty that provides more consumer protection than ever. All new BENSON's brand equipment installed after March 1, 2016, will be covered by a **lifetime unit replacement warranty!** Please call and ask us for all the exciting details on this new warranty.



C. Daniel Boyette  
Director of Retail  
Operations

In addition to a great warranty, BENSON's brand air conditioning equipment features the industry's very latest variable-speed inverter technology. Inverter technology works with your unit's compressor the way a dimmer switch works with a light bulb. With an inverter compressor, the power and speed levels are adjusted automatically to use the least amount of energy required to

maintain the temperature you have selected on your thermostat. When more power or speed is needed, the inverter technology increases the compressor's performance. After the correct temperature is achieved, the inverter technology automatically calculates the lowest amount of energy required to maintain your indoor comfort. The result is lower utility bills compared to single-speed compressors, and more constant indoor comfort because the compressor is not operating at full capacity every time it is activated.

Inverter compressor technology allows BENSON's brand units to provide up to a 24.5 seasonal energy efficiency ratio (SEER). Shop around and you will find that this performance is unparalleled.

*— Daniel*

## Announcing BENSON's Unit is Now

# Amana<sup>®</sup>

Heating & Air Conditioning

## Up To \$1,000 Instant Rebate on Amana Equipment!

March 1, 2016 through May 31, 2016

Consumer invoice must be dated on or before May 31, 2016

ASZ/ASX 16 SEER Single Speed

**\$350 REBATE**

16 and 18 SEER-2 Stage Systems

**\$750 REBATE**

20 SEER Inverter Systems

**\$1000 REBATE**

### New BENSON Warranties are

- 10 year Parts
- 10 Year Labor
- Lifetime Unit Replacement
- Lifetime Compressor



\*Complete warranty details available at [www.amana.com](http://www.amana.com). To receive the Lifetime Warranty, online registration must be completed within 60 days of installation. Online registration is not required in California or Quebec.

## Building Control is Simple with the WattMaster Auto-Zone 2

If you're a contractor or building owner looking for a simple alternative to a complex and costly building automation system, ask us about the WattMaster Auto-Zone 2.

The WattMaster Auto-Zone 2 is a digital control system that's designed to work on any brand of HVAC equipment that has a thermostat connection – which is pretty much every brand of HVAC equipment. The Auto-Zone 2 is compatible with many system applications. All functionality of the controls is factory installed, so configuration of your systems is simple. All devices are low-voltage, 24 VAC.



Athey Crawford  
Service Manager

The Prism 2 software that drives the Auto-Zone 2 controls is Windows® based and features full on-site or remote functionality and monitoring capability. The Prism 2 software allows for monitoring such as dirty filter/lack of air flow, clogged drain line, and other features which may allow for emergency shutdown or alert notification. The software also offers 365-day, 24-hour scheduling with two on/off events per day, 14 holiday events, auto daylight savings time changeover, and alarm and trend logging. All WattMaster products are made in the USA.

Call us today to find out if the WattMaster Auto-Zone 2 is the right solution for your building control needs.

– Athey

## BENSON'S Current Commercial Projects

Altha K-8 School ..... Allstate Southland Joint Venture  
Blaze Pizza..... Intertech Construction  
City Church, The Move ..... Culpepper Construction  
City Water Well # 32..... CSI Contracting Inc.  
Coca- Cola Bottling Co. United..... Fitts And Goodwin  
Dale Earnhart Jr. Buick Cadillac ..... Vannoy Construction  
Deerlake Middle School ..... Advon Construction  
Florida Senate Chamber Renovation.... Allstate Construction  
Fred George Greenways Park ..... Ram Construction  
FSU Gunter Building Demo ..... Ajax Construction  
FSU MRI Suite at COM.... Mad Dog Design & Construction  
Hawks Rise Elementary School ..... Rippee Construction

Hello Bestie ..... Southland Contracting Inc.  
Montford Middle School ..... PSBI Contracting  
Roberts Elementary School Reno..... Lang Mechanical  
Ruediger Elementary School ..... Sperry & Associates  
Senior Center Renovation..... Bass Construction  
Southeastern Plastic Surgery Addition.. Childers Construction  
Spear It Food & Spirits..... Oliver Sperry Renovation  
Tallahassee Ford ..... Oliver Sperry Renovation  
The Hermitage Center Chillers C/O ..... Owner  
TMH 4B South Nuclear Medicine ..... Childers Construction  
TMH Employee Health..... Mad Dog Design & Construction  
Wesley Foundation ..... Southland Contracting

## Up To \$1,000 Instant Rebate on Benson's System

April 1, 2016 through June 30, 2016



April 15, 2016 through May 30, 2016 get up to

**\$1,200 Instant Rebate**  
with purchase of qualifying Daikin home comfort system.





# Have You Ever Wondered . . .

## How Does Your Air Conditioner Work?

Tallahassee is a great place to live, and the quality of life here in Florida is greatly enhanced by our amazing friend air conditioning. Air conditioning has become one of those modern miracles that many people simply take for granted. But haven't you ever walked into your nice cool house on a hot day and wondered just how your air conditioner works?

The simplest way to explain it is to remember that although we humans can make heat (for example, through fire or friction), we can't "make" cold. So we do the next best thing: we move heat. In this case, your air conditioner works by moving heat from one place (inside your house) to another place (outside your house). It does this in a closed system that consists of five major components:

- a coil inside your house (the evaporator coil)
- a coil outside your house (the condenser coil)
- a compressor
- a special valve called an expansion valve
- a remarkable substance called refrigerant that can change states, from a liquid to a gas and back again, over and over.

### Ready? Here's How it All Works . . .

Your system is fully charged with refrigerant. At any given time, some of that refrigerant will be in the evaporator coil that's inside your home. The refrigerant enters this coil as a cool, low-pressure liquid. A fan blows the hot air from inside your house over this coil. The coil heats up, heating up the refrigerant inside of it. As the refrigerant gets hotter and hotter, it changes from a liquid to a gas – in a way, it "boils," the way water boils into steam. But this is a controlled boiling contained totally within the system. The refrigerant, having

picked up the heat from inside your house, exits the evaporator coil as a hot gas.

The refrigerant gas then moves to the compressor, which "squeezes" it and changes it from a low-pressure hot gas into a high-pressure hot gas.

From there it's on to the condenser coil. This is the coil that's mounted outside your house. A fan blows over this coil that contains hot, high-pressure gas refrigerant that has just arrived from the compressor. This cools the refrigerant, thus transferring the heat from the refrigerant to the outside air. Thanks to the refrigerant, the heat from inside your house has been moved to outside your house. Good riddance! But we're not done yet.

As mentioned at the start, this is a closed system, so now it's time to close the loop. Having transferred the heat to the great outdoors, the now-cool refrigerant exits the condenser coil as a high-pressure liquid. On its journey through the system it has changed from a cool liquid, into a hot gas, back into a cool liquid – taking your home's heat with it. The final step is to pass through the expansion valve, a relatively simple but critical component that changes the cool, high-pressure liquid refrigerant that came out of the condenser coil back into a cool, low-pressure liquid that's ready to re-enter the evaporator coil and begin the cycle all over again.

In a system that's properly maintained by **BENSON'S** highly trained field service personnel, this cycle can repeat tens of thousands of times over the course of many years. So now that you know how your system works – and now that you are prepared to be the most interesting person in the room at your next cocktail party – call **BENSON'S** and sign up for our worry-free monthly billing maintenance plan to keep your system running its best all summer long. Your hard-working, shape-shifting refrigerant will thank you!



*"Responded to my service call quickly. My mom lives with me and she is in her late 80s so I appreciate your timely response. Plus, your staff was so friendly and helpful. They don't just do repairs, they educate me on what is needed and why. You ROCK!"*

### Win a Free Dinner for Two from BENSON'S

**R**eturn 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!

### Congratulations to Our Most Recent Winner:

**Judy Micale**

# Make Your Life Easier and Save 10% with Our Monthly Billing Maintenance Plan

Some of you have already received renewal notices for expiring maintenance agreements, and have no doubt noticed the offer to save 10% by signing up for a monthly billing maintenance plan. You may have asked yourself, "Why would I save money by spreading payments out, rather than paying the whole year in full at once?"

The answer is quite simple: When you enroll in monthly billing, we save money on mailing renewals and calling to schedule renewals and visits – and we pass those cost savings on to you.



**Brandi Costa**  
Customer Service  
Manager

With this new program you receive worry-free, continuous coverage. Your agreement automatically renews each year, and we preschedule your visits and remind you when they're due.

We all have very busy lives, and time is at a premium most days. With monthly billing you are always covered without having to add one more thing to your "to-do" list.

Please give us a call today so we can answer any questions you may have and get your continuous, worry-free coverage started.

– Brandi

## Energy Savings Agreement Plans



### Monthly Billing

Save  
**10%**

### Silver Level

- Service within 24 hours
- 15% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Diagnostic Charge is \$34<sup>95</sup>
- \$185<sup>00</sup> Off New Complete System
- *Pay and Schedule Securely Online*

**\$13<sup>38</sup>/monthly • \$185<sup>00</sup>/year**

Second unit \$7<sup>13</sup>/mo or \$95<sup>00</sup>/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)
- \$285<sup>00</sup> Off New Complete System
- *Pay and Schedule Securely Online*

**\$21<sup>38</sup>/monthly • \$285<sup>00</sup>/year**

Second unit \$7<sup>13</sup>/mo or \$95<sup>00</sup>/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
- \$485<sup>00</sup> Off New Complete System
- *Pay and Schedule Securely Online*

**\$36<sup>38</sup>/monthly • \$485<sup>00</sup>/year**

Second unit \$13<sup>13</sup>/mo or \$175<sup>00</sup>/year



### The Benson's Plan

- Same Day Service
- Two Tune-Ups a Year
- Never a Diagnostic Charge
- Life-Time Thermostat
- Free-Filter Program
- New UV Light Included
- Complete System Coverage
- Never a Repair Bill
- \$285<sup>00</sup> Off New Complete System
- *Pay and Schedule Securely Online*

**\$21<sup>28</sup>/monthly • \$285<sup>00</sup>/year**

Second unit \$7<sup>13</sup>/mo or \$95<sup>00</sup>/year

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

**Silver Level Savings \$18.50**

**Gold Level Savings \$28.50**

**Benson's Level Savings \$28.50**

**Diamond Level Savings \$48.50**

**850-562-3132**

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## Chicken Roll-Ups Delight

*In this newsletter, estimator Bo Mixer shares his  
wife's tasty recipe for Roll-Ups Delight!*

### Ingredients:

2 Medium Chickens	3 Cans Creamed Chicken Soup
3 Cans Crescent Dinner Rolls	½ Cup Water, or more if needed
4 C Cheddar Cheese, Grated	

### Directions

Cook cheese and soup together. Make sure it is melted all the way; add water if too thick. Boil chicken until done. Let cool off and dice into small pieces. Spread dinner rolls as if using for dinner rolls. Place chicken on rolls and roll meat up in rolls. Put a layer of soup and



cheese mixture on bottom of large baking dish. Place chicken roll-up on mixture. Pour remaining mixture on top. Bake at 350° until golden brown. Turn rolls over and brown other side. Serve with salad.