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Hello Friends,

It's still early in the year, but it already feels like late spring here in Northern Florida. A mild (or maybe non-existent) winter has BENSON'S preparing for an early, hot and long summer. And that's great, because it gives us more than enough time to train our team on all the new high-efficiency systems we service and install, as well as our new customer-friendly operating system from Service Titan.

We hope you were able to visit our booth at the Home Show to see all our latest and greatest products and receive some outstanding discounts. If you were unable to do so, you are still in luck! I am pleased to announce that BENSON'S still has a few exceptional offers from Amana and Daikin to apply with your next purchase. These offers are on a limited-time basis, so call today and ask how these great deals can benefit you.

We're also excited to announce that BENSON'S is back in the black Labrador business. It has been more than four years since Zeus passed away, and it was time to expand the four-legged BENSON'S family. Zeus was

quite the celebrity who made his way into some of our TV ads. Today we would like to introduce our customers to our newest addition, Prissy. Prissy is

our fun-loving, nipping, full-of-energy puppy. As she matures and trains, I am sure she will make it in the big leagues, just like Zeus!

I hope everyone has a wonderful spring, and I encourage you to enjoy the information presented in this newsletter. We



hope you find it interesting and educational and choose to share it with your friends and family.

Thank you for your business and friendship,

Benson



Benson's is 35!

Thank You for Trusting Us With Your Business

It's hard to believe, but in June we will be starting our 36th year in business! What a great milestone. And although we're celebrating, we know we have 35+ more years of service to look forward to. That means each day we're going to do our best to provide you with the outstanding people, products and service you've come to expect from BENSON'S.



C. Daniel Boyette
Director of Retail
Operations

For our 35th year, we have launched a new fresh look on our website. It's more consumer-friendly and features a "How To" video on the new Wi-Fi thermostat that is included with our BENSON'S brand systems. The video shows the simple steps for setting the thermostat to vacation mode, programming it from a desktop computer and much more. BENSON'S also was featured in Designing Spaces, so if you missed this episode of the popular Lifetime TV home design and remodeling show, you can find it on our video page.

We also have a new scheduling page. Yes, you now can request service from our website! This new technology is real-time and live, so now you have another way to schedule your HVAC service, purchase an Energy Savings Agreement (ESA) or just ask a question. For more information, see the article in this newsletter by Brandi Costa, our customer service manager.

What better way to celebrate our 35th year than with a great deal on one of our own BENSON'S brand comfort systems? BENSON'S systems are customers' favorites because they include all the perks: a 10-year parts and labor warranty, 12-months-same-as-cash financing, a Wi-

Fi thermostat and the BENSON'S complete-coverage ESA. Please check out our spring rebates below, and as always, contact me with any questions.

And THANK YOU — we would not be celebrating 35 years in business without you!

— Daniel



AMANA / BENSON'S

HEATING & AIR CONDITIONING INC.
Better Because It's Benson's

REBATES

Heating & Air Conditioning
Amana

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

Through March 31, 2017

Consumer invoice must be dated on or before March 31, 2017

ASZ/ASX 16 SEER - Single Speed

\$350 Instant REBATE

ASZC/ASXC/AVZC 16 and 18
SEER-2 Stage & Inverter Systems

\$750 Instant REBATE

AVZC/AVXC 20 SEER
Inverter Systems

\$1000 Instant REBATE



New **BENSON** Warranties are:

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



*Complete warranty details available at 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.

Maintenance of HVAC Equipment in Commercial Buildings Vital for Workers, Structures

Indoor climate control within a commercial business is necessary not only for employee comfort and productivity, but also to maintain the interior structural integrity of the building.

Maintaining the proper temperature and humidity levels within a commercial structure is key for interior climate control. That is why maintenance of the air conditioning and heating systems is so important. Without good maintenance of the HVAC equipment,



Athey Crawford
Service Manager

premature mechanical failure can occur, and the risk is increased for catastrophic and costly breakdowns that may have the system inoperable for days.

BENSON'S offers an array of maintenance plans to choose from that not only will benefit the occupants of the commercial structure by maintaining comfort, but also will help to keep costly, unforeseen repairs to a minimum. Please call us today to allow us to present to you the best options to suit your HVAC maintenance and comfort needs.

— Athey

Meet the Newest Member of Our Service Team: Service Titan

Service Titan is a new, innovative software system that we launched in June 2016. It has been a tremendous benefit to us here at BENSON'S and I hope to you, our customers.

It has enabled us to better communicate with you, enabling us to send e-mail reminders of scheduled maintenance appointments; notices of when a technician is on his way to your home, along with biographic information and a photo so you know whom to expect; and copies of invoices and estimates for future work. It also has allowed us to process payments directly from the mobile app.

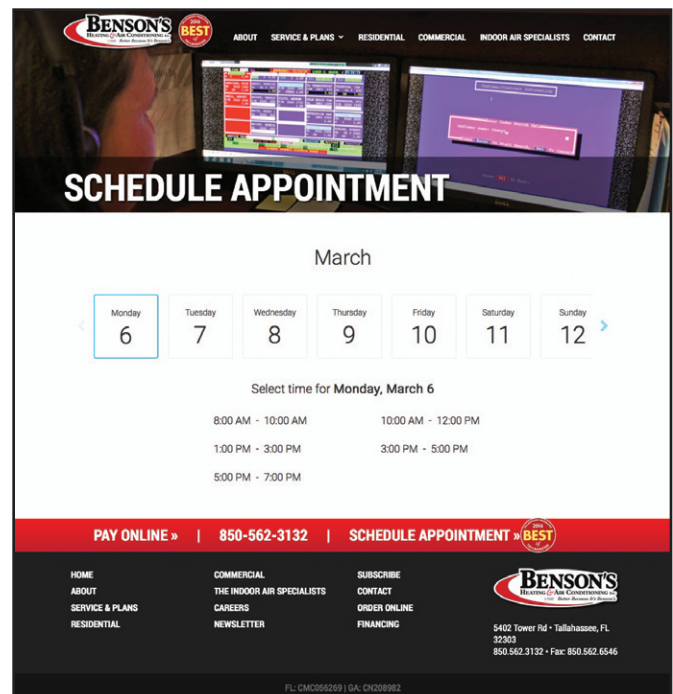
We also will be launching online scheduling through our website. This feature will help you schedule appointments for service calls if your system is not working, request an estimate on a new system and book your next maintenance appointment.

Here at BENSON'S, we are always looking for ways to serve you better and to provide the best and most convenient service that we can. Please let us know how we're doing, and thank you for your continued business and commitment to us.

— Brandi



Brandi Costa
Customer Service Manager



The Refrigerant Times are a Changin' as the R-22 Phaseout Continues

We have talked in the past about R-22 refrigerant, and wanted to mention that with the arrival of a new year comes another drop in its supply. The Environmental Protection Agency (EPA) began phasing out the use of R-22 in 2014, and as the graphic shows, by January 1, 2020, no new or imported R-22 will be allowed in the United States.

The phaseout of R-22 has several impacts on Benson's customers. Here are some things you should know:

- Older systems that currently use R-22 can remain in service for their natural life spans. That may seem like good news, but industry estimates put the life of a typical air conditioning unit at about 15 years. Since R-410A started replacing R-22 in 2001, it's easy to see that even the newest R-22 systems will need to be replaced very soon.
- R-22 is still available, and diminishing supplies of it will be available beyond 2020. That's because when contractors like Benson's replace an old R-22 system, they collect the refrigerant and send it to reclamation facilities. These facilities restore the refrigerant to industry purity standards. However, even with this reclaimed refrigerant in the pipeline, the demand for R-22 will far exceed the supply. That means the price of R-22 has increased dramatically since 2014 and will only continue to go up.
- The days of "topping off" a leaking system are over. It is simply too expensive a practice given the rising cost of R-22. In addition, it's bad for the environment

because if a system needs to be "topped off" that means it's leaking – and the newly added refrigerant will eventually

leak out. In fact, the EPA mandates that systems leaking at or above a certain rate must be repaired or replaced.

What this all means is that you can keep using an R-22 system as long as it operates leak-free.

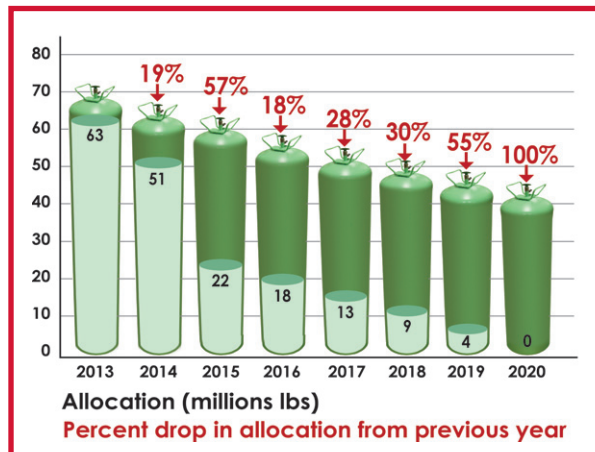
However, in reality it is often much better for customers to make the investment in a new R-410A system.

As we mentioned, even the newest R-22 systems are reaching the end of their life spans. Paying to fix an old system may buy you a few more months of operation, but ultimately you are "throwing good money after bad."

In addition to being more environmentally friendly, newer systems are far more efficient than the systems built 15 or 20 years ago, and will save you money on your energy bills every month. Many customers are pleasantly surprised by the short payback period of their new equipment.

Finally, just as new cars have more advanced features than old clunkers, new comfort systems (like Benson's brand air conditioners and heat pumps) have features designed to keep you comfortable and healthy in your home for years to come. They're also easy and convenient to operate thanks to their Wi-Fi thermostat, and they provide the peace of mind that comes from a 10-year parts and labor warranty.

So call Benson's today and tell us about your current system. We will be happy to inspect it and explain your options.



*Kudos to Mike Thomas
I would personally like to thank you for the service provided by your technician Mike Thomas. He has always gone above and beyond, is very professional and makes sure everything is in top shape before he leaves. You should be grateful to have him on your team. His knowledge and expertise makes him invaluable and its greatly appreciated by your customers.*

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!

**Congratulations to Our Most Recent Winner:
Roger Hartman**

BENSON's Current Commercial Projects

Altha K-8 School Allstate Southland
 Astoria Park Elementary Rippee Construction
 Capital Veterinary Specialist Childers Construction
 City Of Tallahassee Water Well #32..... CSI Contracting Inc
 Dixie Plantation Main House Renovation
 Childers Construction
 Dunkin Donuts VI Apalachee Parkway.....
 Mad Dog Construction
 FAMU Student Services Addition Advon Corporation
 First American Title Renovation Mad Dog Construction
 Fletcher Building Re Roof..... Cook Brothers Inc.
 FSU Child Care Center Relocation.... Mad Dog Construction

Gretchen Everhart Kitchen Renovation LCSB
 Havana Water Well #5 Dowdy Plumbing
 Kirkman Generator Exhaust..... Sun Coast Electric
 Orangetheory Fitness #0221 Rhodes Building Company
 School Of Arts And Sciences Addition..... Ajax Construction
 TMH 4B South Nuclear Medicine Ren.
 Childers Construction
 TMH POB 3rd & 4th Floor Neurology.....
 Childers Construction
 TMH Servery & Dinning..... Sodexo
 U Fit..... West Central Design

Winner of the Oldest HVAC System

We ran a contest at the Home Show in February to see who had the oldest HVAC system. We had over 50 entries and set up 20 appointments to gather model and serial numbers to see who would have the oldest HVAC system in Tallahassee. Jack is the Winner!



Benson's Wins Amana / Johnstone Dealer Award

C. Daniel Boyette

Director of Retail Operations

I recently attended the Amana/ Johnstone dealer meeting in Orlando. During the awards ceremony **BENSON's** HVAC won the Amana/ Johnstone dealer award for the state of Florida. The award is awarded to the dealer who embraces all aspects of the Amana and Johnstone partnership. Our partnership with Johnstone here in Tallahassee is very strong and the Tallahassee Johnstone team really take care of us, so we can stand behind all our warranties and guarantees.





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'Day-Ahead' Banana Pudding

Janice's grandma's recipe

*A cool and creamy dessert . . . or snack . . . or
breakfast . . .*

Ingredients:

5-6 bananas	1 can Eagle brand condensed milk
1 box vanilla wafers	8 oz. sour cream
1 large box (5.1 oz.) of instant vanilla pudding	12 oz. Cool Whip
2 cups milk	8 oz. Cool Whip

Directions

Mix the pudding and milk until dissolved
Add the condensed milk and sour cream to the pudding
mixture
Fold in 12 oz. of Cool Whip
Layer a 9 x 13 pan with vanilla wafers and banana slices
Spoon in one-half of the pudding/Cool Whip mixture



Repeat another layer of wafers and bananas
Pour the remaining pudding mixture over the second
layer of wafers and bananas
Top with 8 oz. Cool Whip
Cover and place in refrigerator for one day before
serving