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Fall for the Comfortable Season

Hello Friends

I find myself writing this letter on Labor Day weekend, sitting under my covered porch while it is pouring rain. I am counting the many blessings that our families at BENSON'S have received, especially after Hurricane Irma has passed through. Facing a force of nature as powerful as a hurricane is a humbling experience, and one that makes you appreciate the many things we often take for granted every day. We hope all of our friends who are reading this newsletter weathered the storm well.

Early fall is the traditional "hurricane season" here in Florida, but when I think of fall I am reminded of a season with milder temperatures, beautiful colors, and the return of some of my favorite routines: the beginning of school, college football, hunting, camping, and all the other outdoor activities we enjoy so much.

Fall is a season of change, but I am sure that, like me, most people like to have some sort of routine and to stay in their "comfort zone." Unfortunately, life does not often keep us in that zone, but rather buffets us with change and even misfortune. Change and misfortune, however, can be essential elements of growth.

BENSON'S is no different. Just like you we are subjected to the constant rapid rate of

change in communication, technology, and personnel. We have our occasional performance problems, too. But we are constantly modifying and improving our routine to provide you, our customers, the best service possible. We do fail at times, but rest assured we are always striving to make things right and create customers who are more

than just "satisfied." We want to create true believers of "Better at BENSON'S."

I know that your expectations have never been higher as we try to deliver perfect service, and I thank you for your positive comments and suggestions. With your suggestions BENSON'S can perform at our best.

It does take change to live, grow, and prosper. I believe that is the secret to our 36 years of service to this great community, and here is a toast to 36 more great years!

Thank you for your business and friendship as we continue to serve you with our best.

Benson



How You Can Save with Our Monthly Billing Maintenance Plan

Our list of monthly billing clients is growing. These clients are reaping the benefits of receiving the same outstanding service as our annual paying clients, but saving 10%.

I have received many questions about why we offer a 10% discount to our monthly billing vs annual paying customers, and it's easy to explain. Our monthly billing clients are not on a 12-month renewal cycle. Instead, their maintenance is ensured via Auto-Renewal. That means BENSON's staff doesn't need to call, e-mail, or mail out a letter to remind these customers to renew their BENSON's Energy Saving Agreement (ESA) and send us payment. Not having to send out reminders saves us



C. Daniel Boyette
Director of Retail
Operations

money, and we pass those savings along to the monthly billing customers.

In addition, monthly billing ensures your BENSON's ESA always remains in force, providing you with peace of mind all year long.

If you are interested in saving a minimum of \$18.50 per year on your ESA, please contact one of our customer service representatives. They can convert you to monthly billing no matter where you are within your agreement.

This is just one more way BENSON's provides you with the best service while also helping you save money.

- Daniel

AMANA / BENSON'S REBATES Heating & Air Conditioning Amana

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

Amana Complete System Purchases Qualify for the Following Consumer Rebates:

ASZ/ASX 16 SEER - Single Speed

\$350 Instant REBATE

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

\$750 Instant REBATE

20 SEER Inverter Systems

\$1000 Instant REBATE

Oct. 1 - Dec. 31, 2017

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

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.

Fall / Winter Maintenance: For Your Comfort and Peace of Mind

Now that a long, hot Florida summer is coming to an end and those air conditioners have done their job, it is time to prepare for heating season.

Our technicians are gearing up to perform maintenance on your heat pump systems and furnaces to ensure they will provide you with optimal performance this winter.

All heating systems should have maintenance performed on them before the cold of winter arrives. BENSON'S maintenance service not only will confirm you are receiving the highest efficiency from your heating system, it also will



Athey Crawford
Service Manager

ensure there are no safety concerns that may pose a danger to your household or family members.

In all furnace applications, our technicians are trained and required to perform a carbon monoxide (CO) test to confirm there are no hidden dangers from CO, which is invisible and odorless.

Please call today to sign up on one of our Energy Savings Agreements so we may perform a fall/winter check to your heating system for your comfort and peace of mind all winter long.

- Athey

Put Your Own Personal Benson's Dispatcher in the Palm of Your Hand

As technology progresses it's imperative that BENSON'S keeps up with it, and we're happy to announce that there is now a BENSON'S app!

You can download the BENSON'S app from the Google Play store or Apple App Store. It will allow you to place a service call, request an estimate on a new system, schedule your maintenance, request a certain technician, and even meet our staff. You can do all this through the app, at your convenience, any time of the day or night.



Brandi Costa
Customer Service Manager

The even better news is that by having this app you can receive rewards. Just ask any BENSON'S representative to unlock a reward each time we visit your home, and after three visits we will send you a small gift in appreciation of your business.

Don't have a smartphone? That's O.K. too. You can visit our website at

www.bensonshvac.com and place a call anytime.

- Brandi



EMPLOYEE SPOTLIGHT



Mark King

I have a long and varied career in HVAC. I started by working in my uncle's sheet metal shop while in high school and then earned a technical certificate in HVAC from ITT Tech. I primarily worked in the installation and service side of the business for years before taking a position as program coordinator and instructor for an HVAC program at a community college in Indiana. I also



Mark King

worked as a field service consultant for Lennox Industries helping dealers solve problems as well as training service and installation techs on proper installation and service techniques. Lastly, I have background in building automation with Siemens. I'm very glad to be here at BENSON'S and will be working closely with our equipment change-out crews enhancing their skills and performance.

Regards,
Mark King

Making the 'Repair vs. Replace' Decision

Have you ever had an old car that you held onto a little too long? You didn't want to buy a new car to replace your "old reliable," but you ended up repairing the clunker long after it stopped making financial sense to do so. The same scenario can hold true for your heating and air conditioning equipment.

Granted, most people become much more attached to their cars than they do to their air conditioner! But both are complex pieces of machinery that serve a vital function, need regular maintenance, and – eventually -- need to be replaced.

When faced with an unexpected repair of their older air conditioners, many homeowners may struggle with the repair vs. replace decision. Here are some thoughts from the team at **BENSON'S**.

- The National Association of Homebuilders estimates the lifespan of a typical residential air conditioner to be 12 to 15 years. However, many factors can affect this estimate, such as how well the unit has been maintained, how many hours it has run, and even if it has been regularly exposed to humidity from salt water – something we have plenty of here in Florida. If your system is 12 to 15 years old or older and needs a major repair, it may be a good candidate for replacement.
- Today's air conditioners are much more efficient than units made just 10 years ago. It's not unreasonable to expect to save 20% to 30% on your electric bill with a new Benson's unit. And those saving will accrue every month for years to come.
- You can't put a price on peace of mind. By purchasing a new **BENSON'S** air conditioner you'll receive a 10-year parts and labor warranty and the Benson's complete-coverage extended service agreement. If your old unit is



beginning to need repairs on a regular basis, you'll appreciate the years of trouble-free operation you can expect from a new air conditioner.

- Just like new cars that feature the latest technology and safety features, new air conditioners have cool features that you'll like. For example, our Benson's air conditioners come with a Wi-Fi thermostat that gives you the ability to control your unit right from your cell phone. That means you can turn on your system while you're on your way home from work or the golf course and be greeted by a nice, cool home on your arrival.
- A new air conditioner increases the value of your most important asset: your home.

- Newer units use environmentally friendly – and less expensive – refrigerants. As we have discussed in previous newsletters, the refrigerant typically used in older systems, R-22, is being phased

out by the Environmental Protection Agency. That has caused dwindling supplies and skyrocketing prices. Your new unit will let you leave R-22 worries behind, and it will be better for the environment, too.

- Purchasing a new air conditioner from **BENSON'S** gives us the opportunity to assess the performance of your home's ductwork, insulation, and so on. Remember, your home's air conditioning system is much more than just a "box," it is a multi-faceted investment in your home and your comfort year-round.

If you're facing a repair on an older system and struggling with the repair or replace decision, let our experienced personnel examine your system and present you with all your options. Your satisfaction is always our goal!



Kudos to Michael Barrett

I have been a maintenance customer for a number of years, and every service tech I ever met was courteous, and thorough. I recently crossed the bridge for needing a new heat/AC system, and met Rob Kuhn, who competently assessed my needs, and provided valuable advice. He also facilitated what I call "over the top" customer care and service -- the Company brought and installed a working unit to use while I am in the schedule for the new system! Wow, wow, wow . . . Sherry in the office, Jacob and Jessie in the "change-out" crew and many other Benson's associates will work hard to meet and exceed your expectations

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:

Michael Barrett

BENSON's Current Commercial Projects

DEP Elevator Renovation Cook Brothers Inc.
Fletcher Building Re-roof Cook Brothers Inc.
FSU Shores Building Cook Brothers Inc.
Havana Water Well #5 Dowdy Plumbing
Hermitage Centre Chiller Plant AC Hermitage Centre
Kirkman Building 3rd Floor B Wing Cook Brothers Inc.
MacLay School Dining Hall Expansion Cook Brothers Inc.

Shanks Middle School
Kitchen Hood Gadsden County Schools
TMH 4B South Nuclear Medicine
Renovation Childers Construction
TMH POB 3rd & 4th Floor
Neurology Childers Construction
TOSC New Surgery Suite Precise Construction
VR Systems New Building Renovation VR Systems

Spring Ahead and Fall Back: The Story Behind Daylight Saving Time

Everyone is no doubt familiar with the daylight saving time (DST) refrain of “spring ahead and fall back,” meaning we turn the clocks ahead one hour in the spring and back one hour in the fall. This year, Sunday, November 5 is the day to “fall back.” DST means many things to

different people but for many it seems pretty simple: in the summer, you gain an extra hour of after-work daylight for outdoor activities. In the fall and winter, you gain some earlier daylight in the morning but the sun sets earlier in the

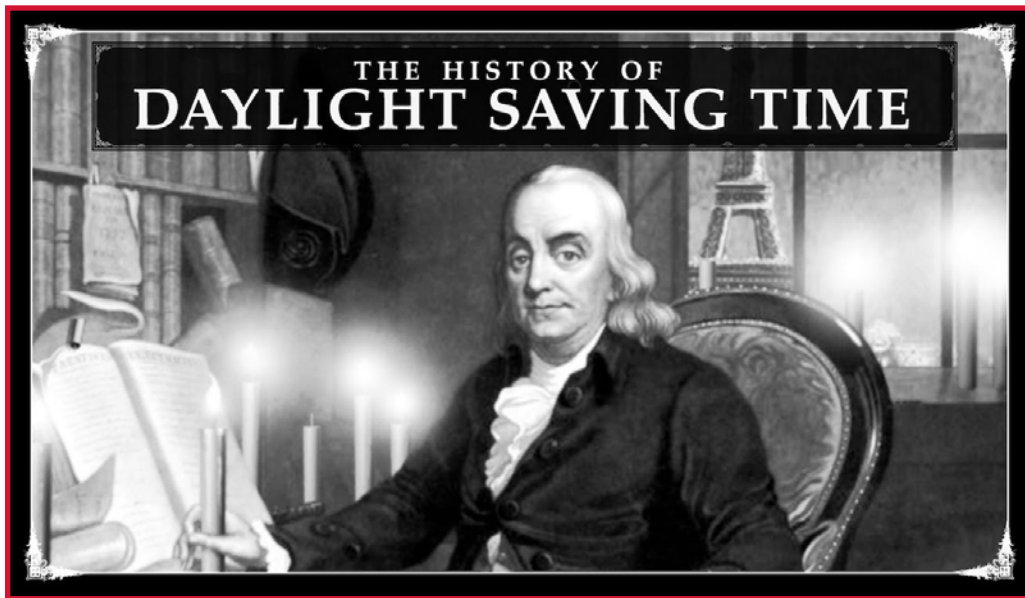
evening. (Of course, that may not be a bad thing if you need some extra-long evenings to binge-watch your favorite television shows.)

Germany became the first country to adopt DST in 1916, during World War I. It was first introduced in the United States in 1918. However, it did not become standardized in the U.S. until the passage of the Uniform Time Act of 1966, which provided the framework for a

nationwide, synchronized DST schedule. Today, DST begins the second Sunday in March and ends the first Sunday in November.

One interesting thing to know about DST is that the rough concept for it goes all the way back to 1784, when

American inventor and politician Benjamin Franklin wrote an essay for *The Journal of Paris* called “An Economical Project for Diminishing the Cost of Light” in which he suggested – jokingly! –



that Parisians could economize candle usage by getting people out of bed earlier in the morning, making use of the natural morning light instead.

Two hundred and thirty years after that humorous essay was written, DST is now used in over 70 countries worldwide and affects more than 1 billion people every year.



5402 Tower Road
Tallahassee, Florida 32303



Phone: (850)562-3132
Toll Free: (800)201-4317
Fax: (850)562-6546

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Pumpkin Pie

Heather's Mom's Recipe

Ingredients:

1 egg	½ cinnamon stick or 1/2 teaspoon ground cinnamon
1 tablespoon all-purpose flour	½ teaspoon ground ginger
¾ cup white sugar	¼ teaspoon ground nutmeg
½ teaspoon salt	2 tablespoons light corn syrup
1 ½ cups pumpkin puree	1 9" single pie crust
1 ½ cups evaporated milk	

Directions

Preheat oven to 450 degrees F . Add the sugar gradually to the pumpkin puree. Beat well and stir in the flour, salt and spices. Stir in the corn syrup and beat well. Stir in the slightly beaten egg, then slowly add the evaporated milk, mixing until well blended. Pour the batter into the unbaked pie shell. Bake at 450 degrees F for 10 minutes



then reduce the oven temperature to 325 degrees F and continue baking pie for an additional 30 minutes or until a knife inserted into the mixture comes out clean.