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## Dear Friends,

When I started BENSON'S 29 years ago, it was a one man operation. I personally handled all service and installations, answered the phone and spent my evenings paying the bills and completing other paperwork without any assistance. Those early years took tremendous energy and were physically demanding but I loved every part of the business and felt satisfied at the end of each day that I was able to use my expertise and skills to serve others. My loyal customers allowed me to grow the business quickly and add employees who felt just as passionate about helping others as I do.

As BENSON'S has grown over the last three decades to include, during our peak times, over 100 employees, the company and the industry have both seen significant changes. Improvements in the technology of our industry have revolutionized heating and air conditioning products for our customers but have made the work we do now much more complicated, stressful and physically and mentally demanding. At this point in my life, I don't think I could independently manage the work load and industry demands as I was able to when I started out in my 20's. This realization makes me so grateful for those who work with me at BENSON'S to achieve our common goal. I realize the success of our company and satisfaction of customers is due to the

teamwork and servant heart attitude held by each BENSON'S employee.

In our business, we work harder and longer during the summer months than any other time of the year. This past summer we found ourselves understaffed for our work load that included several large commercial projects in addition to the many service and residential replacement



jobs that we anticipate each summer. In the midst of the demanding schedules and pressure to serve all of our customers as

expeditiously as possible, I know I often took my staff for granted. The fact is I could not be more proud of each BENSON'S employee for the selfless dedication displayed during the most difficult conditions we face in this business – the heat and humidity of our Florida summers. With many logistical challenges and heat indexes often reaching over 100 degrees, I was inspired by my staff for getting the job done to the satisfaction of our customers. Our comfort consultants have a special calling – *not to be comfortable but to provide comfort*. 80% of the time they are installing replacement systems in areas that have no cooling or heating. During the last few months, every single employee; customer service representatives, service technicians, installers, duct mechanics, pipe fitters, and

every person who wears a BENSON'S uniform, pitched in 24 hours a day, 7 days a week to put your comfort needs before their own. The next time you see a BENSON'S employee, please take the time to thank them for what they do.

As a lifelong Tallahasseean (51 years in fact) I have had the privilege of knowing so many wonderful people in this community. Being a business owner has enabled me to develop an even larger network and I am always grateful for the opportunity to talk with our customers about the work we do for you. When you compliment my staff in any way, I personally ensure they hear about it. Each employee is an extension of me and represents the principals I believe have made BENSON'S successful. So please, take the time to thank all the ladies and gentlemen who serve you. After all, we still make house calls any time, day or night.

By the way, how are you doing in your quest to "go green"? I am having a blast thinking up new ways to save the environment and money at the same time. Please be sure to read our "Living Green" article for some easy and practical ideas to help you reduce air pollution.

In gratitude for your loyalty,

*Benson*



# Why Pay Overtime Charges?

*Benson's Now Offers Saturday Appointments at No Extra Charge*

One of the most compelling reasons to choose **BENSON'S** is because we are constantly looking for ways to improve our products and services and better meet the needs of our customers. We realize how busy life is and sometimes it is more convenient for you to schedule a service visit after hours. We now offer Saturday and after-hours appointments at no extra charge. It is our pleasure to serve you when it is most convenient for you. Additionally, as an added incentive for choosing **BENSON'S**, we now offer a Bronze Level Energy Savings Plan for each and every customer who hires us to diagnose and service their equipment.



C. Daniel Boyette  
Service Manager

Please be sure to review the various ESA levels (*shown below*) to see which is the right plan for you. Remember, all Gold, Diamond and Platinum levels come with no diagnostic charges 24 hours a day, 7 days a week. If you would like to upgrade, give me a call so I can assist you.

Our **Healthy Home Check-up** program has been very successful. Led by George Dunn, our team has helped many homeowners enhance their indoor air quality and equipment efficiency all while lowering their utility bills. If you have a drafty home, suffer from allergies or have higher than normal utility bills, please call me so we can discuss how a **Healthy Home Check-up** can help you.

| Energy Savings Agreement Plans  |  |  |  |
|---|--|--|--|
| <h3>Bronze Level</h3> <ul style="list-style-type: none"> <li>• Service with-in 48 hours</li> <li>• 10% discount on Repairs</li> <li>• One Tune-up visit</li> <li>• Diagnostic Charge \$90<sup>00</sup> per visit</li> <li>• Never an Overtime Charge</li> <li>• <b>\$25 Off Healthy Home Check Up</b> (Originally \$150)</li> </ul> <p><b>\$125<sup>00</sup>/year*</b><br/>Second unit \$95<sup>00</sup>/year</p> <p><small>*No Charge When You Hire Us to Diagnose and Service Your Unit</small></p>                 | <h3>Silver Level</h3> <ul style="list-style-type: none"> <li>• Service with-in 24 hours</li> <li>• 15% discount on Repairs</li> <li>• Never an Overtime Charge</li> <li>• Two Tune-ups per Year</li> <li>• One Free Diagnostic Charge</li> <li>• Diagnostic Charge \$75<sup>00</sup> Per visit</li> <li>• <b>\$25 Off Healthy Home Check Up</b> (Originally \$150)</li> </ul> <p><b>\$185<sup>00</sup>/year</b><br/>Second unit \$95<sup>00</sup>/year</p>   | <h3>Gold Level</h3> <ul style="list-style-type: none"> <li>• Same Day Service</li> <li>• Lifetime T-Stat Warranty</li> <li>• 20% discount on Repairs</li> <li>• Never an Overtime Charge</li> <li>• Two Tune-ups per Year</li> <li>• Never a Diagnostic Charge</li> <li>• Free Filter Program</li> <li>• <b>\$25 Off Healthy Home Check Up</b> (Originally \$150)</li> </ul> <p><b>\$285<sup>00</sup>/year</b><br/>Second unit \$95<sup>00</sup>/year</p>  |  |
| <h3>Diamond Level</h3> <ul style="list-style-type: none"> <li>• Same Day Service</li> <li>• Drier Vent Cleaning</li> <li>• 30% discount on Repairs</li> <li>• Never an Overtime Charge</li> <li>• Two Tune-ups per Year</li> <li>• Surge Protector or CO<sup>2</sup> Detector</li> <li>• Never a Diagnostic Charge</li> <li>• Free Filter Program</li> <li>• Lifetime T-Stat Warranty</li> <li>• <b>Healthy Home Check Up</b></li> </ul> <p><b>\$485<sup>00</sup>/year</b><br/>Second unit \$95<sup>00</sup>/year</p> | <h3>Platinum Level</h3> <ul style="list-style-type: none"> <li>• Duct Cleaning</li> <li>• U.V. Light installed</li> <li>• High Efficiency Filter</li> <li>• Micron- Application-Treatment</li> <li>• Same Day service</li> <li>• 30% discount on Repairs</li> <li>• Never an Overtime Charge</li> <li>• Two Tune-ups per Year</li> <li>• Surge Protector or CO<sup>2</sup> Detector</li> <li>• Never a Diagnostic Charge</li> <li>• Lifetime T-Stat Warranty</li> <li>• \$250 Off of a Complete System</li> <li>• <b>Healthy Home Check Up</b></li> </ul> <p><b>\$1450<sup>00</sup>/first year</b><br/>Second unit \$600<sup>00</sup>/year</p> | <h3>Platinum Level Maintenance</h3> <ul style="list-style-type: none"> <li>• Micron- Application-Treatment</li> <li>• U.V. Replacement Lamp</li> <li>• Lifetime T-Stat Warranty</li> <li>• Same Day service</li> <li>• 30% discount on Repairs</li> <li>• Never an Overtime Charge</li> <li>• Two Tune-ups per Year</li> <li>• Surge Protector or CO<sup>2</sup> Detector</li> <li>• Never a Diagnostic Charge</li> <li>• Free Filter Program</li> <li>• \$250 Off of a Complete System</li> </ul> <p><b>\$485<sup>00</sup>/year</b><br/>Second unit \$275<sup>00</sup>/year</p> |  |



# 2009 Fall Promotions

**\$1,000 Rebate with certain Lennox Systems  
Don't Delay – Program Ends November 30, 2009.**



**Up to \$1,050 Rebates from City of Tallahassee  
for energy efficient system installations.**



**\$250 CASH for HVAClunkers!**

*Special BENSON'S Cash Rebate Program.*

*(Cannot be combined with any other offer. Valid until December 31, 2009.)*

**PriceMatch GUARANTEE**

*If you have an estimate written by a licensed contractor that is less than Benson's for identical products and services, show us the estimate and we'll match that price, providing equivalent products and services.*

## Commercial Projects

|  |                             |
|--|-----------------------------|
| Astoria Park Elementary                  | LLT Building Corp.          |
| Capital City Bank Trust Office           | Cook Brothers               |
| City of Tallahassee Water Well Buildings | The Ingram Group            |
| FAMU Drs Building                        | Concrete Services           |
| FAMU Perry Paige                         | Albritton Williams          |
| First District Court of Appeal           | Peter R. Brown Construction |
| Five Guys Burgers & Fries                | Childers Construction Co.   |
| Four Oaks Community Church               | Peter R. Brown Construction |
| FSU Diffenbaugh Elevator Renovation      | Cook Brothers               |
| FSU Epps Building                        | Cook Brothers               |
| FSU Johnston Hall                        | Peter R. Brown Construction |
| FSU Love Building Elevator Upgrade       | Cook Brothers               |
| FSU Strozier Elevator Modernization      | Albritton Williams          |
| FSU Student Success Center               | Culpepper Construction      |
| FSU Strozier Library                     | Albritton Williams          |
| Gretchen Everhart School                 | Albritton Williams          |
| Lincoln High School                      | Baycrest Corporation        |
| Nims School Lab Renovation               | Southland Contracting       |
| Pet Paradise                             | Giles-McIvor, Inc.          |
| Star Metro Main Bus Depot                | Council Contracting         |
| Thomas County Central High School        | Southern Triad              |
| Turlington Building                      | Allstate Construction       |
| Westminster Oaks Maquire Center          | Allstate Construction       |
| WFSU Equipment Room                      | Cook Brothers               |

# R-22 is Going, Going and Almost Gone!

After 2009, production of air conditioners using R-22 will cease. For decades, R-22 has been the primary refrigerant used in residential air conditioners however, it is now widely known that the chemicals that make up R-22 are a threat to the ozone layer and negatively affect our environment. Fortunately, there is a replacement. A substance called R-410a has emerged as the refrigerant of choice for the future. The chemicals and oils in this substance are not compatible with the chemical make-up of R-22 and will require that air conditioners using R-22 will need to be replaced. There are 5 major differences between these 2 refrigerants and understanding these differences will help you understand why the time to replace your older equipment is now.



## 1. Ozone Depletion Potential

R-410a does not have the same potential to cause ozone depletion that R-22 does.

## 2. Higher Operating Pressures

R-410a operates at pressures 50% higher than R-22. For some installers this might be problematic. It necessitates better quality, higher strength welds. Benson's has been installing R-410a systems for several years and we actively train personnel on better techniques.

## 3. Sturdier Construction

Air-conditioners that use R-410a are designed to be heavier-duty, with a thicker compressor shell. Usually this results in smaller, sturdier pieces of equipment that vibrate less, putting less strain on the piping connections that are the source of most leaks.

## 4. Availability

R-22 is being phased out and eliminated. After 2009, it will be produced in limited quantities to service existing equipment. However, in ten years, R-22 needed for servicing equipment will come from recycled stock as it will no longer be produced for consumers.

## 5. Price

As more chemical plants begin producing R410a, its price will continue drop as the price of R-22 inevitably will climb as production ramps down.

## What Does This Mean?

It makes sense to replace your old air conditioner with one using R410a as long as a reputable company like Benson's designs and installs the replacement system. R-410a systems are easier on the environment and have sturdier construction. Availability of R-410a is increasing, not shrinking thus the cost of the refrigerant is falling, not rising. Now that manufacturers have absorbed the impact of the minimal efficiency increase, it's a great time to replace your old air conditioner with a new, environmentally friendly, R-410a system. Give us a call today to schedule a no-obligation, complementary evaluation of your existing system and we will show you how much a new system will reduce your utility bills. With so many rebate opportunities, extended term financing and competitive rates, it's entirely possible that you could replace your old equipment with a new R-410a system and end up with more money in your pocket.



## 2009 is the Best Time to Replace Your Old System Learn More About The 2009 Energy Tax Credits

There has never been a better time to upgrade your heating and air conditioning system. New, energy efficient equipment is better for the environment lowers your monthly utility bill and may qualify you for new tax credits and special rebate offers. Take advantage of up to \$1,500 tax credit on your 2009 federal income tax return, on certain high-efficiency



furnaces, air conditioners, and air source heat pumps. Additionally you could qualify for our Cash for HVAClunkers special cash rebate offer as well. We'll give you \$250 cash when we replace your old system. Hurry, the HVAClunkers program is only available until December 31, 2009 and cannot be combined with any other offers.



*"Your technician was very knowledgeable and determined to correct our upstairs thermostat problem. He was a very courteous young man, a rarity it seems today. We are very pleased with Benson's professional service."*

- Ms. Moore

### 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.

So when you get your card in the mail, please send it in, and you will be automatically entered. Thanks again, and good luck!

**Congratulations to Our Most Recent Winner:**

*Ms. Moore*

# Living Green Reducing Air Pollution

According to the Environmental Protection Agency (EPA), what we do inside our homes, regardless of where we live, can pollute the air both indoors and outside. To do your part, consider the following tips for reducing air pollution:

- **Recycle.** One of the easiest ways to help reduce air pollution is to participate in our community's recycling program. Recycling helps reduce air pollution by reducing production emissions. Plus, recycling helps to conserve valuable - and expensive (*as you've probably noticed on your utility bills*) - energy.



- **Properly dispose of common household items.** Many items around the house can be very harmful to the environment if not disposed of or stored properly. Make sure any paints, pesticides and solvents are stored in airtight containers.



- **Inspect your appliances and heating and air conditioning equipment regularly.** Inspecting heating and cooling systems (*filters, in particular*), can help reduce the emissions of harmful gases into the air both inside and out. Have a professional check your home comfort system in the spring and in the fall. If your system isn't operating efficiently, it could be costing you significant amounts of energy dollars.



- **Drive Wisely.**

Fill gas tank during cooler evening hours to cut down on evaporation.



Avoid spilling gas and don't "top off" the tank. Replace gas tank cap tightly. Accelerate gradually, maintain speed limit and use cruise control on the highway. Avoid waiting in long drive-thru lines, for example, at fast-food restaurants or banks, park your car and go in.

- **Talk About it and Encourage Others.**

Knowledge is power. Discuss what you know with your family and friends. Share ideas and think up creative ways to cut down on air pollution.

Introducing



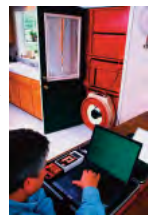
**BENSON'S Healthy Home Check-Up**

Here's How a **Healthy Home Check-Up** Works:

A specially-trained BENSON'S Comfort and Indoor Air Quality Consultant will visit your home and – using advanced diagnostic instruments and testing procedures – will identify problems that affect your indoor living environment. Your consultant will then provide you with a personalized plan to solve these problems, permanently.

**Your Healthy Home Check-up, Shows You How to . . .**

- Achieve even, comfortable temperatures throughout your home (*eliminate hot or cold spots*)
- Maintain healthy, comfortable humidity levels throughout your home
- Reduce dust up to 80% (*helps your allergies or asthma*)
- Renovate Your Attic – seal and fully insulate attic saving you \$\$\$, & stops attic air from infiltrating in your home
- Eliminate under house odors from seeping in your home



Certified by the COMFORT INSTITUTE

**Saves You money on your Heating/Cooling Cost** (typically between 10% and 50%)



5402 Tower Road  
Tallahassee, Florida 32303

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

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**“DON’T FORGET! Fall 2009 Daylight Savings Time Change November 1, 2009.”**  
 **Set Your Clocks Back One Hour** 

# In the Kitchen: *Ashley’s Hashbrown Casserole*

During a recent birthday brunch we had at our office, Benson’s customer service representative Ashley Merrill served this delicious dish. It was so scrumptious we insisted she share her recipe.

## INGREDIENTS:

- 1 bag of country style hashbrowns
- 1 8 oz container sour cream
- 1 small onion (*finely chopped*)
- 1 can cream of chicken soup
- 2 cups grated cheddar cheese
- 1 stick margarine or butter, melted

## DIRECTIONS

Combine hashbrowns, sour cream, onion, soup, cheese and butter in mixing bowl. Pour into 9 x 13 inch casserole dish.

Bake in preheated oven at 375° for 1 hour. Serve immediately.

