

**Do you think I've lost my mind?**

**I am offering you a No Obligation Evaluation  
For Only \$77**

I do hundreds of these evaluations each year for Real Estate Agents and potential property owners wanting to know ("for real") the state of the heating and air conditioning system and I do them for **\$175**

**But, that isn't enough, is it?**

For a very limited time offer I am offering the first 150, homeowners only, sorry agents, but this for owner occupied homes only, a free Preseason Super Air Conditioning Tune UP. This Tune Up at any other time of year is \$150.

**That is \$325 worth of air conditioning and heating service for only \$77**

I know you are thinking one of two things. I am either stone cold CRAZY for offering this awesome very limited time service special or I am committing some sort of fraud and it is too good to be true.

**But, there's MORE ... AND I guarantee**

**your air conditioner will not breakdown this summer or my service won't cost you one single dime....FREE!**

Yes, I know it sound like a bit of lunacy, but there is a method to my madness and it will make sense to you in just a minute. Summer is the most robust time of year for us. My Factory Trained Pros, Comfort Certified and Graduates of the National Comfort Institute, having been attending school for a great many hours this year and, quite frankly, we have not been as busy this year due to the economy.

**I am asking for your help....and giving you this drastic discount as a reward.**



This is my investment in my professional service staff and my investment in you. For **ONLY \$77** you will get the most professional service available and I am convinced that I will be able to keep you as a client for life and I keep my guys busy as happy bees during the off season.

**Why keep them busy when this isn't even a breakeven service fee?**

Great question and the answer is, because my competition is constantly trying to hire my employees away from me. When it gets busy, everyone gets busy and no one can get all the work done. This happens just about every year. While my competition isn't trying to lure my fully trained pro's away right now, just as soon as summer hits they will be offering them unbelievably high wages to come work for them. Most even pay them commission ensuring sales rather than affordable repairs. Then look out public.



**We are one of the only companies that actually train our employees!**

Yep, that's right. Every one of my employees goes through weekly training session year round in our own state of the art classroom. Most companies don't even have classrooms. Most work out of their homes and have no shop. Look out for Bubba. The one man band cannot do the job properly. It just isn't possible.

**We run one of the tightest ships in the business...to save you money**

I am seriously proud of my profession and the professional staff that I have and I genuinely want to keep them for life, watch their children grow up and then watch their children's children grow up and I can't do this without you.



I hope I have your attention now. Here's the icing on the cake.

I can't prove to you that I am telling the truth and that you will have your socks knocked off by what we have to offer unless we make it to your home. So I am giving you this one more promise and it involves a lot of trust on my part, but I believe you will do the right thing.

If you aren't more than **100% SATISFIED** with our work, our craftsmanship and our attention detail in saving you money, you don't have to pay a single penny for this service. Simply inform my highly trained factory pro that I said it was okay if you took advantage of this service for free.

### **Back to my offer to you and your family**

My Super Air Conditioning Tune-Up includes a painstaking and thorough examination of more than 45 potential problem areas in your air conditioning system. I will inspect, adjust, clean and fix anything I find wrong. When I have finished and if anything was repaired, I will present you with a written guarantee that your system is fixed right on time or it's our dime®! And if I have to come back during this season because your system is not working, my labor, even at the busiest time of the year, is **FREE!**



### **So your get the Super Air Conditioning Tune-Up, What about the Evaluation?**

I am glad you asked, okay I asked. This is something no one else is doing and is unique to the Empire Family here in Southern California. We will scientifically show you how many btus your cooling system should be producing and how many btus it is actually producing. You will have quantifiable evidence that we improved your system so that you save money. If you call us out and you allow us to inspect, adjust, clean and fix anything that is wrong, I promise you that you will save at least \$200 worth of electricity this summer and your system won't break down. No one else dares to give you this kind of guarantee. They aren't trained enough to even come close to offering it.

**If you don't save at least \$200, I will pay you Double the Difference in October**

Isn't time that you met the Best in the Business?  
Isn't time that you stopped overpaying for your utilities?  
Isn't time that you enjoyed the comfort your system should be giving you?



Call now and start enjoying life,

Call My Daddy,  
He Can Fix Anything!



**Jim & Stephanie**

Jim Eichman  
The Master of Home Air Conditioning  
President Empire Heating and Air Conditioning

Past President PHCC  
Past National Contractor of the Year  
Graduate National Comfort Institute  
Member Quality Service Contractors  
Member Cal Chambers  
Residential Air Balancing Certified  
Member Air Conditioning Contractors of America  
Member National Air Duct Cleaners Association  
Member Plumbing, Heating, Cooling Contractors Association  
Comfort Certified  
EPA Certified  
California Licensed, Heating & Air, Electrical, Plumbing  
Licensed, Bonded and Insured Since 1992

ps. As an added bonus I will throw in a 1 year maintenance agreement on your entire heating and air conditioning system, a \$167 value, for only \$99 if you invest in this money saving offer at the time of the Evaluation - Super Tune Up

This coupon must be presented at the time of service and cannot be combined with any other offer or discount. All rights reserved cc. Jim & Stephanie Enterprises, Inc. 794154 Preseason means before June 1st.

4 For fast affordable excellent air conditioner repair and tune up service call 1.877.247.6426