

Get a New Lennox Heating and Cooling System At Our Cost*!

*Buy with no money down, pay as little as \$27/week net (with no payments due for 90 days), or get no interest and no payments for 12 months. **

Dear Friend,

After a crazy few years, and with optimism mixed with some level of concern as 2024 begins, we want to ensure that every homeowner in the Central Valley has a reliable heating and cooling system to keep their family warm and cozy this winter and cool and comfy this summer. To do so, **we are offering customers an opportunity to buy a brand-new Lennox heating and cooling system AT OUR COST!**

THE HARSH REALITY OF THE HEATING AND COOLING BUSINESS

The HVAC business is very seasonal in nature. Contractors don't keep as busy as they'd like during Spring and Fall. Many companies lay people off during slow times and hope to replace them when business picks up. This practice is unfair and hard on employees and their families. It can also lead to inconsistent quality standards, meaning less than stellar installations for homeowners. **At Honey's Air & Solar, that is not consistent with our core values. We'd rather keep everyone working full-time, and deliver world class installations for our clients**, even if that means we make little to no profit over these 3 to 4 months. This way we can attempt to make approximately 8% profit on our sales after we pay our people and our bills and run our business effectively and efficiently, as well as reinvest in our tools, training, technology, company improvements, people, and our community over the remaining 8 to 9 months.

TWO PROBLEMS CREATE AN OPPORTUNITY FOR YOU TO BENEFIT

Coincidentally, the new year is when all the equipment manufacturers pass along their price increases which inevitably trickle down to homeowners. **Partially due to regulatory changes, Lennox delivered a price increase of up to a whopping 10% at the beginning of 2024. 2024 is also a pivotal year for heating and air conditioning equipment, as 2025 is set to see UNPRECEDENTED changes.** Due to MORE regulatory changes by the United States Environmental Protection Agency (EPA) some manufacturers of home comfort equipment are anticipating price increases of up to an **UNBELIEVABLE 45% between 2024 and 2025.** Not only is the cost going to skyrocket, but the new systems will also utilize **new refrigerants, which are MILDLY FLAMMABLE.** So, if your home comfort system is more than 10 years old, you owe it to yourself to explore your options NOW! **You'll get the right system, from the right company, installed the right way, to give you the right results; and you'll beat inflation, save money, get a bunch of incentives, stay ahead of government regulations, and avoid any potential downtime.**

HERE'S MY OFFER...

I am hoping that if we offer you our best promotion ever, that benefits your family greatly, you will then feel compelled to act and help me solve this dilemma. Your only regret will be if your call comes too late or not at all. Because of our relationship with Lennox (and our purchasing power), we were able to negotiate holding off the price increase on select new Lennox systems until the end of the first quarter (March 29th 2024). **We'll give you our 8% profit as a discount off our 2023 pricing on top of the up to 10% savings by avoiding the 2024 manufacturer's price hike. You are literally double-dipping on the savings and getting up to 18% off your new home comfort system!** The savings and incentives are among the greatest we have offered in the history of our company. **By letting YOU win big NOW, our company and co-workers win in the long-run – it's a win-win-win!**

New System Investment Example:

New Multi-Stage Comfort System \$264/mo.
After 8% discount * Plus, save up to another 10% by avoiding the 2024 price increase.

Monthly Energy Savings Up To (\$133/mo.)
Your Net-Out-Of-Pocket \$131/mo.**

That's Less Than \$4.50 a day!

** 1st year monthly savings and investment based on existing 8 SEER Air Conditioner vs. 18 SEER2 Air Conditioner

You'll get unsurpassed comfort, no repair costs for up to 10 years, lower utility bills, have clean air, peace of mind, dependability, and reliability for your family.

IT GETS EVEN BETTER...

These systems are among the best available, and for the first time ever are now very affordable and attainable to all. They are **brand-new systems with our renowned Honey's "No Stinger" Installation.** They are not "gently used", "preowned", "second-hand models", "scratch and dents", "closeout clearance models" or "basic builder" models. They come with **up to ten (10) years full parts and labor coverage (a \$3,378 value) as well as annual maintenance for two (2) years (a \$310.80 value).** With each new system, we will also install a **High Efficiency Whole Home Air Filtration System (which we sell every day for \$621) at no charge!** This air filter will protect your equipment and keep it and your whole home clean as well as reduce allergens and dust.

ALL SOLUTIONS QUALIFY FOR CONVENIENT and FLEXIBLE 100% CONSUMER FINANCING*

Best of all you don't have to put any money down. Most people **lock in a low fixed rate of 6.99% APR* for the lowest monthly payment possible (as low as \$106/month)**. Alternatively, **don't make a payment, or pay a dime of interest (0% APR) for twelve (12) months***; whichever makes the most sense for you, and fits your budget.

So even if your old heating and cooling system is working fine, it may make sense to **AT LEAST CONSIDER INVESTING** in a new high-efficiency Lennox system **NOW** to **cut your energy bills by 20% or more**. When you add the utility savings and decade of no repair cost savings, you can more than offset your investment in a new comfort system.

Here's What You Get*:

- **FREE** Comfort Engineering Analysis of your Home (a \$295 value)
- **AT OUR COST** Select Home Comfort System (**8% discount** off our 2023 retail prices)
- **AVOID** the up to **10% Lennox price increase!**
- **FREE** Whole Home Air Filtration System (a \$621 value)
- **ZERO DOWN** and no interest (0% APR) and no payments for twelve (12) months or 6.99% APR for the lowest monthly payment possible*
- **FREE** up to ten (10) year parts & labor coverage (a \$3,378 value)
- **TWO YEARS** of annual comfort and performance maintenance (a \$310.80 value)
- **REDUCED ENERGY COSTS** (goodbye high energy bills)
- **2-YEAR 100% SATISFACTION MONEY-BACK GUARANTEE**
 - **NO STINGER PROMISE. NO COMPROMISES. NO RISK... YOU CAN'T LOSE!**

NO STINGER PROMISE

If we don't meet all our promises, which we will share with you in writing, and if you're not completely satisfied with every aspect of your Honey's experience, we'll remove the equipment and return ALL of your money! **You Can't Lose! This is our exclusive two (2) year test-drive 100% satisfaction money-back guarantee.**

OFFER ABSOLUTELY, POSITIVELY ENDS FRIDAY, MARCH 29th

We hope this promotion will help keep our entire team busy until the end of year. **Don't wait because this offer expires March 29th 2024 or after we install our pre-negotiated systems. No exceptions.** Reason being: We could only negotiate Lennox holding their pricing thru the first quarter of 2024, (to avoid the up to 10% 2024 price increases), and we can only install so many systems each month without compromising our Honey's Air & Solar standard of excellence! We refuse to lower our standards even though we have lowered the price.

HOW CAN YOU GET THIS OFFER? CALL NOW!

Don't miss out on this unique opportunity. Just call Nicole at 209-322-4440 by **Friday March 29th, 2024**, and they will set up a visit with one of our Comfort Advisors to come by to perform a No Cost Comfort Survey and Engineering Analysis. We will evaluate your system, comfort needs, and see how many energy dollars you can save by replacing your old inefficient system sooner rather than later. Your Comfort Advisor can show you the **At Cost Pricing along with all the other incentives**, so you can see the legitimacy of our offer. This is a free on-site evaluation, and you are under no obligation to buy anything – EVER!

Thank you for reading this letter and in advance for your consideration. I hope you "profit" greatly as a result.

Warmly,

President, Honey's Air & Solar



Air is life. Make it perfect.™

Not-A-Day-Without-Heat Guarantee: We work fast and precise. In fact, my technicians can usually have your new heating system operating within a few hours after disconnecting your old one (we'll even bring portable heaters for you to use if you like while we work). You deserve to stay comfortable, and we guarantee you will.

JUST NEED A TUNE UP?

If your system is less than 10 years old, or you're just not ready to replace it, no problem, we would love to help make sure it is running at peak efficiency. Our 19-point precision tune up and safety checks are still only \$89. Give us a call at 209-322-4440 to schedule your "No Stinger" tune up today.