

# How to Buy a New \$2,000 Furnace For \$378

Dear Friend,

Yes, it's absolutely true, you can actually replace your old (and probably very inefficient) furnace and air conditioner for at least \$1,600 less than you would have to pay at any other time.

Let me explain.

Every year the months of February and March "Kill" my business. I end up losing a ton of money during these "Killer" months and it can take me the remaining nine months to make up for them. I am looking for the same thing to happen again this year.

## **MY PROBLEM IS YOUR OPPORTUNITY**

I've decided to give up trying to make a profit during the "Killer" months. If I can only minimize my losses during February and March I will come out ahead the other nine months.

Here's how this (admittedly daring) offer came about.

Every year the big manufacturers of air conditioners have to guess how many to build to meet the demand. Of course they're never exactly right. So, they always have some inventory they must hold over until the next summer season. I went to one of those companies and contracted for the purchase of 52 premium air conditioners and furnaces in the four most popular sizes used on the Peninsula. And, because of the quantity and time of year, I was able to buy them at drastically reduced, below wholesale out-of-season prices.

They are brand new 2008 models. And they are NOT seconds or "blems" or standard "builder models. They are factory fresh – Premium air conditioners and Premium furnaces and have a full factory warranty.

## **HERE'S HOW YOU CAN GET A FURNACE FREE**

By putting this furnace and air conditioner package together (then "Jaw Boning" the factory) and committing to a do-or-die purchase agreement of 52 systems, I was able to buy both the furnace and air conditioner for less than you would normally pay for the air conditioner alone!

So, if you buy one of these 52 new premium air conditioners (but only if one of the four sizes I have will fit your house, of course), I am giving you the furnace **FREE**. All I ask is for the \$378 in labor it cost to have your furnace installed.

## **HERE'S HOW**

Just call me at 247-0500 anytime. I will come out at no charge and measure your home to determine the availability of the proper size. Don't forget, I only have 52 matched systems in four sizes. When they are gone this remarkable offer ends also.

I will show you the real world price on the air conditioner that fits your home. Then I will show you the substantial savings now. And it will include all labor and installation materials. Nothing is left out.

## **THE CONCEPT IS SIMPLE REALLY**

By letting you win big now, I will win at the end of the year.

I'm betting that if I make you an offer that is "irresistible" (at least it should be if your furnace or air conditioner is over ten years old) and I barely mark it up above the below - wholesale price I paid, I will accomplish two things.

1. It will cover my rent, utilities, insurance and taxes in the "Killer" months.
2. I can pay my professional staff of seven technicians to work instead of paying them to sit at home.

If I can accomplish these two objectives I will minimize my losses and the rest of the year can be a winner.

## **NO OBLIGATION**

Even after I have completely explained the installation there is absolutely no obligation. If you decide you don't want to take advantage of the spectacular savings - that's ok. I will give you a surprise gift worth \$50 because you are kind enough to read this letter and give me a chance to solve my problem. I want you to think well of Platinum Heating and Air even if you don't buy.

## **YOU CAN BUY WITH NO CASH**

You don't even have to pay me right away. I have set up a terrific bank rate financing plan. I even decided not to mark up the interest rate like most companies do.

Consider this, if you decide to make monthly investments instead of paying cash, the entire amount of your payments can be more than offset by savings on your utility bills. It's like "having your cake and eating it too".

## **IRONCLAD GUARANTEE**

I'm so confident that you will save at least 20% on your cooling and heating bills (I'm projecting more like 30% to 50%) that I will pay you Double The Difference for two years, if you don't.

There is no way you can lose. Your lower utility bills will probably make your payment. I will even double your savings if you save less than 20%.

If these premium, high efficiency systems were not among the best on the market I couldn't afford to make such a promise.

### **WHY THIS OFFER CAN'T LAST**

You must act before March 31st. Here are two reasons why.

1. I only have about 13 of each of the four sizes. When all of the air conditioners are sold and all the free furnaces are given away in a particular size, that's it. There are no more at this price.
2. If I have any of the 52 systems left on March 31st (although I doubt that I will) this offer still ends.

Here's why.

The only reason I am making this No-Profit (for me) offer is because of the "Killer" months. My business always starts improving in April and since the furnaces didn't cost me anything, I can sell them at 2009 prices next November and December and still come out ahead.

Give me a call now at 247-0500 and I will set an appointment for your no-obligation survey.

Thank you for reading this rather long letter. I hope you will profit greatly because of it.

Warmly,

*Charles Dehays*



**Founded 1936**

**Call 247-0500**

P.S. Six months from now, this will probably be the most appreciated opportunity ever extended to homeowners on the Peninsula. Every one of the 52 proud owners will have an almost unfair advantage over the utility companies.

P.P.S. Don't forget, if your air conditioner is over ten years old a rewarding \$50 surprise gift awaits you. And there is no obligation.