

*Attention South Jersey & Philadelphia Home Owners:
48 of you are about to make an important financial decision...*

“Frustrated Contractor ‘Giving Away’ \$2,815 Furnaces for \$741 with Off-Season Central Air”



Mark Lomas
“Frustrated Contractor”

*(This is the “**Hottest** AND **Cooler** Deal of the Century”
... especially if your furnace is over 8 years old)*

Dear Friend,

I’m about to make you a deal that’s hard to refuse if you have an “older” (and probably less than optimally efficient) furnace.

I’ll replace your old furnace AND your air conditioner as a “package deal” for at least \$2,074 less than you would pay any other time of the year.

Sound too good to be true?

It’s not and here’s why. I’m making you what sounds like an unbelievable offer because it actually makes good sense for my business. And you come out a winner, as well!

You see, this year the mild winter months of October, November & December "Killed" my business. We will end up losing a ton of money because of these "Killer" months and it will take me the remaining months to make up for them.

That’s why I’ve decided to give up trying to make a profit during these months and minimize my losses ... so I can come out ahead the rest of the year.

So, here’s how I can make the incredible offer at the top of this letter

Every year the biggie air conditioning manufacturers guesstimate how many air conditioners to produce. Since there’s no way of knowing what the weather will be like and other factors that affect sales, these guys always have leftover inventory they have to hold onto until the next cooling season.

I saw a great business opportunity in this and went to one of these biggie companies (they won’t allow me to use their name in this letter) and contracted for the purchase of 48 of these premium air conditioners that were going to just be sitting around. Plus, I bought 48 furnaces – all in the 4 most popular sizes used in South Jersey & Philadelphia homes.

Because of the number I bought and the time of year I purchased them, I got an unbelievable deal ... rock-bottom prices.

Don't get me wrong – these are brand new, top quality, 2007 models. Not “seconds.” Not “blems.” Not builder-grade. These are premier air conditioners and furnaces fresh from a name brand factory with a full factory warranty.

How to Get Your Name Brand Furnace for Virtually Nothing

By putting together this furnace-*plus*-air-conditioner package (I call it the “Hottest AND Coolest Deal of the Century”) ... going through some heavy negotiations with the manufacturer ... then committing to buying 48 systems outright, I got BOTH the furnace AND the air conditioner at a price that would have made Sam Walton proud.

This means when you buy one of these 48 new, premium-quality air conditioners, I will “give” you the furnace and ask you to pay only the \$741 in labor it costs to install your furnace.

Pick up your phone right now ...

Simply call Lisa at 1-800-FURNACE at anytime so I can come out and measure your home (to see if I've got the proper size unit). Remember ... I've got only 48 matched systems in 4 sizes so you'll want to let me know VERY SOON that you're interested. When these 48 systems are gone, they're gone and this offer is null and void. Call Lisa right now at 1-800-FURNACE so we can get the ball rolling!

As part of the deal, I'll show you how much the air conditioner costs ... how much the furnace WOULD have cost ... and your savings when buy your new air conditioner and furnace as part of this special offer. The price I show you will include all installation materials and labor. There's no fine print, nothing left out.

Earlier I said that making you this amazing offer is also good business for me ...

The way I look at it, by letting *YOU* win big now, I'll win at the end of the year. And I won't have to “make up” for lost sales during October, November & December.

I figure if I make you an absolutely irresistible offer ... if your furnace or air conditioner is pushing 8 years or more ... and if I barely mark up the price I paid, I'll accomplish 2 major objectives that will allow me to reduce my losses the rest of the year. I'll be able to ...

- √ Pay my overhead (rent, utilities, insurance and taxes) during the slow period.
- √ Keep my service & installation technicians busy enough to pay them to work instead of sit at home.

As you can see, when you take me up on my “Hottest AND Coolest Deal of the Century” EVERYONE IS A WINNER!

And by the way, there's no obligation when you have me come out to measure your house and explain the installation ..

If you decide you don't want to take advantage of this incredible deal (although I can't imagine why you wouldn't want to save this kind of money), it's no problem. You're not obligated in any way.

In fact, just for taking time to read this letter and having me out to survey your house ... I'll give you a Very Special Free Gift (\$120 value). Why? Even if we don't do business together now, I want you to remember us in the future.

**If you're thinking a new furnace (& air conditioner) isn't in your budget --
don't worry! You don't have to pay me right now ...
12 Months No Payments / No Interest**

Because I've tried to think of every reason possible why you WOULDN'T take me up on this spectacular offer, I've even made arrangements for a super bank rate financing plan. And I'm not "marking up" the interest rate like so many other companies do.

While I can't promise you this, it's possible that with this financing plan your monthly investments in a new system could be more than paid for by the savings you see on your monthly utility bills.

My Disappointment-Proof Guarantee

Talking about lower utility bills ... I'm so sure you'll see at least a 25-30% cut in your heating and cooling bills (in reality, it may be more like 35%+), if you don't I'll pay you twice the difference for 2 years.

Not only are you getting a new first-quality furnace virtually free, plus a first-quality air conditioner at a great price, and as I stated above I will guarantee you'll lower your heating and cooling bills by at least 25%-30% ... or I'll pay you double your savings for 2 years. (This alone should convince you that these systems are some of the very best quality and most efficient available.)

**But you've got to act fast ... call me at 1-800-FURNACE right now!
This offer ends February 29th (leap year), no matter what**

Don't wait to call me. Here's why. I have only 12 of each of the 4 sizes. When all of the air conditioners are sold and all the furnaces "given away" in a certain size, the "Hottest AND Coolest Deal of the Century" is over.

And if I still have any of the 48 systems left on February 29th, this offer still ends. The reason is that my business always picks up about April first. Since these furnaces cost me so little, if I've got any left I'll sell them next winter at last year's prices and still come out ahead.

So call Lisa right now at **1-800-FURNACE**.

Thanking you in advance,



Mark Lomas
General Manager / Co-Owner



P.S. Remember, there's no obligation and – even if you change your mind once I measure your house and give you the estimate – you still get that Free Gift worth \$120.

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