

Lifetime Warranty

Installation materials

At **ATEL Air**, we are confident in our system design skills, the equipment we offer, and the quality of our installations. Your new installation will come with a lifetime warranty on installed materials only . Items to include Ductwork, Basic Thermostat, Copper lineset, Gas piping, Drain piping, Wire, Weatherproof disconnect, Breakers and Switches. The Lifetime Warranty covers the materials only, for defects. Lifetime warranty will be in effect for the Lifetime of the equipment providing the system is maintained annually by **ATEL Air** with an (ESA) Energy Savings Agreement. Once the annual maintenance is neglected and the ESA has expired, the Lifetime Warranty will be deemed null and void.

We are able to offer this unusual Warranty, because of our workmanship and selection of quality products.

Homeowner Name

Equipment Model & Serial Number

Homeowner Address

Equipment Model & Serial Number

Date of Installation

Company Representative

Notes:

Bigger is better, right? Well, not always. Homeowners might want a larger furnace or air conditioner than they need, than is in their best interests.

Oversized equipment uses more energy than a properly sized equipment. Because the air handler is larger, it results in increased air flow from the registers (one of the leading homeowner complaints) and can result in significant temperature swings in the living area (another common complaint).

An oversized furnace results in increased "wet time" or "condensate dwell." This potentially dangerous condition occurs because the furnace does not get hot enough to dry out, allowing acidic condensate to form in areas not designed to handle it. The result can be corrosion and the release of carbon monoxide.

An oversized air conditioner tends to short cycle. This adversely affects comfort, does not allow for proper dehumidification, and fails to remove moisture from the coil, creating conditions ripe for mold propagation. Short cycling also increases energy use.

Yet, homeowners still want BIGGER. A useful tool for persuading homeowners to accept a correctly sized system is the Comfort Guarantee. You guarantee that the system will heat and cool the home to 72 degrees (or whatever design condition the homeowner desires) when the outside temperature reaches the standard design conditions for your area. If the system cannot keep up and you cannot otherwise correct the problem, you promise to upgrade to the next larger size free of charge.

What is the real guarantee? You guarantee you can run a load calc. If you can't manage this fundamental, you shouldn't be installing comfort systems in the first place.

A comfort guarantee sets you apart. Other contractors will be afraid to offer it. They obsess on all of the things that can go wrong. Yet, if all of the things that can go wrong were to actually happen, wouldn't you take care of the homeowner anyway? If so, take credit for it.

It's a low risk guarantee. If you are concerned about the liability, add a half a percent to your sales price (e.g., 1 system out of 200). Put the half a percent into a warranty reserve account, just in case.

A comfort guarantee demonstrates confidence in your work. It's something many of your competitors will be afraid to offer. If they won't offer it and you will, you appear to be the quality shop.

If you want, limit the comfort guarantee to high efficiency, top-of-the-line equipment. Require a duct system replacement.

The guarantee is no good if you fail to tell the customer about it. Take the certificate with you on replacement sales calls. Let the homeowners see it. As you're reviewing your company, tell them you offer a comfort guarantee. Then hand over the certificate.

Buy a ream of cotton, linen paper. For a few pennies, you will differentiate yourself, setting your company apart. Better yet, you're doing something you would be doing anyway.

Before printing the piece, be sure to change the red text to match your company information. Change the font color from red to black. Print the certificate on white or gray linen paper.