

BUCKEYE

HEATING & COOLING

SINCE 1948

Fall Edition

August, 2005

Why Should I Maintain My Home Comfort System?

Is your home comfort system something you think about or are you like most of us as we only think about our furnace, air conditioner or humidifier when it *troubles us*?

Most homeowners agree with the idea that it costs less to maintain than it does to fix, or even replace equipment. Remember the Fram Oil commercial: you can pay me now, or pay me later!

Heating, Air Conditioning and the entire home comfort system have the same principles. These are the very machines that heat, cool, and if you're smart, clean your home's air to keep it healthy and pure.

Maintaining this equipment is inexpensive and can be handled hassle free if you work with **BUCKEYE**.

It has been proven through numerous studies, The Louisiana State University Cooperative study for one, that having regular maintenance done on your home comfort equipment

1. *Saves more money than it costs*
2. *Extends the life of the equipment, again saving you money over time.*
3. *Reduces expensive service calls, which is not only money, but an aggravation when something goes wrong.*

At **BUCKEYE**, we believe in maintenance now, rather than paying later. Our philosophy allows you to decide when it's time to replace your home comfort system. This keeps our customers happier, saves you money and to be quite honest, helps us by eliminating costly 3 AM emergency service calls.



For **\$ 120.00** a year
it's worth it!

A **BUCKEYE**
USA Maintenance Plan
is both smart and
economical

23 Point Precision Tune-up
1st Visit—bring equipment up to factory standards
2nd visit—23 Point Tune-Up
3rd Visit—23 Point Tune-Up
Call 294-4966 for details
All for only \$120.00

Is Your Home Making You Sick?

Homes *can* make you sick! Many people do not realize that homes built in the last 15 years have been using space age materials and improved methods of construction.

This has caused many of the chemicals, odors, and even molds and mildews to make their home inside yours instead of leaking out. These new tighter homes save money on energy, but they

can cause health related concerns, even sickness. Many people suffer from allergy symptoms, and these homes can exacerbate those symptoms.

The good news is you can do something about poor home indoor air quality.

It takes a professional. Not just any home heating contractor can solve these types of problems. It takes special training and tools.

Before you do anything to remedy your homes comfort concerns or air quality please use our free homeowners guidebook.

Call **BUCKEYE** today at (614)-294-4966 for your *free Homeowners Guidebook on Indoor Air Quality* in your home. It explains everything you need to know to make your home safe, healthy, and clean.

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Special points of interest:

- **Free Guidebooks for Homeowners on Indoor Air Quality.**
- **Service Coupons**
- **Special Fall Season Sale on a New Home Comfort System**

New Owners—Brad & Gary—A Couple of Columbus Residents

After starting in 1948, Buckeye has seen many changes in Columbus. Brad Wentz and Gary Elekes are relative newcomers when it comes to Columbus traditions, but both young men understand the tradition of BUCKEYE. They are both from Columbus having grown up in Worthington.

Buckeye is a company that has *long been known for craftsmanship and quality even in these times where cost reduction and lessening of value seem the norm.*

Brad and Gary have a vision of making BUCKEYE the best service company in Columbus, not just in heating & cooling, but the very best period.

Brad has said, "We have a great management team, and we have great people. We want everyone to know how a great service company 'FEELS' when they experience our service."

Both young men have extensive background and

experience in the heating & cooling industry, and are up to the challenge of making BUCKEYE "TOPS" in Central Ohio. Brad is responsible for day-to-day operations.

Gary owns four different companies and is recognized internationally as a leading industry figure in contracting, training, and raising the bar for the industry.

What to Expect:

Great Service demands commitment, training, and a focus on the customer's needs. It seems to be getting more rare in today's business world, but not here at Buckeye. Let us know.



Brad Wentz



Gary Elekes

Mama 's Hungarian Peppers Recipe

Peppers—that's a my mama's recipe for a delicious side dish—heartily enough for the winter, healthy enough to keep the doctor off your cholesterol back!

It's easy, takes about 20 minutes to prepare, serves 6 people, and will delight the palate! Start by cutting up 3 peppers; we use 2 green & 1 red bell pepper for a

more exciting color.

Cut up a sweet onion in small mouth size pieces.

You also need olive oil, minced garlic, basil, salt, pepper, sugar, cilantro, and 8OZ. Can of tomato sauce.

In a frying pan add two tablespoons olive oil, and stir in minced garlic. Lightly salt, and simmer 30-45 seconds.

Add in bite sized pepper slices, onions, 1/4 teaspoon of pepper, basil and cilantro.

Pour tomato sauce over mixture, and add 2 teaspoons sugar (add more later to suit your taste).

Cook covered simmering on low heat 15-18 minutes. We add a little hot sauce—that's a good! Serve with bread!

If your thinking about a New Heating or Air Conditioning System—Check this Out!

Savings Right Now

BUCKEYE is offering

Up to \$ 1000 Rebate on a TRANE new home comfort

system purchased before the end of *September 2005. The 10, 11 and 12 SEER efficiency units are on sale and won't last long!*



This is a special offer!

If you have been considering a new home comfort system, prices will never be lower than our slowest time of the year!

What's New with Home Comfort? Congress Has Passed a Law **ELIMINATING Most Popular Air Conditioner Ever Made!**

The federal government has instituted a new law dealing with air conditioning appliances. It is commonly referred to as 13 SEER, but it really comes from the NAECA standards. These standards determine how air conditioners are rated and how they can **NOW BE MANUFACTURED and SOLD!**

What's a SEER. Simple. It is the energy usage rating for the air conditioner, the same as your refrigerator rating. It tells you how efficient the unit is; the higher the SEER rating, the better the efficiency.

The current law mandates 10SEER as the minimum we can offer to you, and of

course a 10 SEER efficiency unit is less expensive than the new 13 SEER units are. So, there is the opportunity for homeowners to act now since we are discounting 10, 11 & 12 SEER units before the new standards go into effect since most people want the newer technology.

WHEN DOES THE LAW GO INTO EFFECT

Beginning January 23rd, 2006. However most manufacturers see the change as an opportunity to raise prices & revenue for their companies. They are stopping production of 10, 11, and 12 SEER units in the fall, changing assembly lines, ordering new components, and doing what they need to do to comply. This has the ripple affect of placing retailers like BUCKEYE

in a position to convert our installation department in the fall of 2005 since we will not be able to guarantee we can get the "NOW" older 10, 11, or 12 SEER units. A 12 SEER unit in Central Ohio **WAS** considered high efficiency.

So, we are letting you know now, if:

1. You were thinking about a new air conditioner
2. Now is the very best time to invest, it will never be less expensive than now!
3. If you wait until after the fall/winter, you will likely pay about 30% more than right now because the equipment is more expensive.

Call Brad at 614-294-4966 if you have any questions.

Want Some Advice?

A little good advice can go a long way.

Not all contractors are created equal. Shop around. Do your homework and ask for references. Learn about the owners. Find out about warranties and guarantees. Even contractors with licenses may not be committed to quality or your complete satisfaction. Remember, the bitterness of poor quality is remembered long after the sweetness of low price is forgotten! You simply don't have to worry with BUCKEYE. That's why we call it "**Customer Trust.**"

BUCKEYE

HEATING & COOLING

Email: brad@buckeyeheat.com

EXCLUSIVE 5 YEAR SERVICE REPAIR GUARANTEE

24 Hour Emergency Service
On Call Technicians

Maintenance Plans Year Round

Specialists in Indoor Air Quality

Quality & Craftsmanship Guaranteed

Exclusive Customer TRUST
Guarantees

**We are not the cheapest, but
we are the BEST! Who else
puts this in writing?**

BUCKEYE is a Home Comfort Company, specializing in residential heating, air conditioning, and indoor air quality. We have been serving Central Ohio since 1948-over 57 years!

We know anytime your home comfort system breaks, this is a major inconvenience in your life. We pride ourselves on being a service organization dedicated to solving your specific problem, doing it at a fair price, and getting the work done right the first time.

There are many “*contractors*” to choose from, and we understand this is not always the easiest of tasks. Give us a try. We think you will see a major difference in BUCKEYE versus other contractors. We pride ourselves on being a true **SERVICE COMPANY!**

We even call ourselves “*The Customer Service Fanatics*”

As professionals dedicated to quality workmanship we remain focused on our customers needs, above all else.

We eliminate your risk with our

EXCLUSIVE BUCKEYE CUSTOMER TRUST GUARANTEES

BUCKEYE Exclusive NO RISK CUSTOMER TRUST GUARANTEES-Take the risk out of Buying!

Guarantee # 1 Comfort

We guarantee your new Supreme or Premium home comfort system will heat/cool within two degrees of your thermostat setting. One degree on Supreme Zoning Systems.

Guarantee # 2 Quality

We guarantee our quality and workmanship will meet your satisfaction, or you don't pay.

BUCKEYE will detail “In Writing” the work to be performed before we do it and walk you through an exacting quality performance audit to meet your 100% satisfaction or you don't pay!

Guarantee # 3 Performance

We guarantee your new home comfort system will perform to factory operating standards. If your compressor fails in the first five years, we will replace your air conditioner at no cost to you. If your furnace's heat exchanger fails in the 1st 10 years, we will replace the furnace at no cost to you.

Guarantee # 4 Best Value

We guarantee the lowest possible cost on a home comfort system installed with comparable equipment, materials & workmanship.

We offer the best equipment at the best possible price. If you find a better deal on comparable equipment and installation workmanship, we will pay you \$ 100.

Guarantee # 5 100% Satisfaction

We guarantee your 100% satisfaction or your money back.

At BUCKEYE, we are so confident your experience with our service will exceed your expectations, we offer this guarantee.

Every customer experience is a moment of truth for our company, and we want that moment of truth to be exceptional!