



Your Comfort Connection

Wilhelm Heating and Air Conditioning, 802 4th St. SW, Ruskin, FL 33570
www.WilhelmAC.com info@wilhelmac.com (813)641-1811

Seal of Approval Putting Customers at Ease

As a part of the South Shore community we are committed to the safety of our customers and the surrounding community. With this in mind, we partnered with AsktheSeal.com to perform a background check on all employees. AsktheSeal.com also ensures we are properly licensed and insured.

These checks are important for your physical and financial safety. If a company is not insured and an employee is injured on your property you can be held liable. Knowing Wilhelm's has received a Seal of Approval allows you to have confidence in Wilhelm Heating and Air Conditioning and its technicians.

AsktheSeal.com also provides the additional benefit of appointment confirmations via email. If this is something you are interested in, mention it when making your appointment. The office staff will be happy to take down your

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email, and send you a confirmation with the picture of the technician that will perform the service call. Don't worry your emails will never be sold or spammed, they will only be used for appointment confirmations (and to receive this newsletter, if you choose).

There are other steps you can take to ensure the company you select for any home service will do a great job including: personal recommendations, checking reputable websites and checking with your local Chamber of Commerce.

Wilhelm was founded over 20 years ago

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The Importance of Maintenance

"If it ain't broke, don't fix it" is the mentality of many individuals when it comes to their air conditioning systems, but this can be a costly approach. Wilhelm recommends two maintenances be performed annually on each system in your home. Over 90% of service calls are maintenance related, which means 90% of service calls are preventable.

A technician may take anywhere from 30 to 45 minutes to perform a maintenance, but it

can save you hours of frustration later. During a routine maintenance a technician will check electrical connections, check refrigerant levels, measure volts/amps on motors, dry brush accessible coils, measure superheat temperatures and adjust thermostat calibrations among other things. It is a great time to ask questions about things you may not understand about your unit and helps find problems

before they are serious. It can also aid in prolonging the life of your unit and keeping it working efficiently, keeping down energy costs.

Filters, like oil in your car, need to be changed periodically. Wilhelm is happy to change filters for customers during a routine maintenance, but the filters are not provided. Customers can visit
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Why Carrier?

Carrier was the first and is the best in its industry. Dr. Willis H. Carrier invented the modern Air Conditioning system and founded Carrier, Inc. over 109 years ago. His invention changed the world, and Carrier continues to lead its industry in innovative, world changing technology.

Carrier's most recent modernization is its Greenspeed Heat Pump that goes up to a 20 SEER efficiency rating. Its industry leading efficiency is not only environmentally friendly but a 3-ton system has 29% to 69% higher heating efficiency than its competition. Bob McDonough, President of Carrier Residential and Light Commercial Systems Business, explained Carrier's view on innovation, "We understand the link between the technology we create today and its impact on the world we live in tomorrow." As actions always speak louder than words, Carrier introduced puron refrigerant (a more environmentally safe option than its obsolete counterpart R-22) 6 years prior to its competition according to www.heatpump.org.

Carrier's 25HNA9 model also received the coveted Consumer's Digest Best Buy award, for its outstanding heat and cooling efficiency and quiet operation. More proof of Carrier's commitment to efficiency is seen on its products with Energy Star Labels. The Environmental Protection Agency (EPA) assesses different household products and

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WilhelmAC.com and click the "Filter Club" tab to order their own filters online. If you do not have internet access call the office to see if Wilhelm carries your filter in stock or if one of the office staff can order it for you online.

Maintaining your system ensures it will work properly when you need it to. Wilhelm Heating & Air Conditioning will happily perform emergency service calls on the weekends and even Holidays, but no one wants to worry about their air conditioner working when guests are coming in or a family celebration is going on. Put your mind at ease and set up a \$59 maintenance (coupon on back of newsletter), or sign up for a Preventative Maintenance Agreement (\$149) and receive two maintenances and a 15% off discount on any additional work needed.

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and more than likely has worked on your friends and families' homes – ask around for recommendations from people you trust. Also provide recommendations to your friends, family and neighbors – they are more than likely in the same situation when selecting a service company.

The Better Business Bureau is another great resource. Wilhelm has an A+ rating which can be verified by going to www.BBB.org. In addition you can also verify a company is licensed by visiting www.myflorida.com.

Most well-rounded companies are also involved in local chambers of commerce. Being a part of a chamber shows a company is involved with the community through events, fundraisers and personal connections. It shows a business cares. Wilhelm is a member of the South Shore and Sun City Center Chambers of Commerce.

Wilhelm Heating & A/C strives to make it easy for you to be confident in choosing us as your heating and cooling service providers. For more information on our Seal of Approval visit www.AsktheSeal.com.

"We understand the link between the technology we create today and its impact on the world we live in tomorrow."

- Bob McDonough

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determines their Energy Star eligibility by several factors revolving around efficiency, for more information on the Energy Star program visit www.energystar.org.

Any Carrier system purchased from Wilhelm Heating & A/C come with an optional 10 years parts and labor warranty. According to www.heatpump.org this is an industry leading warranty. Carrier provides this warranty because it provides the best products on the market and peace of mind to its consumers. For your free estimate on a Carrier system call Wilhelm today at (813)641-1811 and for more information on the Carrier brand visit Residential.Carrier.com.

Check Out www.WilhelmAC.com

It's time to visit www.WilhelmAC.com. It can be a valuable resource for Wilhelm customers. The site provides product information, including a link to order filters and a link to request a service call. It also has an online pay option for customer convenience.

The website is meant to be a tool. If you have any questions about the website, your system or any products you can email info@wilhelmac.com or your favorite technician, their emails are located under the "Contact Us" tab.

Browse the website to meet the staff, or even enter to win Lightning tickets or a free maintenance depending on the current promotion (as seen on front page of website). Email us what you think and how to improve your online experience.

**Wilhelm Heating and Air
Conditioning**

802 4th St. SW
Ruskin, FL 33570

Phone:

(813)641-1811

Fax:

(813)641-1614

E-Mail:

Info@wilhelmac.com

*We're on the Web!
Find us at:*

www.WilhelmAC.com

Meet us at these great community Events:

Event	Date(s)
Senior Fun Fest Brandon <i>Held By Senior Connection Magazine</i>	Sept 23 rd 9 a.m. - 3 p.m.
Halloween <i>Have a spooky good time! Happy Halloween!</i>	Oct 31 st
Seafood Festival <i>Held by the South Shore Chamber</i>	Nov. 5-6 th 10 a.m. - 5 p.m.
SCC Business Expo <i>Held by Sun City Center Chamber</i>	Nov. 8 th 8 a.m. - 2 p.m.
Thanksgiving <i>Remember to give thanks for all you have!</i>	Nov 24 th
Christmas <i>Merry Christmas!</i>	Dec. 25 th

For more information on our involvement in these events call the office at (813)641-1811. We hope to see you during these fantastic Fall and Winter events and more!



Turn to the Experts.

Go Green! Choose to receive your newsletter by email. Just send an email with your name and address to Newsletter@WilhelmAC.com

IT'S TIME FOR YOUR FALL MAINTENANCE CHECKUP!

Regular maintenance of your A/C or heat pump unit increases the efficiency and life of your A/C system. Our regular Maintenance Check includes **CLEANING** all accessible coils, **CHECKING** the **ELECTRICAL** connections and components, **CLEANING** drain lines and **CHECKING** the refrigerant levels.

Please call **641-1811** to schedule your maintenance checkup at your convenience. The cost of this special service is **\$59**.

If any additional repairs are required, they will be on a time and materials basis.
Thank you for doing business with Wilhelm Heating and Air Conditioning!

**Offer expires 01/31/2012



Check out our Website www.WilhelmAC.com for a chance to win FREE Tampa Bay Lightning Tickets or 1 FREE Maintenance - contests will run throughout the year.

See Website for full details, including rules and regulations.



802 4th St. SW

Ruskin, FL 33570

License #: CAC1814397

PRSR STD
U.S. Postage
PAID
Permit No.55
Ruskin, FL

Postal Customer or

**Look on back for
special offer!**