

# Invest \$77 in a Precision Furnace Tune-Up for Your Mission Viejo Furnace And I Will Guarantee You in Writing That Your Home Furnace Will Not Break Down This Winter or I Will Return Your \$77 with No Hard Feelings...

...PLUS, if you call today, I Will Include a Complete Inspection of Your Home's Furnace Air Duct System (a \$41 value) Absolutely FREE of Charge, Not One Red Cent!

**Dear Mission Viejo Homeowner and Neighbor,**

Since replacing your forced air furnace could cost thousands of dollars it just make sense to consider a Full Furnace Tune-Up. If the furnace can be Tuned Up, Why Waste Money on a New Furnace? If we can make your furnace like new, by all means, give that home furnace a Tune Up. I am taking all the risk and leaving you worry free when it comes to your home furnace. That's a **Rock Solid Furnace Guarantee** I am giving you in writing.

**Let me explain...**

We are overwhelmed every year during the heating season when it gets cold, wet and miserable outside. Most people put off their furnace repairs, furnace checkups and furnace Tune Ups until the last possible second. You may be one of those homeowners waiting until your furnace breaks as well, that's okay, but we **cannot service everyone on those cold days.**

Anyway, when the cold weather hits, my furnace hot lines are swamped with calls from Mission Viejo who have broken home heating systems. We take care of the home furnace repair for our Ultimate Service Agreement (USA) members first, our repeat clients second, and our new clients third. This company furnace repair policy (I know, terrible word) ensures that once you sign up for our discounted yearly furnace service, should something go wrong, your furnace repair will be handled the same day in nearly every case. The vast majority of furnace repair calls don't come from our USA furnace members, they come from Orange County Homeowners that don't have their furnaces maintained each year. When your furnace breaks, you lose and when we are unable to fix your furnace because of overloaded phones, we lose as well.

As a businessman when I have to turn down furnace repairs from potential new clients I get sick to my stomach and when I have to rush my Professional Furnace Service crews through

furnace repair after furnace repair rather than letting them spend enough time to perform a "Precision Furnace Tune Up". I know you lose as well.

## **A Much Better Way to Service Mission Viejo Furnaces...**

I have found a better way to service your forced air heater in Mission Viejo. Here's my idea...

I decided to make an experimental offer (I hope this furnace maintenance experiment is successful) to the first 200 Mission Viejo Homeowners that call so that I can evaluate the outcome. I am extending this valuable heating system offer to you, there is simply no way for you to lose, and all I ask for in return is this:

I will give your Mission Viejo furnace a complete "**Precision Furnace Tune-Up and Professional Cleaning**" that will take between 1 ½ and 2 hours to accomplish. Instead of a simple 15-30 minute "furnace check up", it is separated into the operations listed below. I am sure that, after reading the extensive heating system list below, that you'll agree with me that it's worth considerable more than we are asking. This is what it will take to bring your Mission Viejo furnace back from the brink to its **Factory Fresh condition**.

This same Mission Viejo heating service during the "cold rush" (only if I have the time to do it) would cost you \$237. But as part of this furnace marketing test I am reducing it to only \$77 allowing you to save \$160. **Over a 67% discount.**

I will also give you a **written furnace guarantee** that you will save at least \$77 by following your Furnace Tune Up advice this winter on your heating bills (*that's is more than a 100% return on your home heating investment*) over last year's heating bills. Plus, I will guarantee your furnace will not break down this winter or your **Furnace Tune-Up is free!**

Call it a bribe if you must, but I really want this heating service plan to work. To convince you to call today for this Terrific Home Heating Tune Up I will include a complete inspection of your Air Duct System (**a \$41 value**) **ABSOLUTELY FREE**, but you have to call now.

Call me at **(714) 251-1040** as soon as possible so that I can schedule your Heater Tune-Up before the End of Next Week.

1. Ultra-Violet camera inspection of furnace heat exchanger from a Certified Heat Exchanger Expert.
2. Test airflow for deadly carbon monoxide
3. Test furnace ignition system for safe and proper operation
4. Test heater safety and control circuits for proper operations
5. Test heater exhaust system for proper venting
6. Lubricate and clean blower motor air vents

7. Measure/record temperature differences- supply-return
8. Inspect/adjust furnace fan belt tension
9. Calibrate and level thermostat
10. Inspect for sealed base of furnace
11. Brush clean and vacuum furnace burners
12. Brush clean and vacuum furnace heat exchanger
13. Test furnace flame for proper burn mixture
14. Adjust furnace gas pressure for peak efficiency
15. Lubricate all moving parts per manufacturer
16. Test for natural gas leaks in and around furnace
17. Measure amperage and voltage of furnace blower motor
18. Tighten and inspect all electrical wiring as needed
19. Clean upper and lower combustion air ducts
20. Clean the forced air furnace exterior

**Your Zero Risk Guarantee...**

You are going to be thrilled with our furnace maintenance services so much so that I will give you a minimum of 6 months (180 days) for you to see how much better your home furnace works and how much money your furnace Tune Up is saving you. If you are the least bit unhappy for any reason after this furnace Tune Up, or, quite frankly for no reason (you will not be given a hard time), that I will return your \$77 with no hard feelings and you will have my heartfelt apologies. I don't want any of my neighbors upset with me. This is far BETTER THAN RISK FREE, and it is my way of saying thank you for helping me with this little experiment.

Without you there would be no "Us".

Thank you so very much for allowing us to help you,



Jim Eichman  
President Empire Heating and Air Conditioning  
1 (949) 251-1040  
email info@empirecares.com



*Call My Daddy,  
He Can Fix Anything!*

