

Energy Matters

from **TUDI**



PERSONALLY SPEAKING

an "amazing" offer? don't believe it

Dear Friends,

I can't believe some of the offers I see in the local paper. And when I say I can't believe them, I literally mean it. I know for a fact that it's impossible for a heating or cooling company to make some of the offers they make without there being some kind of catch.

The typical "M.O." for an operator like this is to do or say anything to get inside your house. Once they are in, they always "find" something that needs to be repaired, and it's never something small.

Just in case you don't know it already, I want to assure you that you never have to worry about something like this happening with Tudi.

We hold ourselves to the highest ethical standards. That's why all of the work we do for you is guaranteed, and why our warranties go well beyond industry standards. It's why we invest so much in

our employees and why, if anything ever goes wrong with your heating or cooling system, you can count on us to be there as soon as possible to fix the problem.

We think it's important to participate in our industry and to adhere to the standards that respected industry groups have established. That's why we belong to organizations like the Green Building Alliance. We also belong to the Better Business Bureau, and have won their Business Ethics Award numerous times.

Some companies are only interested in taking your money and moving on. At Tudi, we do things the right way because we want you to be a customer for a long, long time.

Sincerely,

Bob Tudi



Bob Tudi



a small leak could cost you big bucks

Expensive plumbing problems usually come without warning, but you can reduce the chances of a problem by adding plumbing inspection coverage to your service plan.

For just \$99 with a service plan (or \$129 without), we will inspect key components of your system to make sure everything is in proper working order.

On the day of your inspection, we will check:

- ✓ water temperature and pressure
- ✓ your water heater for leaks and corrosion
- ✓ hose connections in your laundry room
- ✓ shut-off valves (at owner's request)
- ✓ toilets for leaks and overall operation
- ✓ drains for leakage and proper drainage
- ✓ faucets for leaks and overall operation

When it comes to plumbing, it's definitely better to know than not to know. To add this important coverage or to learn more, call us or return the enclosed card today.



\$379 value!

Win a Kindle DX wireless reading device!

The new Kindle DX takes everything people love about the Kindle and magnifies it. It features an all new 9.7-inch high-contrast E Ink Pearl display for clear text, sharp images and no glare when reading in sunlight. It also features FREE global 3G wireless, long battery life and an auto-rotating screen so you can read in landscape mode. For your chance to win, read the newsletter, answer the questions on the enclosed reply card and return it today, or go to Tudi.com. All entries received by 4/30/11, with the correct answers will be entered in a drawing.

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.



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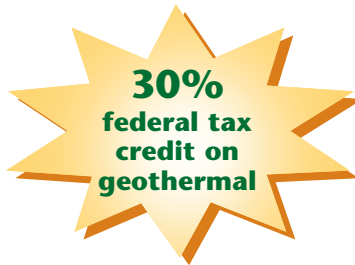
- ★ enter to win a Kindle DX!*
- ★ avoid plumbing problems

*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

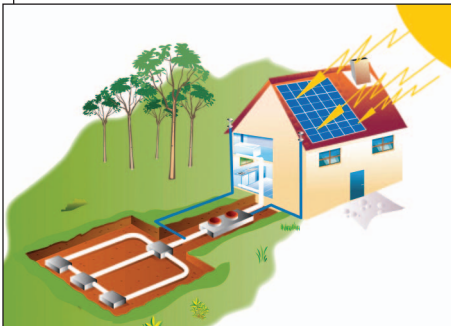
green solutions save money and aid the environment

Although the federal tax credit for some home energy-efficient improvements has expired, the credit for geothermal runs through 2016. This means that you can still get a tax credit for 30% of the cost of a new geothermal heating and cooling system—with no maximum limit.

Switching to this very efficient—and eco-friendly—energy source



has the potential to reduce your annual heating and cooling costs anywhere from 50% to 70%! Geothermal is just one solution that Tudi offers our customers to reduce your energy use, enhance your comfort and safeguard your health. Another is a solar water heating system, which has the potential, depending on how you heat your water now, to reduce this cost by as much as 30%.



one cut you shouldn't make

Tough times can mean tough choices, but there's a price to pay for cutting back on the wrong things.

One thing you shouldn't skimp on is a service plan.

Our Home Comfort Plans offer discounts or full parts-and-labor coverage for the replacement of key system components, some of which would cost \$300, \$400 or even more to replace without your plan.

Both our Gold and our Platinum plans include comprehensive heating and cooling tune-ups, which can lower your energy bills by up to 10%. Tune-ups also let us

catch and fix small problems before they become expensive ones.

Your plan ensures that you will receive priority service, and no matter which plan you choose, you'll never pay overtime charges. When you weigh the cost of having a plan vs. the potential cost of doing without it, keeping your coverage is an easy decision—in any economy.



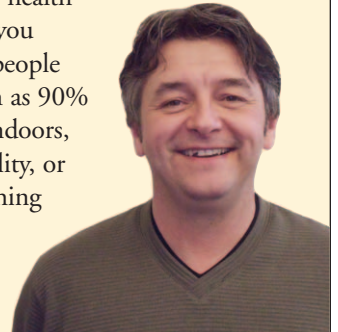
tech talk

Q: *Is indoor air quality something I should be worried about?*

A: Indoor air pollution has been cited by the U.S. Environmental Protection Agency as a significant health threat. When you consider that people spend as much as 90% of their lives indoors, indoor air quality, or IAQ, is something that demands our attention.

Tudi has helped “clear the air” in many of our customers’ homes with products that significantly reduce contaminants and indoor

pollutants. Our indoor air quality solutions include whole-house air filtration systems and whole-house humidifiers to restore proper relative humidity for greater comfort and health. We can test the quality of the air inside your home and recommend solutions that can help you breathe easier and stay healthy.



Mark Nazarchuk
comfort consultant



Secrets to Staying Comfortable



It's no secret that it can be difficult deciding how to make your home more comfortable while keeping your energy

costs manageable. To help out, we share a few secrets about raising your comfort level without breaking the bank.

comfort problems: sights, sounds and smells

zone in on comfort

You can improve your comfort by having your home divided into several "comfort zones," based on how much each room is used and the number of available supply and return vents. Each zone, which can be one room or an entire section of a home, has its own thermostat and a series of dampers, which are installed in the ductwork.

Each thermostat is set at a fixed temperature, which either opens or closes the dampers to allow airflow in to heat or cool the zone. If you are not using the zoned area, you can keep the settings to a minimum, conserving energy and saving money.



air apparent

Is your upstairs too warm? Do you have a corner bedroom where the temperature is never quite right? When you can't be comfortable in your favorite rooms, the problem can often be traced to how conditioned air moves through the home.

ducts: your home's circulation system

Air ducts are like the arteries and veins of your body. But instead of carrying blood, the ducts move air through your home. Older duct systems often have hidden restrictions and design flaws that choke airflow. This reduces the amount of heating or cooling produced by your comfort system, causing hot and cold spots. It may also cause premature equipment failure; worse, it wastes energy, which means high utility bills.

what we do

When we install a new system for a customer, we know that as much as half its efficiency, and much of the

comfort it provides, depends on the **condition of the ductwork**. So before we give an estimate for a new system, we will inspect your ducts for common problems.

Once we know exactly why your rooms don't feel comfortable enough, we can make corrections so you get the most out of your investment in a new system. While other companies may focus on the equipment alone, we concentrate on your **entire system**. The ductwork, and our expertise in diagnosing and correcting problems, are among the secrets to delivering **total comfort** to you.

don't forget the filter

While **ducts** should be inspected by a professional, something you can do yourself is to keep your system's **filter** clean. (A dirty filter restricts airflow and lowers system efficiency.) Depending on the kind of filter your system has, replace it or wash it about once a month. Make sure the power to the system is off before removing the filter.



Every problem has a symptom, and frequently, it is accompanied by something you either see, hear or smell. Here are just a few examples.



excessive dust

The secret to reducing dust often rests with the quality of your system's air filter. Most systems have low-end filters, which can't trap most dust particles. At a minimum, your system should have a pleated media filter that captures most dust particles. This is just one solution. Please call us for other ways to "dust-bust" your home.

unusual noises

Unusual noises often come from your system's blower motor, which pushes the air from your system into the ducts. Here are a few sounds and possible causes. (Note: A correct diagnosis can only be made with an on-site visit from our technician.)
Scraping: The bearings in the motor may be wearing out. If you hear this noise, shut off the system immediately to avoid further damage. Then call us for service.



Squealing: If you have an older system, the blower motor may need oil. There may also be a loose belt.

Vibration: The blower motor or wheel may need to be rebalanced.

odd odors

Water leaks are the most common source for bad odors because moisture from leaks encourages mold growth. Check for leaks in your roof and foundation, and around sinks and other piping. Besides correcting water leaks promptly, other secrets for keeping indoor air virtually odor-free include correctly-sized comfort equipment, continuous airflow and air purification systems.



what's hot, what's cool

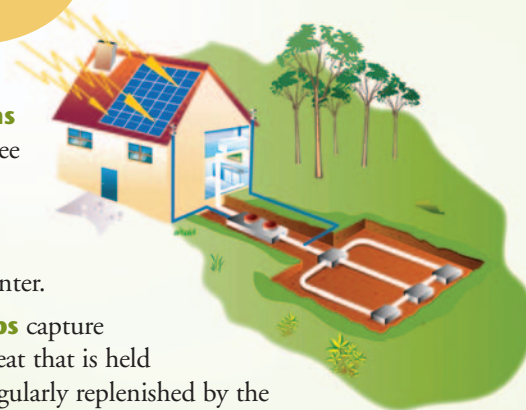
Technology has brought us vast improvements in home comfort and energy efficiency. Here are a few products that may become more commonplace in the years ahead.

Smart thermostats have the ability to send and receive digital data over a phone line, cable, or wireless router. For example, if you're away from home, you can use a smart phone to change the temperature setting in your house. A smart thermostat can also send you an email or text alert about any drastic temperature change, and possible equipment failure. Some units even let you know when it's time to change filters or schedule maintenance for your comfort system. Now that's smart!

Solar hot water systems

let you take advantage of free energy from the sun! They can give you most or all of the hot water you need, even on a stormy day in winter.

Geothermal heat pumps capture free thermal energy from heat that is held underground, heat that's regularly replenished by the warmth of the sun. Water is pumped through underground pipes to access the thermal energy for heating. In the summer, the system pulls heat from the home and discharges it into the ground.



BE READY FOR SPRING



Remember, we're here for you year-round! So don't wait until it gets too warm before getting your cooling system checked and serviced. If you have an old system—and high energy bills—we'll be glad to tell you about the latest options in high-efficiency cooling equipment.