

Energy Matters

from **TUDI**



PERSONALLY SPEAKING

federal tax credit expires soon

Dear Friends,

The federal energy-efficiency tax credit is due to expire at the end of 2010. This program rewards homeowners with a tax credit of up to \$1,500 for making energy-efficient home improvements, including the purchase of a high-efficiency boiler, furnace or air conditioning system.

If your heating or cooling system is not providing the kind of performance you expect, or is costing you too much in energy bills—or both—please give us a call.

We'll come to your home, do a thorough survey of your comfort needs and make suggestions about what can be done to help.

As your energy savings partner, we don't want you to miss out on this rare opportunity to save. A tax credit is not

a deduction off your income; it is "money in your pocket." Our customer service team can give you all the details, and also tell you about current financing options to make your new system more affordable.



Bob Tudi

A new high-efficiency comfort system is an excellent investment, one that will reward you with lower energy bills year after year. With the federal program due to expire soon, there's never been a better time to consider this option.

Please call us, go to Tudi.com/fall10,

or return the enclosed reply card to get the details.

Sincerely,

Bob Tudi

high efficiency is a win-win

Today's high-efficiency heating systems are almost twice as efficient as those made 30 years ago. Even if your current system is 15 years old, replacing it with a new high-efficiency system could save you 20% or more on your annual heating bills. These are savings you will enjoy month after month, year after year.

But there's another very good reason to consider upgrading to high-efficiency: performance. Today's systems boast technological advancements that make them more responsive to your comfort needs, so you will not only gain efficiency but comfort as well.

Tudi will be glad to come out and evaluate your system to see if it makes sense for you to consider new equipment. But please call us as soon as possible. We want you to be able to take advantage of the federal tax credit. (See the "Personally Speaking" article at left.)

If your system is relatively new, it still needs to be tuned up each year to deliver optimum performance. Please call us today or go to Tudi.com/fall10 to **schedule a tune-up for just \$69.95** (limited time only).

Community Corner



To provide the gift of warmth to those less fortunate, every year Tudi Mechanical Systems and Standard Air & Lite, another local company, sponsor the "Heat for the Needy" program.

We ask members of the community to nominate individuals and families who need a new heating system but can't afford one. We select 12 to 15 homeowners to receive a new system free of charge. Members of the Tudi team and their families then volunteer their time to install the heating systems.

If you would like to nominate a local resident in need, please provide a letter that includes some background on the homeowner's situation and information on how to contact the nominator and nominee. Send your letter by Nov. 30, 2010 to **Heat for the Needy, 343 Munson Ave., McKees Rocks, PA 15136**. You can also fax your letter to (412) 771-7737 or send an email to HeatForTheNeedy@Tudi.com.



HFAL10-11950

are you enjoying guilt-free home comfort?

Ever feel guilty about enjoying the ultimate in home comfort? Stop worrying. You don't need to use more energy to be warmer in your home in the winter or cooler in the summer. You just have to be energy-wise!

what people do to save energy

Here are two of the most frequent things that homeowners do to use less energy.

- **Run ceiling fans.** Air movement evaporates moisture on the skin and makes you feel cooler in the summer. In the winter, fans can push heat downward, making you feel warmer. This lets you set your thermostat at energy-saving temperatures.
- **Have coils cleaned on comfort systems.** The longer dirt builds up in your system, the higher your energy bills will be, the less comfortable you will feel and the greater the chance of a breakdown. Keeping your system properly maintained can save you a lot of money on energy and repair costs.

If you've recently called on us to make your home more energy efficient, congratulations! You are now enjoying a **higher level of comfort while reducing your impact on the environment.** (*Greater efficiency means fewer emissions.*) And if your home isn't as comfortable as you would like and you're spending too much money on energy, what are you waiting for? **Call us. We can help!**

your system may need a "rehab"

In many cases, you don't have to replace your entire system to feel more comfortable and save money on energy. You just need an expert (like us) to correct flaws in the system. Here's what we mean.

Energy-efficiency ratings for heating and cooling systems are calculated in a laboratory setting. But when those systems get installed in a home, those efficiency ratings can **drop drastically** if the system is not installed according to manufacturer specifications. Failure to maintain the system properly can reduce energy efficiency further.

A study of more than 1,000 homes

across the country showed that consumers were short-changed on energy efficiency because of poor equipment installation and lax maintenance.*

After adjustments were made to correct problems, efficiency improved, on average, a whopping 36%! This was accomplished by:

- **improving the ductwork**
- **cleaning and adjusting the system**
- **correcting installation flaws**

If you feel your system isn't working properly, give us a call and we'll be glad to evaluate it.

*National Comfort Institute, 2006



what's better: a tax credit or a tax deduction?

As you may know, the federal stimulus package included an income tax credit for as much as 30% (up to \$1,500) for energy-efficient improvements to your home, including high-efficiency heating and cooling systems. As we went to press, the credit was scheduled to end Dec. 31, 2010; it's unclear if it will be extended or renewed.

In most cases, tax credits are **better** than tax deductions because credits are subtracted directly from the **amount of taxes** you owe. On the other hand, deductions only reduce the **amount of taxable income**, resulting in much lower savings.

Here's an example that shows this difference, based on someone who starts with a \$5,000 tax bill.

- A \$1,500 tax **credit** lowers the tax bill to **\$3,500.**
- A \$1,500 tax **deduction**, subtracted from total taxable income, may yield only a \$375 reduction in the overall tax bill, leaving the taxpayer **still owing \$4,625.**



Filing your taxes can result in many happy returns when you qualify for a **\$1,500 tax credit.**

If you qualify for a tax credit because you made energy-efficient improvements in your home this year, we recommend that you consult with your tax advisor about this when you file your tax return in 2011.

getting your dander down

Nearly 84 million U.S. households include either a dog or a cat. Although these furry friends make great companions, their dander is one of the leading causes for allergic reactions. Dander is a combination of skin flakes and dried saliva that pets shed.

If you have a pet, an air purifier is a must-have. (We'll be glad to tell you about this and other options in air cleaning systems.) Here are some additional ways you can minimize respiratory problems or allergic reactions caused by pets.

- Brush or bathe your pet **outside.**
- Remove clothing worn after **grooming** or **playing** with pets.
- Keep pets **off furniture**, especially upholstered furniture.
- Maintain adequate **ventilation.**
- Keep litter boxes away from air supply **vents/registers.**
- Frequently **wash** items such as couch covers, pillows, curtains and pet beds.



what's on your wish list?

A national survey of more than 30,000 homeowners† revealed that for more than half of them, "greater energy efficiency" was at the top of a wish list for home comfort improvements. Here are the **top five improvements** and the **percent** of homeowners who wanted them.

We've helped a lot of homeowners make **all** these improvements, and many more. If you have your own wish list for home comfort improvements, just let us know!

†The American Home Comfort Study, conducted by Decision Analyst in Aug. and Sept. 2008, used a nationally representative sample.

Wish List

1. Greater energy efficiency: **56%**
2. More even room temperatures: **41%**
3. Better air quality: **29%**
4. Better temperature control: **25%**
5. Improved airflow: **25%**

efficiency is the key

Many people are taking a closer look

at the energy efficiency of their homes so they can conserve fuel and lower their energy costs. Because of great advances in technology, today's high-efficiency heating and cooling systems use substantially less energy than older models. That's why a new system can **reduce** your annual energy bills by about 30%.

With a new comfort system, you'll get:

- **more heat/cooling from less energy**
- **lower energy bills**
- **fewer breakdowns**
- **environmentally-friendly warmth and cooling**



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furnace tune-up
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Congratulations
 to the winner of the **55-inch HDTV**
contest in our spring newsletter,
John G., Allison Park

★ **enter to win an iPad!***

★ **federal tax credit expires soon!**

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

don't lose your peace of mind

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

Take your **Tudi Home Comfort Plan**, for example. Some people look at it as something they can do without, but when you consider the consequences, it's easy to see why this doesn't make sense.

plan, which gives you a 15% discount on most repairs. With our Platinum Plan, you'll pay nothing at all for the repair or replacement of a long list of key parts.

As a Home Comfort Plan customer, with a basic plan or Platinum Plan, you'll get **priority emergency service**. Both plans also include a **comprehensive preventive maintenance tune-up** of your heating and cooling system, which ensures your system runs at **optimum efficiency**, which can reducing your heating and cooling costs by as much as 10%!

Plus, for each year that you renew your plan, you'll receive **\$50 in Loyalty Credits**. You can accumulate these credits up to a total of \$500 and use them toward the purchase of heating or cooling equipment from us.

This is no time to run the risk of a major household expense. For more information on our Home Comfort Plans, go to Tudi.com/fall10, return the enclosed reply card or call our Home Comfort customer service team.

If just one major component on your heating or cooling system failed, you'd pay far more than the cost of our basic



Our Home Comfort customer service team: (front) Megan Johnson; (back, l-r) Jennifer Winger, Rich Riva, Bob Hunter, Chris Draxinger, Lynda Ficarri

ask the expert

Q: *Do I need a sump pump?*

A: With all of the rain we had earlier this year, many of our customers are asking about sump pumps. If you have ever seen water



Dan Caruso, master plumber

accumulate in your basement, then your home could be a good candidate for a sump pump. This will typically happen when the ground around your basement has absorbed too much water from excessive rain or snow.

When the water in a basement reaches a certain point, called the "critical level," the sump pump turns on and pumps the water through a pipe that leads outside and away from the home's foundation. With the protection of a sump pump, you can avoid water damage inside your home—damage that can be costly and time consuming to clean up.

Tudi installs and repairs electric-powered sump pumps, and sump pumps that run off a battery backup system. For more information on sump pumps, call us here at Tudi or return the enclosed reply card today.

Win an iPad

Here's your chance to enjoy a 64GB Wi-Fi + 3G iPad! This new wireless tablet from Apple combines the best features of a smartphone and a laptop; it's great for browsing the web, reading e-books, watching movies, looking at photos and more.

It's hard to believe a device so thin and light can pack so many features!
Read this newsletter and answer the questions you'll find on the enclosed reply card or go to Tudi.com/fall10. Entries with correct answers received by 1/18/11 will be entered in our drawing. One prize will be awarded.

\$829 value!

- **64GB** capacity
- **1.5** pounds
- only **0.5** inches thick
- **9.7**-inch LED backlit display
- a **multi-touch** screen
- **Wi-Fi** and **3G** connectivity

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