

SEASONAL SHIFT

The Highs and Lows of Home Comfort

Cooling your home can take quite a bit of your cold, hard cash. And the air conditioner itself – based on its age, condition and energy-efficiency rating – has a lot to do with whether you're spending more or less.

Central air conditioners are not created equal, and you see the differences in the SEER, a rating standard for "seasonal energy efficiency ratio". The higher the SEER, the better the energy efficiency.

Air conditioners are significant investments for any home. Plus, there's the operational costs. Overall, you'll want to look for a balanced investment – comparing the air conditioner's cost with your monthly operational savings. Here's your range of options:

- **High/Low** – Yes, they cost more upfront, but they also save more. Many homeowners prefer the logic of a higher upfront cost that saves them months after on their energy dollars. For high-efficiency central air conditioners, you'll look for 16 to 23 SEER.

- **Mid** – When you see SEER 14.5 to 17, you're in mid-range efficiency for central air conditioners. They're priced a little lower than the higher efficiency units and have a few less benefits. If you're replacing an air conditioner that's more than 12 to 15 years old, this would seem like top of the line by comparison.
- **Low/High** – Minimum energy efficiency comes in a 13 to 14.5 SEER air conditioner. The lower initial cost won't bring as high a level of savings on the operational costs, but many homeowners on a tight budget will consider this to be a good value.

What's right for your home?

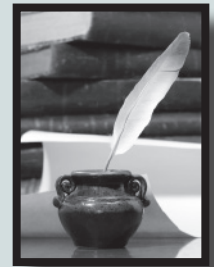
Give us a call at 609-877-6659 or email us at info@foxhvac.com to get our free report *Maximizing Energy Efficiency*. As a customer of FOX HEATING & AIR CONDITIONING, we'd also be glad to come out and give you a free Energy Survey. Just give us a call today.

MY WORD

The Future

By William C. Fox

Hello Friends,
Do you ever get the feeling that real life sometimes seems a little more like science fiction?



Our smartphones are smarter than we are. Our cars tell us where to go – and will even caution us if we've made a turn they didn't recommend. Wherever we go, we can carry as many books with us as we want, without breaking a sweat, thanks to eBook readers. Yes, time and technology marches on. In a lot of ways, that's a good thing.

In this business, for example, we have seen incredible advances in home comfort systems over the years. For someone like me, who truly appreciates equipment that is the top of its kind, I'm impressed all the time by improvements in energy efficiency, convenience and comfort. And I love to see the faces of happy customers when they first "feel" this difference in their own homes.

continued on page 4



Your Quick Call Comfort Hotline:

609-877-6659
www.foxhvac.com

Contents

- Have You Heard of QR Codes?
- Poison Prevention Begins with Smart Practices



Have You Heard of QR Codes?

If you've had any internet experience, you've used links that take you from one webpage to another. But now a bit of technology is changing the way you can interact with the web. If you have a phone with a camera that can access the Internet, you can now link from a physical object – say, this very newsletter – and go straight to a website. How?

The technology is called QR codes (Quick Response). The QR code looks similar to a barcode you'd see on any product you buy. Instead of straight lines, however, you'll see a square filled in with varying patterns that contain digital information. With QR codes you can receive weather forecasts, news updates, "discount" alerts or other types of info from the codes you choose to scan. **You can get started by trying out the QR code on the back of this newsletter.**

For the QR code to work, however, you'll need a QR code reader installed on your phone. That's easy. A free code scanner is available at www.neoreader.com and other locations on the web (just Google QR Code Reader from your smartphone). Once your code reader is installed and you begin scanning QR codes, you can download contact information and other details directly to your phone, making it easy to access and pocket-portable.

MONEYWISE

Home Improvements That Pay Off (or Turn Off)

Home values have slumped and the stock market is a rocky ride, but some investments can still increase value while enriching your quality of life. Certain home improvements are likely to improve the value of your home – and, hopefully, make it more attractive to a buyer down the road. But strategy helps – because some home improvements don't improve home value and can even lessen the ability to sell.

Some home improvements don't improve home value and can even less the ability to sell.

So where's the payoff and what's the turn off? Most experts say making changes in the kitchen and bathroom are a "go" and can earn homeowners an 80% and upward return on investment for remodeling projects.

Kitchen Remodeling – The kitchen is the center of family activity and the most-used room in the house. Some of the areas where you can give attention are new plumbing fixtures, energy-efficient appliances, solid surface countertops, tile flooring and recessed lighting.

Bathroom Remodeling – Investments in a bathroom remodel are also viewed favorably. You can start with the plumbing where it is and replace outdated fixtures, maybe tub and toilet too. Other areas include updated lighting, tile floors and vanity.

Outdoors – Adding a deck or patio yields a good return – a covered patio in particular.

Landscaping is still a great bet too. It adds value and can be done with limited budget. Also, landscaping in the front adds that ever-attractive "curb appeal" that will impress your friends and neighbors and entice a future buyer.

Some areas of improvement, however, don't tend to yield a good return on investment. What areas are a "no"? A swimming pool could deter a significant pool of future buyers.

Also, while an outdoor kitchen is attractive and enjoyable, it's not the way to cook up a higher home value. Look for the "home value" caution flag in these areas too: converting a garage into a family room and converting a spare bedroom to an office.

Another upside of making home improvements now is that the cost may be less, starting with a low interest rate on a home equity line of credit. Additionally, contractors that aren't as busy as they once were may offer a discounted price, and home building materials that aren't as much in demand may be available at a better price.

"Quotable"

"If we had no winter, the spring would not be so pleasant; if we did not sometimes taste of adversity, prosperity would not be so welcome."

– Anne Bradstreet

Poison Prevention Begins with Smart Practices

As you spruce up your lawn or garden for the greener days to come, you'll find many elements that you'd be pleased to see eradicated – like weeds and pests. But the poisons and chemicals that take care of business at hand can cause serious problems if they end up where they're not intended.

Following these guidelines from the Home Safety Council can help keep your family and your pets safe:

- **Read the labels of products you buy and keep in your home.** If you see the words, "Caution," "Warning," "Danger," "Poison" or "Keep Out of Reach of Children," be very careful.
- **Store poisons in a place where children cannot see or touch them.** Use child safety locks. Products you should keep locked up include: pesticides, automotive fluids, charcoal lighter, paint thinner, antifreeze and turpentine. Ideally, hazardous products should be stored in a locking cabinet.
- **Keep products in the container they came in.** Do not put them in a different bottle or jar.
- **Do not mix products together** because their contents could react together with dangerous results.
- **Gasoline is very dangerous inside a home or garage.** Gasoline vapors can explode with just a tiny spark. Never bring or use gasoline indoors. Use it as motor fuel only. If you must keep gasoline at home, use a special safety container.
- When using harsh products, **follow directions.** For example, use gloves, eye goggles and masks if the label says so.
- Pesticides to kill bugs, mice and rats are extremely dangerous. If possible, **have a professional help you.**
- **Mix insect sprays outdoors, away from areas used by your family and pets.**
- **Pool chemicals are poisonous and can catch on fire.** Store and use pool chemicals according to the manufacturer's directions. Keep them tightly covered in the containers they came in. Keep them dry and away from other chemicals and products.

DID YOU KNOW?

- The phrase "sleep tight" derives from the fact that early mattresses were filled with straw and held up with rope stretched across the bedframe. A tight sleep was a comfortable sleep.
- The liquid inside young coconuts can be used as substitute for blood plasma.
- A raisin dropped in a fresh glass of soda will bounce up and down continually from the bottom of the glass to the top.
- An ostrich's eye is bigger than its brain.



Has Your Home Passed a Radon Test?

You can't see it, smell it or taste it, but it can create a really big health risk. Radon is a poisonous gas that comes from the natural breakdown of uranium in soil, rock and water and gets into the air you breathe. Breathing air that contains radon is a serious matter – because it's the second leading cause of lung cancer after smoking.

Any home may have a radon problem, yet testing can be inexpensive and easy, only taking a few minutes of your time. You can test your home yourself by picking up a radon test kit at a hardware or home improvement store. Or you can order one by calling the National Radon Hotline at 1-800-SOS-RADON (1-800-767-7236).

Short-term tests take between 2 and 90 days. Long-term tests take more than 90 days. Start with a short-term test and follow your kit's instructions.

MY WORD (...from page 1)

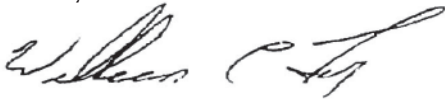
If your system is showing signs of age, we'll be glad to talk with you about some terrific options. Just give us a call.

In the meantime, we're committed to helping you keep your current system

operating at its best – and regular tune-ups are the best way we can help make that happen.

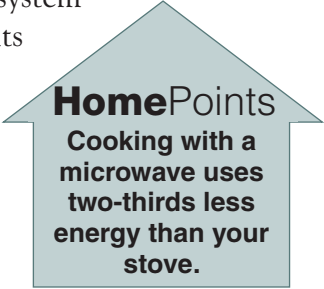
If you'll call and schedule your spring tune-up, we'll get someone out and help you get ready for the warmer days that are on their way.

Best wishes for an enjoyable season. Looking forward to hearing from you soon.



William C. Fox

P.S. Don't forget to check out the special offers on this page. If you're not able to use them, feel free to pass them on to a friend or neighbor.



HomePoints
Cooking with a microwave uses two-thirds less energy than your stove.

Who Says You Can't Have It All?

If you want discounts on repairs, savings on energy, longer equipment life and priority service, join the club. The Comfort Club.

Our regular Maintenance Agreement program comes with system Tune-ups twice a year – along with priority perks to keep you comfortable and save you money year-round. Call **FOX HEATING & AIR CONDITIONING, INC.** at **609-877-6659** and find out more.

©2011

GET \$25 BUCKS OFF THE BEST SERVICE WE CAN BRING ON.

When you have a repair on your heating and air conditioning system, you're already not having a good day. So we'd like to make things easier on your wallet. Clip this coupon for a **\$25 savings** on your repair bill, and just give us a call. We'll give you our best service, as quickly as we can. Call **FOX HEATING & AIR CONDITIONING, INC.** at **609-877-6659**.

©2011

When Too Little Costs Too Much

It's easy to let the demands on your busy schedule keep you from tending to important – but easily forgotten – matters. Unfortunately for some folks, that "untended" list could include regular maintenance on your heating and cooling system. And "too busy" now can mean "too much" later on – too much time, too much hassle, and too much expense to repair your home comfort system.

Research shows that lack of maintenance is the #1 cause of system failure, that can mean spending \$3,000 - \$7,000 for a new system a whole lot sooner than

you'd like. So it's not hard to see that "saving money" by not getting a tune-up can be very costly!

That's why we're offering to take care of this for you. Our valued customers can get a seasonal tune-up for smooth, efficient running, plus a full system safety check to keep you healthy and safe for just \$69.

This small investment in home comfort could save you thousands in repairs or replacement costs. So call **FOX HEATING & AIR CONDITIONING, INC.** today at **609-877-6659**. We're never too busy to keep you comfortable!

©2011



Scan this code with your smartphone for a FREE Energy Survey!



William C. Fox
HEATING & AIR CONDITIONING, INC.
P.O. Box 89 • Beverly, NJ 08010
Lic# 13VH01091400

If your mailing address is not correct, please call us!

HOMESENSE