

INSIDE

Commercial Projects 2

Specials and Savings 3

Beware: Duct Cleaning Companies 4

Independent Green Technology 5

In the Kitchen 6

Dear Friends,

As we welcome the fall season and enjoy sunny, pleasant temperatures, and spend more time outdoors we are reminded again of the beauty of our planet. There seems to be no better time to get out and enjoy being outdoors. The color of the sky, grass, and leaves seem brighter and more vibrant when the haze of the humid summer subsides. BENSON'S strongly believes in taking care of our beautiful environment and being good stewards of the earth's resources.

For years BENSON'S has been working to decrease the environmental impact our industry has. From offering the most advanced, environmentally friendly HVAC systems, to educating our customers and encouraging lifestyle choices that will have a positive influence on the quality of life for generations to come, BENSON'S has long been a strong advocate for living green.

During the last year, I have taken this philosophy a step further. I decided to build a new house and move from the country, back into the city limits, where I have not lived since I was 20 years old (*over 30 years ago*). After months of research, planning, and then building, I have recently

completed the project and am pleased with the comfort, decreased environmental impact, and economic efficiency of my new home. To be a better environmental steward, I decided to build a smaller home in the city, with the goal to live more simply and adopt a greener lifestyle. The home was designed to meet my family's lifestyle goals and

proud of and excited about is the solar electric and hot water systems installed in the home. The photovoltaic and solar thermal systems combined will provide decades of free energy, greatly reducing energy costs over the life of my home. Both of these systems are nearly maintenance free.

It feels good to lessen my family's impact on our environment and decrease our energy costs. I hope you will read the article in this newsletter about my solar contractor so you can better understand the benefits of solar in our community.

With federal rebates expiring at the end of the year, now is the time to consider a new more energy efficient system. The BENSON'S team is trained and prepared to help you with all of your comfort, efficiency, and energy savings needs.

We appreciate your continued partnership with BENSON'S. We remain the company committed to always leave you satisfied.

DON'T FORGET!
2010 Daylight Savings Time Change
November 7, 2010



Set Your Clocks Back One Hour!

incorporates the most energy efficiency concepts and equipment available including environmentally low-impact materials and solar power systems.

I took full advantage of the rebates offered by the city of Tallahassee. I installed natural gas appliances, including a high efficiency Lennox Furnace and Air Conditioning with zoning and state of the art filtration. While all the savings have not been realized yet since we have just completed the project and moved in, we are excited about all of the estimated benefits. One of the projects that I am most

Benson



The End is Near!

Federal Tax Credits are Coming to an End!

The federal tax credits for energy efficiency upgrades end December 31, 2010.

One of the most frequent questions people ask me is, “When should I replace my system?” My response is always, “Are you planning on replacing your system in the next two years?” If the answer is yes, then my recommendation is to replace the system before the tax credits expire at the end of the year. It will be very disappointing to have to replace your HVAC system in June 2011 and not be able to take advantage of the tax credit incentives.



C. Daniel Boyette
Service Manager

To top it off, Lennox is offering a manufacturer’s rebate of up to \$800 on selected equipment. Local utility rebates are also still in effect. It is clear what the obvious answer is to someone

asking when to replace a system – NOW.

I’d like to welcome the newest member of the **BENSON’s** team. Allen Donaway will be working with our Comfort Advisors and Customer Service Representatives to ensure that every new Comfort System is the right choice for our customers. Alan has an extensive background in home sales and regional sales management. We look forward to Alan’s contribution to the **BENSON’s** team. Welcome aboard Allen!



Commercial Projects

Aaron Rents	Pinnacle Construction
Challenger Learning Center	FAMU
Chipotle Mexican Grill	Rand Construction Company
Clemons Rutherford & Associates	Clemons Rutherford
FAMU Jones Hall Renovation	LLT Building Corp.
FAMU Switchgear Vault	Pellicano Construction
First District Court of Appeal	Peter R. Brown Construction
FL Dept. of Health-Apalachicola	Concrete Services
FSU Tully Gym	FSU
FSU Wildwood Hall	FSU
Harvey's 2362-Havana	KMD Construction
Harvey's 2364-Tallahassee	KMD Construction
Morningside Baptist Church	Winkel Construction
WFSU	Cook Brothers



Rebates *Ending Soon!*

Huge **\$SAVINGS!**



The Federal Tax Credits for energy efficiency upgrades that provide up to a \$1500 incentive for you to replace your home's old heating and cooling system with a new high efficiency system are scheduled to expire December 31, 2010.

That is less than 90 days left to increase the comfort and reduce the operating costs of your home. Combined

with manufacturers' incentives, the savings can be HUGE! This year has seen the lowest net (*out-of-pocket*) prices for installed HVAC systems in years. Many homeowners are combining utility rebate programs, manufacturer incentives, and the soon-to-be-gone federal tax credits for truly ONCE in a lifetime savings.

2010 Fall Promotions *From*



LENNOX *Specials*

Get **CASH** Back!

*Don't Delay, for a Limited Time Only Get Up to a **\$800 Rebate*** on Select Lennox Units.*



**Rebate applies to certain individual units and is valid from September 13, 2010 – November 30, 2010.*

PriceMatch **GUARANTEE**

If you have an estimate written by a licensed contractor that is less than BENSON'S for identical products and services, show us the estimate and we'll match that price, providing equivalent products and services.

Beware of Those Who Claim to be Duct Cleaning Experts

Avoid Professional Duct Cleaning Scams.

The Better Business Bureau (BBB) has recently investigated the furnace and air conditioning duct cleaning industry and has come to some troubling conclusions. The focus of the investigation centered mainly on companies who used direct mail to advertise duct cleaning services in the price range of \$45-\$80 because that price point appeared to be unbelievably low for a thorough and effective cleaning, which should take several hours to complete.

Barry Goggin, an executive with the BBB said, "We wanted to find out what the companies actually did for the \$45-\$80 they were advertising." The BBB looked at several different air duct cleaning companies and in just about all of the companies hired, the cleaning done was superficial at best. Furthermore, in the opinion of the BBB, the companies engaged in aggressive tactics to sell additional services and expensive equipment. In the course of pitching additional services, salespeople often devalued the basic service as not being worth the effort or price going forward unless other services were purchased at an extra cost.

The best defense against **professional duct cleaning scams** is to educate yourself about the air circulation, ventilation, and air conditioning systems in your house and about the part that air ducts play in the process. Air ducts are the passages through which stale air in your home is removed and fresh air delivered to ensure consistent

indoor air quality.

When having your air ducts looked at, make sure you choose a licensed and a credible company. Do not assume that every company that advertises air duct cleaning services has the necessary level of expertise to get the job done right. Do not hesitate to verify accreditation and ask for references. Insist on transparency about the cleaning methods and products that are going to be



used to clean your air ducts.

Indicators of a possible duct cleaning scam include:

- Service offered at unreasonably low rates.
- Intense pressure to buy additional services along with their duct cleaning service.
- Encouragement to hire their services without inspecting your ducts.

BENSON'S Healthy Home Check-up program

includes an air flow diagnosis which reveals any hidden design flaws or blockages in your duct system that causes your air flow to be restricted or unevenly distributed. By having your air ducts looked at by one of **BENSON'S** credentialed comfort consultants, you'll help improve the indoor air quality in your home, enhance the efficiency of your heating/cooling system, and reduce energy bills. Best of all, you will have peace of mind working with a trusted company who has been around for almost thirty years and has a one hundred percent satisfaction guarantee.



"James Clark was excellent, as usual. He serviced my house and 4 rental units, but I'm only sending this one card! I hope he gets his full quintuple recognition, however!"

—John Rawling

Win a Free Dinner for Two from **BENSON'S**

When you return your **BENSON'S** customer response card, you not only help keep us informed about the quality of our service and how we can improve – you can also win a free dinner.

We believe so strongly in the importance of customer feedback, that every card we receive is entered into a drawing to win a dinner for two valued at \$100. The cards provide us with invaluable information on how we can tweak our customer service to ensure that every need is being met.

So when you get your card in the mail, please send it in, and you will be automatically entered. Thanks again, and good luck!

Congratulations to Our Most Recent Winner:

John Rawling

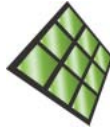
Independent Green Technologies

Independent Green Technologies specializes in solar power systems designed to reduce energy costs while helping promote green living and environmental responsibility.

As state certified solar contractors who provide turn-key systems that offset as little or as much commercial power usage as desired, Independent Green Technologies closely links engineering, installation, and monitoring to provide solutions with the best return on investment. Relationships with top manufacturers enable Independent Green Technologies to acquire cutting edge components on budget and on schedule. Their premier in-house design and installation staff delivers worry free energy solutions.

Founded by two wireless telecommunications engineers who have more than 45 years of combined experience in cutting edge technology and power systems, Independent Green Technologies offers vertical axis wind turbine systems and hydrogen fuel cells in addition to solar systems.

For Benson Green's new home Independent Green Technologies installed a 5.376 kilowatt grid tie photovoltaic system using Sharp 224w panels and Enphase micro inverters. This system will provide electrical



INDEPENDENT
Green Technologies



power converted from sunlight directly to the home. All additional electrical energy created by the system will be automatically fed back into the utility grid providing power for others, a reduced load on the city grid as well as a credit back to Green.

Also installed was a TCT Progressive Tube 40 gallon solar water heating collector. This system will reduce the overall energy consumption of the home 25-35 percent. It will also

provide an additional 40 gallons of hot water capacity above and beyond the traditional gas water heating system on the home.

The photovoltaic and solar thermal systems combined on Green's home will provide decades of free energy, greatly reducing energy costs over the life of the home. Both of these systems are nearly maintenance free.

Whether it is a 1 kilowatt or a 1 megawatt system, a solar hot water system or a solar pool heater, Independent Green Technologies can show you how efficient and effective capturing the sun's limitless power can be. Many incentives are still available. To help you acquire your own energy independence and spin your electric meter backwards and get you off the "lifetime utility payment plan" contact Independent Green Technologies at 877.IGT.SOLR or www.igtsolar.com.

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In the Kitchen:

Bo's Old Fashioned Baked Bean Recipe

INGREDIENTS:

- 4 Cans Plain Baked Beans (i.e., Van Camps)
- ½ Cup Molasses
- 4 Teaspoons Yellow Mustard
- ¼ Cup Chopped Onion
- ⅛ Cup Chopped Green Bell Peppers
- ½ Cup Dark Brown Sugar

DIRECTIONS

1. Strain bean juice from can and pour in 8x8x4 casserole dish.
2. Pour in molasses, brown sugar, mustard, onions, bell peppers, and stir. Make sure brown sugar is stirred in well and no chunks remain.
3. Layer thick sliced bacon strips on top.
4. Place in a preheated oven on middle rack at 350 degrees. Cook 45 minutes to 1 hour with cover on dish.



It is very important to remove all juice from beans, since molasses adds liquid.

Ingredients may be tweaked to suit taste or sweetness. This is a simple recipe and takes about 15 minutes of prep time.