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*Cool Ideas . . . Hot Topics*

Spring 2017

**HELP WANTED: Addressing our Industry's #1 Issue**



By Mike Brosseit, owner Top Notch Heating, Cooling and Plumbing

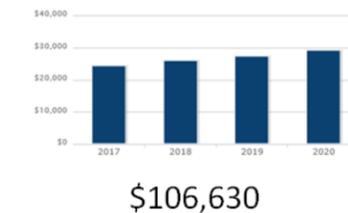
Without question there's a shortage of skilled workers in the HVAC industry. Overall there is a profound shortage of skilled labor in the American workforce, period. As baby boomers retire in the next 5-10 years, the ManpowerGroup projects the gap between skills employers need and skills workers possess will grow exponentially.

**Why the shortfall (or what happened to shop class)?** In the 1970s high schools began a push toward college-bound preparation and shop classes fell out of favor, becoming nearly extinct by the 1990s. Coincidentally, the number of young people entering skilled trades dropped. Trade school planning took a backseat to college counseling as students perceived the only way to success was through a four-year degree and a white-collar career.

According to *Workforce 2020: Work and Workers in the 21st Century* our educational system at all levels is not preparing young people for the careers available today and beyond.

**The result is a profound disconnect.** Organizations and celebrities are jumping on the bandwagon, offering scholarships for skilled training. For example, Kansas City NARI (National Association of the Remodeling Industry) developed a Futures Fund through the Greater Kansas City Community Foundation to

True cost of 4 year degree



4 year degree in liberal arts  
The University of Kansas: Tuition, Room and Board, Books  
www.learningquest.com

True cost of 4 year degree

- 6.8  
– Federal Stafford loan interest rate at 30 years (%)
- 695.15  
– Dollars per month payment for 30 years
- 250,251  
– Total dollars paid with interest
- 50,000  
– Average college grad salary
- 41,658  
– Salary minus debt payments annually (dollars)

HVAC Technician

- 21,000  
– HVAC Associate of Applied Science Degree (dollars)
- 136.90  
– Dollars per month payment for 30 years
- 43,660  
– Average HVAC tech salary (dollars)
- 42,017  
– Salary minus debt payments annually (dollars)

promote careers in its industry and related professions.

High-profile handyman/celebrity Mike Rowe's mikeroweWorks Foundation started the 'Profoundly Disconnected' campaign to address:

- A trillion dollars in student loans.
- Record high unemployment.
- Three million good jobs that no one seems to want.

He challenges the absurd belief that a four-year degree is the only path to success, encouraging pursuit of a skilled trade. (<http://profoundlydisconnected.com/foundation>).

Top Notch is joining the movement by enhancing awareness about opportunities in our industry, reaching out to area schools to improve training, and making financial incentives more available to those seeking HVAC careers. Please share this information with young people you know, family and/or friends. I would personally be happy to discuss the possibilities and road to becoming a Top Notch HVAC technician with anyone interested in learning more.

24/7 – CALL 913-535-8039 – WE NEVER CHARGE FOR OVERTIME!

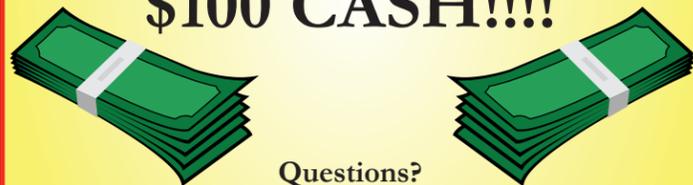
**V.I.P. REWARDS**

Introducing **TOP NOTCH'S** latest  
**REFERRAL PROGRAM...**

*Send us your family, friends and neighbors.*

If your REFERRAL purchases a  
**NEW FULL SYSTEM REPLACEMENT**  
(be sure to tell them about our Spring Special above)  
you will automatically receive

**\$100 CASH!!!!**



Questions?

Call us at: (913) 535-8039 or

Fax us at (913) 441-8118 or

Text us at (913) 915-9527 or

Email us at [info@topnotchheatingandair.com](mailto:info@topnotchheatingandair.com)



LinkedIn



Google+

**All the COMFORTS of home in our latest  
HABITAT FOR HUMANITY project**

Top Notch attended the blessing of the West family's new home near 30th & Highland in KCMO on February 24th. We were honored to team with the Kansas City chapter of NARI (National Association of the Remodeling Industry) to provide the heating and cooling system for this five-bedroom Habitat for Humanity house. This is our ninth Habitat for Humanity project. It is a super COOL feeling to help give a single mother and her three children a new, functional home, and it WARMS our heart to know they will stay comfortable all year long no matter the temperature outside.



Please remember to let us know if you have a special cause or charity where we might be able to help you out. Top Notch loves to stay involved in the communities we serve through auction donations, event sponsorships and other types of equipment or monetary support.



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# V.I.P. MAINTENANCE

## Top Notch's 3 Levels of Service:

### V.I.P. Maintenance Agreement

\$17.41/month for 1 system and includes:

- One air conditioner clean & check
- One furnace clean & check
- **\$20 OFF** service call
- **15%** discount on equipment, parts and labor

### Signature Service V.I.P. Agreement

\$19.75/month for 1 system and includes:

All the same benefits as our V.I.P. Maintenance Plan above **plus...**

- One Mid Winter "Peace of Mind" Check to check humidifier, clear drain line, check CO levels, replace standard filter, and visual inspection of furnace operation

### Pinnacle V.I.P. Agreement

\$32.91/month for 1 system and includes:

All the same benefits as our Signature Service V.I.P. Plan above **plus...**

- Additional discounts on replacement equipment
- **AND BEST OF ALL ... FREE REPAIRS ON YOUR FURNACE, AIR CONDITIONER AND HUMIDIFIER!!**

*Insure the important operation of your home's SMOKE DETECTORS by ADDING BATTERY CHANGES into your V.I.P. AGREEMENT (note article to the right)!!!*

**We appreciate your referrals and reviews. Tell us what you think about our service:**

- Angie's List
- Google
- Review Buzz
- Superpages.com
- Yelp

## Choose VARIABLE AIRFLOW as the foundation of your new system for MAXIMUM BENEFITS

Lennox® Home Comfort Systems stand out for innovation, and the company's variable airflow motors are no exception. Before you make the decision on your next replacement HVAC system, consider the cost saving bonuses to choosing a unit with the variable airflow motor at the core of its operations.

**Variable airflow motors** operate at a fraction of the energy cost of conventional blower motors (as illustrated).

**Variable airflow motors** help eliminate hot and cold spots throughout your home.

**They** often allow you to raise your thermostat while at the same time making you feel just as comfortable as before.

**Variable airflow motors** with a comparable thermostat understand the humidity levels in your home and together remove the right amount of humidity.

**These motors** deliver more air flow with less noise.

Two piece **variable airflow blowers and coils** allow for easier access into attics and closets.

**Variable airflow motors** filter the air you breathe better.

Almost 90% of all wear and tear to a motor is on start up. With the Lennox variable airflow motors you can operate your fan 24/7 to mix and filter the air while reducing motor starting and stopping. Top Notch will direct you to the units and systems which include this groundbreaking technology, and assist you in finding the exact match for your comfort level and budget.

### Don't lose sleep stressing over SMOKE DETECTOR BATTERIES!

Spring and fall HVAC maintenance usually coincides with the changing of our clocks to daylight savings time. Along with moving our clocks one hour back or one hour forward, comes the long-standing chore of changing smoke detector batteries. We've created the perfect solution in one seamless maintenance call.

Top Notch removes the hassle and worry over remembering to change those ever-important smoke detector batteries with a new add-on service. As a V.I.P. Maintenance Agreement customer, you can call our office and we will include the changing of your batteries as an additional service on your bi-annual HVAC agreement. We'll remember so you don't have to, and at the same time, we'll get up on the ladder instead of you!

This time-saving, worry-free and safe solution is worth every penny at just **\$49 annually**. Call today!



## CURRENT-ly looking for an ELECTRICIAN?

Look no further than Top Notch! Yes, you may not know it, but we do basic electrical contracting, too. We will send out a professional to handle your basic electrical installations, including:

- Light fixtures
- Ceiling fans
- Dimmer switches
- Under cabinet lighting
- LED can light upgrades
- NEST thermostats, CO and smoke detectors
- Outlet/GFCI replacement (upgrading to décor outlets or USB connections)
- Outdoor outlets and landscape lighting installation

Since you already trust us with your home comfort needs and your basic plumbing projects, why look anywhere else for an electrician?

You can expect the same TOP NOTCH service satisfaction guarantee and you'll receive prompt, quality electrical work completed at a fair price. Call us first!

## Introducing WhisperKOOL for the optimum in WINE CELLAR cooling

When you've invested in a premium wine collection, you deserve the best to preserve what's inside those treasured bottles. If you need an efficient system to maintain the integrity of your fine wine, or your current system isn't performing to the highest standard, Top Notch has the answer.

We represent and install the leading wine cellar cooling system – WhisperKOOL. The unique difference with WhisperKOOL is it achieves the perfect temperature year round by cooling the air slowly instead of traditional air conditioning which cools quickly and removes too much of the humidity. When humidity is removed to acceptable levels between 50-70%, corks don't dry out and wine won't oxidize.

Our knowledgeable team is helping homeowners throughout Kansas City achieve the wine cellar of their dreams. Call for recommendations and an estimate today!



★ COUPON ★

\*\*\*\$25 Off\*\*\*

**ANY ELECTRICAL SERVICE CALL!!**

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Expires May 1, 2017

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Thru May 1, 2017

CA317

## We're hyped about HOME AUTOMATION!

What's the buzz about home connectivity? Wondering what you can control remotely? These are just a few of the many options on the market to simplify your life and make your home smarter:

- Control your energy appliances and HVAC systems while you're away.
- See who is ringing your doorbell and talk to them remotely through an app on your phone.
- Get alerts if your smoke detector or CO detector deploy unexpectedly.
- Turn lights on and off from hundreds and thousands of miles away.
- Check to be sure you closed your garage when you left home.
- Install cameras to view pets and children while gone.

It's an exciting time, but it can be confusing to understand how these innovative apps and gadgets all work together. Top Notch offers many products connecting you to what is important anytime and anywhere. We use and understand these high-tech conveniences and are pleased to provide consulting services in addition to installation so you get the most out of your new technology upgrades. Don't be shy to ask for more information and help!