



"WHERE CUSTOMERS SEND
THEIR FRIENDS"

(913) 441-8900

www.topnotchheatingandair.com

- You Never Pay Overtime
- No Voice Mail - a friendly person will always answer your call day or night!
- Employee Background Checks
- 24 Hour Service - 7 Days a Week
- Angie's List Super Service Award Winner 6 Years in a Row
- Weekend & Evening Appointments Available

Cool Ideas . . . Hot Topics

Fall 2011

Imagine paying less this winter for a more comfortable home!

When cold weather strikes, you can count on a Lennox® furnace to keep you perfectly warm at home. The newest and most innovative furnace yet, the SLP98V is the most efficient and quietest model you can buy. With its rating of up to 98.2% AFUE (Annual Fuel Utilization Efficiency) and its 65 stages of heating, you can save over \$800 each year compared to standard furnaces. Ultimately, 98¢ of every dollar spent on gas goes directly to heating your home.

See how the SLP98V savings compare to older, less efficient furnaces with only one stage:

3-YEAR SAVINGS	
\$1,491	\$2,502
vs. 75% AFUE	vs. 65% AFUE

Courtesy of Lennox.com

Other top features of the SLP98V include:

- ENERGY STAR® qualified
- Variable-capacity operation*
- Self-calibrating variable speed* inducer
- Variable speed motor*
- SilentComfort™ technology adjusts fan speed, heat and airflow capacity to increments as small as 1% for the ultimate temperature control
- Peace of mind protection – limited lifetime warranty on heat exchanger and Lennox's standard 10-year warranty on all remaining covered components

*Page 2 defines Variable Speed in more detail.

Consider this: If you are looking at purchasing a 95% AFUE furnace, why not spend \$300 more to step up to a 98% efficient SLP98V and be so much more comfortable, and save more money in the long run?

Pair the biggest Lennox® rebates ever with Federal Tax Credits for even more Savings

This fall's Lennox rebates are over the top with as much as \$1,850 on qualifying purchases through December 2, 2011. In addition, a new high efficiency unit can yield up to \$500 in 2011 energy tax credits. These tax credits end on December 31st unless they get extended.

Our Missouri customers can still take advantage of KCP&L's Cool Homes Rebate Program on high-efficiency upgrades. Ask us how you might qualify.

Don't forget about 2013 furnace efficiency changes

While we're talking furnaces, here's an important reminder: In May 2013 a new government mandate will require the installation of only 90% AFUE or higher furnaces whose venting requirements involve exiting out the rear or side of the house. Should you wish to install a lower efficiency furnace that does not involve the special venting, you'll have to purchase and install it before this date.

*** Our Fall Special on Page 4 features an exclusive Top Notch incentive!!! ***



Family-Owned & Operated
Serving Johnson County for over 37 years!
www.topnotchheatingandair.com

**24-Hour Service
7 Days A Week
Never a charge
for overtime!**

V.I.P. MAINTENANCE

Top Notch's 3 Levels of Service:

V.I.P. Maintenance Agreement

\$179/year or \$14.91/month for 1 system and includes:

- One air conditioner clean & check
- One furnace clean & check
- **\$20 OFF** service call
- **NEW: 15%** discount on equipment, parts and labor
- **NEW: \$30 Loyalty Credits** each year towards equipment replacement

Signature Service V.I.P. Agreement

\$229/year or \$19.08/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
- **NEW: \$40 Loyalty Credits** each year towards equipment replacement

Pinnacle V.I.P. Agreement

\$395/year or \$32.92/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
- **NEW: \$50 Loyalty Credits** each year towards equipment replacement
- **AND BEST OF ALL ... FREE REPAIRS ON YOUR FURNACE, AIR CONDITIONER AND HUMIDIFIER!!**

Visit the **NEW**

topnotchheatingandair.com

for a complete breakdown of pricing to add additional systems to your Agreement and for more information on our convenient monthly payment plan pricing.

Service to CUSTOMERS, COMMUNITY and COUNTRY

By Mike Brosseit, Owner

Top Notch Heating, Cooling and Plumbing



To Top Notch, the word "service" means much more than providing superior customer satisfaction day in and day out. It also translates into giving back to our community locally, nationally and globally. In addition to being environmentally conscious, we support many causes near and dear to our hearts, and we would like to help charities you might be involved with too.

Currently, many members of our team are actively participating in fundraising efforts for cancer awareness, support and research. Rock the Cure, created by my wife and co-owner Kim Brosseit, originally started as a fundraising event to benefit the fight against breast cancer. Now in its third year, Rock the Cure has taken on other cancer causes including Livestrong, and for 2011 is concentrating on brain cancer support through Head for the Cure and Maintaining the Legacy. In August Tricia Vogel's fiancé, personal trainer, coach and triathlete Josh Wolf, rode his bike 450 miles across Kansas raising funds in honor of Tricia's friend Laura Kleysteuber who lost her fight with brain cancer in 2006. We'll be continuing our efforts to remember Laura through Maintaining the Legacy and Head for the Cure for many years to come.

Thanks to our customers who contributed items to send to our troops overseas in Top Notch's spring drive we called "If you were stranded on a desert island." Spearheaded by our dispatcher Joi Outman whose son, Cody, is serving a tour of duty in Afghanistan, Top Notch collected personal hygiene items, snacks, books and other essentials eventually sending numerous boxes to Cody to share with his fellow Marines.

If Top Notch can support your cause with raffle prizes, auction items, manpower and more, please let us know.



What does VARIABLE SPEED mean to the average homeowner?

A common HVAC term, variable speed, may not sound glamorous or sexy, but it means a lot to customers when it comes to the efficiency of HVAC products. Quiet operation, energy conservation and reduced wear and tear on equipment are just a few reasons for using a variable speed motor or drive – bottom line saving you money over time. Have we grabbed your attention yet?

Here's a good analogy: If your car used only a toggle switch to determine speed, you'd have two power options – full speed or off. Variable speed drives act like accelerator pedals allowing your system to precisely match current heating or air conditioning demands which can vary throughout the day. It's the cruise control of home comfort.

Ask your technician for more information about what new Top Notch products utilize state-of-the-art variable speed technology. (Hint: The new SLP98V featured on the cover has it!)

The 3 W's of home temperature control

What you want it to be.

Where you want it to be.

When you want it.

This summer Kansas City reported its hottest day on record searing to 107 on August 3rd and surpassing the longstanding record of 104 degrees. This heat wave wasn't marked in days, but in weeks. Top Notch fielded numerous calls from customers struggling to keep the top level of their home cool.

No telling what Mother Nature has in store this winter, but an Arzel® Zoning System will put you in the driver's seat when it comes to your home's internal climate. You've grown used to individual comfort controls in your car, and just as passengers control their own comfort with the touch of a button, Arzel® allows you to divide your home into different comfort zones determined by your lifestyle. Each comfort zone is controlled by its own thermostat for optimum performance and comfort.

Say so long to freezing basements in winter and hot upstairs bedrooms in summer. No more 15-degree temperature variations from room to room. Installation is quick, easy and painless. Top Notch and an Arzel® Zoning System can start saving you money today!!!



Meet TOP NOTCH Installer Mark Blackerby



A former sous chef, Mark "dropped his apron and picked up a tool bag" 11 years ago after becoming interested in the HVAC industry. He graduated to our installation team two years ago after spending three years as a service technician for Top Notch. Mark says he loves the challenging installations that come with his job, and the many interesting personalities he meets along the way. What else does Mark like?

Favorite Leisure Activities: "I'm a comic book geek," said Mark. He collects and attends conventions whenever possible. He also tries to take in a NASCAR race at a different track every year. He's also a musician in his spare time, playing the drums and guitar, often for friends on camping trips.

Favorite TV Show: *The Big Bang Theory* and *Hell's Kitchen*

Favorite Quote: "Come to the dark side. We have cookies."

Last Movie Watched: *Captain America* (Mark loves super heroes!)

Family Life: "Married with dogs." Mark and his wife breed pugs. They were recently invited to show at next year's Westminster Dog Show.

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T
DUCKS ARE DIRTY!



\$25.00 OFF

ANY DUCT CLEANING JOB!!!
Get rid of dust and debris today.

Top Notch

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Expires December 3, 2011

CA911

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\$15.00 OFF

ANY PLUMBING REPAIR

Top Notch

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until December 3, 2011

Only one coupon per visit.

CA911



★ **COUPON** ★

\$20.00 OFF

Blower Motor/Wheel Cleaning

Top Notch

(913) 441-8900

Not valid with any other offer

Expires December 3, 2011

CA911



A clean part is a HAPPY part!

We've been telling you for years that proper maintenance of your furnace, air conditioner, ductwork and air filtration equipment can improve efficiency and lower costs. Yet homeowners often neglect to clean two important components of their HVAC system that can make a BIG difference over time.

Blower Wheel/Motor Cleaning – Dirt and dust collect on these parts sometimes causing them to overheat, wobble and even break apart. Both elements are expensive to replace and regular cleaning is a much more economical solution.

A Coil Cleaning – This indoor coil (which sits on top of the furnace) is the workhorse of your air conditioning system. Moisture collects on the coil making it easy for dust and dirt to adhere. When too much grime is caked on the coil, it can no longer do its job causing system overload. Most customers don't even know there is a problem until the overload trips breakers, blows capacitors or flips limit switches. In effect, it has been working inefficiently for awhile and has probably been increasing utility costs.

Who says you have to wait until spring to clean? Talk to us when you schedule your next Maintenance Check and we'll schedule these cleanings.

FALL SPECIAL!!!



HOME COMFORT SYSTEMS
Innovation never felt so good.™

On top of the potential
\$1850 rebates

available through Lennox discussed on Page 1,

**Top Notch is throwing in
an extra \$500 on any
qualifying purchase!**

Offer Expires 12-2-2011

*Don't forget that Lennox® rebates
expire December 2, 2011*

24/7 – CALL 913-441-8900 – WE NEVER CHARGE FOR OVERTIME!

V.I.P. REWARDS

Newsletter Trivia Question

(found in one of our Fall Newsletter articles)

*What year does a new government mandate
go into effect requiring only the installation
of 90% AFUE or higher furnaces?*



Call Top Notch at: (913) 441-8900 or

Fax us at (913) 441-8118 or

Email us at info@topnotchheatingandair.com.



**The first 25 readers to respond with the correct
answer will be entered in a drawing to win a
\$25 Gift Certificate to Johnny's Tavern!!!**

SAVE THIS DATE for more REWARDS:

Visit Top Notch at the 2012 Kansas City Golf Show at the
Overland Park Convention Center February 24-26.

We're planning a putting contest at our display area
and you could win some great prizes.



TOP NOTCH

Heating, Cooling & Plumbing

Where Customers Send Their Friends

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RETURN SERVICE REQUESTED

To:

Children most affected by indoor pollutants

*Children are more likely than adults to be affected by polluted indoor
air – they can breathe faster, inhale more air per unit of body weight
and are closer to the ground where concentrations are higher.*

Department of Consumer Affairs

In a recent survey conducted by the American Academy of Allergy, Asthma and Immunology, research found that over 50% of homes had at least six detectable allergens present. Some of the usual suspects include: Dust and dust mites; mold; cockroach droppings; pet dander; and carcinogens emitted from cigarette smoke, carpeting, cleaning sprays and so much more. If that isn't enough to concern parents, families must be aware of radon and carbon monoxide levels in the home as well. Top Notch can offer you some peace of mind when it comes to indoor air quality by providing many options to improve the air inside:

- Whole Home HEPA High-Efficiency Particle Air Filtration System
- Healthy Climate Media Air Cleaners
- MERV Replacement Air Filters
- Humidifiers and Dehumidifiers for optimum humidity levels
- Air Duct Cleaning Services
- Carbon Monoxide Detectors (including high-sensitivity, low level detectors)
- Radon Testing

Every little bit helps so call us today!