



"WHERE CUSTOMERS SEND
THEIR FRIENDS"

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- 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 8 Years in a Row
- Weekend & Evening Appointments Available

Cool Ideas . . . Hot Topics

Fall 2013



Celebrating 40 years in business THANKS to YOU!

Since 1974 Top Notch has proudly served the Kansas City area, offering HVAC and plumbing solutions designed to fit the needs of our customers. We are very humbled by all the help we've received along the way. While companies come and go, YOU are the reason we are here!

Thank you to the thousands of loyal customers who continue to call us and tell their families and friends about us. If it wasn't for your positive reviews, we wouldn't be an Angie's List Super Service Award winner year after year. You are why we love what we do and get excited to come to work each day.

Our surrounding communities deserve a shout out, too. As Southern and Western Johnson Counties continue to grow, we've

enjoyed growing right along with you. Our Lenexa and Olathe neighbors have been an invaluable support system.

Top Notch's suppliers are the best out there. Thank you for allowing us to carry your industry-leading products and for backing them up with superior quality guarantees. To Lennox and Trane, we are honored to represent you as your specialists.

Without dedicated employees who put the "serve" in "service," we'd be just another HVAC provider. During peak seasons, you put in long hours and work weekends, and for that we are sincerely grateful. Thank you to your families who go without you at times; you help us remain TOP NOTCH.

To show our thanks, we're going retro this issue with some FAR OUT anniversary savings throughout the newsletter!



Family-Owned & Operated
Serving Johnson County for over 40 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

\$199/year or \$16.58/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

\$249/year or \$20.75/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

\$405/year or \$33.75/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!!**

We'd like to give a shout out to one of our longest maintenance customers on record,

Mr. and Mrs. Pete Newcomer.

Top Notch thanks you for your patronage all these years!!!!

While SEASONS CHANGE, SOME THINGS always REMAIN the same

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

It's been fun taking a trip down memory lane as we put this Anniversary issue together. Being a family-owned and operated business, I think back on how many kids we've raised in our office (my son being one of them) along with the many cats and dogs that have come to work with us along the way. Many of our employees' children have made Top Notch home for a summer job or part time position.



Michael Brosseit, Jr. was a baby when Kim and I bought the business from my mom, Joan Millon, and her husband Bruce 11 years ago. Now he's learning the business and mowing the lawn when he's not attending school. Erik Sell, Jr., son of longtime tech Eric Sell, just joined our Top Notch family as well as a junior technician. I also find it interesting to look back on some employees who have left and then returned not long after. We must be doing something right!

Some Top Notch trivia I found going through old files and wanted to share:

- During the early years of Top Notch Heating, Cooling and Plumbing, we also serviced appliances and did small electrical repairs.
- Back then we serviced the entire KC area from Blue Springs to DeSoto to Stilwell without any travel charge.
- In the '80s we offered a Plumbing Maintenance Agreement.
- Our first newsletter was published in the fall of 1988.
- To handle growth, our company headquarters went through a major expansion in the late '90s.
- We just had a coupon used that was dated 11 years ago. See, those coupons that say "never expire," really don't!

Joan and Bruce built this business on personal referrals after providing Top Notch work at a fair price. That's why customers are still sending their friends to us 40 years later. Thank you and we look forward to serving you for another 40!

No matter if your system is 40 years old or 12 months young, it still needs REGULAR MAINTENANCE

Think of the warranty on your HVAC equipment like you would the manufacturer's warranty on a new car. The warranty remains valid only if you perform the regular recommended maintenance requirements.

It is just as important to give a newly installed system its fall and winter checkups as it is to maintain your aging units. Fall is the perfect time to give your furnace some much needed TLC to prep it for the harsh winter months ahead. In spring before the hot days of summer hit, an A/C tune-up will guarantee your unit can keep you cool even on 100+ degree days. Don't forget to change your filters on a regular basis for maximum efficiency all year long.

Your outdoor parts need attention too. Imagine what lurks inside the unit you can't see! A neglected system won't provide the comfort you need and could result in costly repairs down the road. The good news is... we were able to get this unit cleaned up and back to running at peak performance.

For the best peace of mind, a Top Notch Maintenance Agreement takes the hassle out of HVAC upkeep. We remind you twice a year when it's time for checkups and schedule calls that are convenient for your schedule. Your system gets the best possible care from our highly-trained service technicians, and you our valued customer, get some special V.I.P. perks.



P.S. If you actually have a 40-year-old system, you better check out Page 4!

GEOHERMAL HEAT PUMPS...

Can you dig it?

Pardon our '70s slang – we must be showing our age! But we at Top Notch think geothermal heat pump technology is outta sight, literally.

Often referred to as ground source heat pumps (GSHP), geothermal heat pumps are installed underground and use the earth's natural temperatures to heat and cool structures above. Geothermal heat pumps are gaining popularity in the Midwest because they provide many benefits to homeowners:

- Endorsed by the Department of Energy and the EPA, they are the most energy efficient, environmentally-friendly heating and cooling systems available.
- Although initial costs might be higher, geothermal heat pumps pay for themselves in about 5-6 years.
- They pull resources from the ground so there are no utility companies or service outages to deal with.
- Underground temperatures remain constant all year round which allows for a more consistent home heating and cooling experience.
- GHSPs have low maintenance cost and longer life spans, often lasting several decades.
- No external venting; no air pollution to negatively impact the environment.
- Aesthetically, there is no visible outdoor equipment - install it under your home, lawn, driveway or landscape area.

Currently homeowners can receive a 30% (unlimited) tax credit on the purchase and installation of a geothermal heat pump through December 31, 2013. Let Top Notch tell you more about Bosch's ENERGY STAR qualified residential offerings.

Meet TOP NOTCH Service Technician EDDIE GARCIA

After 10 years with Top Notch, Eddie is a service genius and an expert on everything Lennox. Eddie asked to attend a special Lennox Origins Tour and just got back from the two-day experience at Lennox's original plant in Marshalltown, IA. As he explained it, the tour was like the TV Show *How It's Made*, where you get to understand firsthand why Lennox systems are more efficient, safe and the reasoning behind the company's many special product features.



Service philosophy: "I got into this business because I wanted to help others. I get a great sense of pride when I leave a home knowing that I have given you the best customer experience by getting your equipment working properly, giving you peace of mind, and leaving you comfortable."

Favorite TV Shows: Eddie loves sports and is an avid watcher of ESPN. He's also looking forward to the new seasons of *Homeland* and *Boardwalk Empire*.

Leisure activities: When we talked with Eddie he was working on drafting his Fantasy Football team. He and his wife of 13 years have a fairly hectic household these days with three teenagers all under one roof.

"I want to give a big thank you to all our Top Notch customers," said Eddie. "We know you have choices out there. My ultimate goal is to make sure you remain a lifetime customer."

Top Notch Heating, Cooling & Plumbing

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\$40 OFF ANNIVERSARY
Special ON ALL
WATER HEATERS!!!

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Expires Nov. 30th, 2013

CA913



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"SWEET" BIRTHDAY SAVINGS!!!

Take \$40 off all FILTER CABINETS

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Expires Nov. 30th, 2013

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DUCTLESS MINI-SPLITS take COMFORT to the MAX!

Popular for years overseas, ductless mini-split systems are the newest comfort solution for U.S. homes and offices. You might call it a real "problem solver."

Got a room that's always too hot or too cold?

Have a space that is extremely small?

Is there an area offset from the rest of your property?

Maybe a room doesn't require an entire additional heating/cooling unit?

Want to keep expensive office equipment cooler than other areas?

Ductless mini-split units are ductless as the name implies. The indoor portion of the system comes in many options that are small and eye-pleasing, so you can choose the right solution to fit your area décor. You also control via remote how much hot or cold air you need from the indoor unit for maximum comfort.

Thermostat wire and refrigerant lines attaches this indoor part to its outdoor unit, which is the powerhouse of the system. Think of your outdoor A/C unit. Yet this outdoor unit is also small and unobtrusive just as is its indoor counterpart. The two-piece system is incredibly efficient inside and out.

Don't be caught out of your comfort zone any longer. We would be happy to answer any additional questions you might have about this revolutionary new HVAC product. Find out how the ductless mini-split can help you solve an existing heating or cooling issue.

Hot Topics

FALL SPECIAL!!!

Mega Throwback
to the



SAVE \$400

off a FURNACE from TOP NOTCH
above and beyond any **TRANE** and
LENNOX rebates!!!

Expires Nov. 30th, 2013



TOP NOTCH

Heating, Cooling & Plumbing

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OLDEST FURNACE CONTEST!!!

If you think you've got an old energy eating furnace,
contact us with any information you have regarding,
estimated age, make, model, serial number, etc.

If yours turns out to be the oldest, we'll install
a brand new, shiny, 80% efficient Trane
furnace in your home before winter.



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Text us at (913) 915-9527 or Email us at info@topnotchheatingandair.com

Don't delay. We must hear from you by Oct. 31st to qualify.

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The "SKINNEY" on TOP NOTCH COMMERCIAL

If you are a business owner or an employee of a local company,
keep in mind Top Notch Heating, Cooling and Plumbing provides
Commercial HVAC services as well as Residential.

Top Notch offers the same quality service and products our
residential customers have come to expect over 40 years. We
are proud to be a Lennox Premier Dealer and a Trane Comfort
Specialist. Our company has an A+ Rating with the Better Business
Bureau and we've been an Angie's Super Service Award winner 8
years in a row. You might say, we are a notch above the competition.

Whether you have a small retail establishment, office complex, large
industrial warehouse or a local entertainment venue in and around
Kansas City, we can handle every aspect of your light commercial
job, including rooftop units and HVAC split systems.

Let Top Notch be your HVAC provider for routinely scheduled
maintenance of existing systems. Call us for a quote when you
need installation, repair and replacement services. You'll find honest
answers to your heating and cooling questions and we'll provide
efficient solutions that keep your budget on target. We understand
that HVAC issues can halt productivity, so you can rely on Top
Notch to get you back to business as usual quickly.

Tell your friends, your bosses and your business associates about
Top Notch Commercial HVAC services!