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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 9 Years in a Row
- Weekend & Evening Appointments Available

Cool Ideas . . . Hot Topics

Spring 2014

BOSCH, the environmental comfort system invented for life

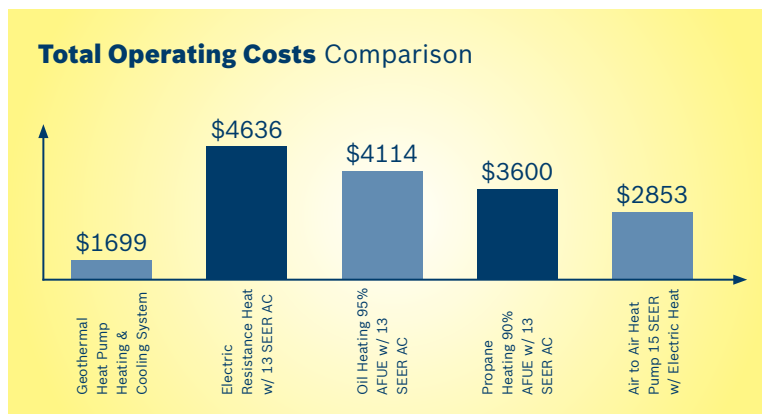
Think Green. Think Renewable. Think GEOTHERMAL technology.

Bosch, the name you associate with sustainable home solutions, is also recognized by ENERGY STAR as the most efficient geothermal heat pump on the market. If you've been hearing more and more about geothermal heating and cooling technology and installation, there is good reason.

Growing in popularity, geothermal heat pump technology uses the relatively constant temperature of the earth (thermal energy) to provide heating, air conditioning and hot water. Installed about 6 feet below ground, geothermal heat pumps have no visible outdoor equipment and no harmful external venting. Extremely efficient all year long in virtually any climate, Bosch's geothermal systems are **environmentally-friendly**, **reliable** and provide homeowners **lower operating costs**.

Here's why Bosch is Top Notch's choice in geothermal heat pump technology:

- Lower operating cost saves you money
- 10-year limited warranty on parts and labor
- Whisper quiet operation with sound levels as low as 52 dB
- Fiber-free, closed-cell insulation helps improve indoor air quality
- Designed with you in mind – fully customizable installation can be configured to spaces under your home, driveway or yard landscaping
- Bosch offers additional accessories for a comprehensive solution to all your indoor air quality and control needs



Homeowners who install an ENERGY STAR qualified geothermal heat pump system in 2014 are eligible for a 30% tax credit on the cost of equipment and installation without any cap. Give us a call for more information.



Family-Owned & Operated
Serving Johnson County for over 40 years!
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**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 \$15.75/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 \$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

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

Regular maintenance from highly-trained technicians will extend the life of your equipment and keep your manufacturer's warranty up-to-date!!!!

To REPAIR or REPLACE an AIR CONDITIONER? Cool the debate with this easy guide.

It's one of the most frequent questions we receive at Top Notch. These answers should lead you in the right direction when faced with repairing or replacing a unit.

What is the age of my air conditioner?

Today's average lifespan for an air conditioner is 12 years give or take. Longevity will depend on proper maintenance, manufacturer and usage.

How often am I repairing and at what cost?

If your repair costs are on the rise, it usually means your air conditioner's lifespan is going down. If you've reached the 10-year mark and you are repairing once a year or more, it might be time to consider replacing. Another question to ask: Are my repairs going from simple to more complicated and expensive ones? Older units may require parts that are discontinued or are expensive to obtain. It can be much cheaper to replace than repair in the long run.

Am I sacrificing efficiency and money?

An air conditioner installed in the '90s or early 2000s probably has a SEER (Seasonal Energy Efficiency Rating) of 7 to 12. These days the minimum SEER is 13. The higher the SEER, the less impact on the environment and on your pocketbook. If your A/C is blowing lukewarm or is taking longer to cool your home, chances are you are paying higher utilities bills as a result. A new unit might be the answer to a more comfortable living environment.

As your Premier Lennox Dealer and Trane Comfort Specialist, Top Notch has many models, incentives and financing options to help make the decision that is best for your home and family. **If your unit is nearing 15+, enter our "Oldest Air Conditioner Contest" on Page 4 for an opportunity to win a new high-efficiency system installed.**



A simple TIP to lower the risk of a HOUSEHOLD FIRE

Our clothes dryer is a modern convenience we can't live without but one appliance that can get taken for granted. Dryers present a serious fire hazard to thousands of homes, and with a lint buildup, all it takes is a quick spark.

According to the National Fire Protection Association (NFPA), there are an estimated 16,800 home fires per year involving clothes dryers or washing machines. Clothes dryers are responsible for 92% of home fires started in the laundry room. Of these fires, 32% result from a failure to clean the lint filter. A simple safety precaution is to check the filter before you flip the switch and clean after every load.

To take prevention measures a step further, check your air exhaust vent and pipe at least once a year. Restricted or obstructed vents might prevent air from releasing through the exterior exhaust flap. You might even find a pipe malfunction or crack around elbows.

A thorough inspection of your dryer's venting system is an important aspect of Top Notch's Duct Cleaning service. Call us today to schedule an appointment. You'll breathe easier, improve indoor air quality and keep your family and belongings protected.

Let's CONNECT!!!

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

Service and communication are at the top of every business owner's agenda, especially in a new year. It is nearly impossible not to contemplate how technology fits into this overall customer experience plan.



Help us do our job better by telling us how you want to receive Top Notch information.

- **How would you like Top Notch to confirm an appointment?** Phone call to your home? Email? Text to your mobile device?
- **If we have a time sensitive special, what is the best way to notify you quickly? Email blast?** Text message? Facebook post? Short tweet? A pre-recorded notification sent to your personal telephone number?
- **What is the most convenient medium for us to share valuable tips, coupons and product information?** Through our newsletter and postcard mailings? Electronic newsletter? Website updates and blogs?

We want to hear from you. You can reach us 24/7 through the traditional mediums listed throughout the newsletter and through our newest communications tools:

Text: 913.915.9527

Mobile website: www.topnotch-kc.com

Facebook: Top Notch Heating, Cooling and Plumbing

Twitter: Top Notch @TopNotchHvac

Without being overly obtrusive, we'd like to connect more efficiently!

Meet TOP NOTCH Dispatcher BECKY VALET

Not only is Becky Valet a Top Notch dispatcher, she is one of the first people you often connect with when you call our office. Becky handles customer questions, schedules appointments and is the friendly voice who notifies you when the technician is on the way to your home. An avid baker, she left the restaurant business nearly eight years ago to enter the HVAC world, and she has been at Top Notch almost two years.



Favorite part of her job: "I enjoy the fast-paced responsibilities of dispatching. It is like a giant chess game, making the routes and times all come together seamlessly so that in the end, every customer has a positive technician experience."

Industry observation: Becky said she has noticed more customers embracing email as a method of scheduling appointments. "Not only does it leave a paper trail as a reminder, customers can use email at their convenience. Be sure we have your email address so you can start using this fast, easy scheduling option!"

Hobbies and activities: Everyone around the office depends on Becky for tasty baked treats and she has a heavy hand when it comes to sugar and chocolate. Becky also enjoys inventing new recipes for cooking, especially Mexican cuisine. "I'm trying to convince our owners to add a kitchen so I can cook during breaks," she joked. "It really is my creative outlet."

When not in the kitchen or not at Top Notch, Becky enjoys road trips and movies/documentaries.

Top Notch Heating, Cooling & Plumbing

info@topnotchheatingandair.com

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\$340 for MERV 10 filter cabinet installed.

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KOHLER HOME GENERATORS 101

With spring storms on the way, now is the perfect time for a crash course on whole home power backup.

Simply put, a standby whole home generator from KOHLER keeps your power on during an outage. Like an air conditioner, it is installed outside your house and comes on automatically whether you are there or not. Within 10 seconds, the food in your fridge is protected, lights and electronics come back on and all the comforts of home remain intact, including your HVAC system and water sources.

The generator senses a drop or rise in utility voltage signaling the automatic transfer switch to turn the generator on or off. It never needs refueling either because it is powered by propane or natural gas. KOHLER offers a variety of sizes to backup homes of all shapes, measurements and needs. KOHLER backs its generator with a 5-year, 2,000-hour protection premium warranty for even more peace of mind.

Since 1920, hospitals, nuclear power plants, and even the National Weather Service have put trust in hard-working, long-lasting KOHLER generators. Shouldn't you?

Top Notch is one of only a few HVAC companies in Kansas City trained to install and maintain KOHLER whole home generators. Let us give you a demonstration.

Hot Topics

*It's Our
40th
Anniversary!!!*



TOP NOTCH
Heating, Cooling & Plumbing
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we are offering a
Full System Replacement
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Trane 80% eff 70k BTU and 2 ton A/C

Expires May 13, 2014

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To:

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

V.I.P. REWARDS

We're still celebrating our **40th Anniversary**
with a throwback from the past – our



*If you think you've got an old, less than cool air
conditioner, contact us with any information you have
regarding estimated age, make, model, serial number, etc.*

**The entrant with the oldest unit will receive
a new, efficient A/C installed.**

The 5 runners up will be awarded incentives too!

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

Don't delay. We must hear from you by May 1st, 2014 to qualify.

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Don't be fooled by CHEAP PLUMBING PRICES

A word of advice when you are searching for a plumbing contractor (or any contractor for that matter)... the lowest price can actually come at a cost.

A plumber offering the "cheapest rates around" might signal the company is operating without a license. Be sure to ask about experience and business longevity. Have the plumber show you proof of insurance before work begins. And make certain all proper project permits are obtained in advance. A little upfront research can save you hassles during and after the service.

Top Notch Heating, Cooling and PLUMBING has provided reliable, top quality plumbing services in the metro area since 1974. We consider our plumbers to be some of the best in Kansas City and have a master plumber on staff. Not every plumbing company can make this claim and we have the paperwork and referrals to prove it.

Our plumbers have experience and training working with everything from sinks and toilets to water heaters and complete piping replacement. Other plumbing services include:

- Garbage disposals
- Water heaters
- Sump pumps
- And so much more!

No plumbing issue is too big or too small when it comes to your comfort. Check with a company you know and trust first, Top Notch Heating, Cooling and PLUMBING!