



"A Greater Degree of Comfort"

Home Comfort News

March 2007



Innovation Never Felt So Good

DIY~Be Your Own "House Doctor" or call on "The 72 Degrees Guys"

"Why does my house feel drafty?" "Can you make my child's room warmer in the winter?" "What do I have to buy to make the second floor as cool as the main floor in the summer?"

These are the kinds of questions we're asked that prompt more questions about our Whole House Comfort Checkup.

We CAN get to the source of these problems.

This is done by using the blower door and other diagnostic tools to test for infiltration (*unwanted air leakage in/out of your home*), inspecting your attic for more than just insulation levels, and completing air distribution checks on your duct work with a flow hood and pressure gauges.

There isn't one magic product to solve all the different issues encountered.

You get a customized list that suits your specific needs. We recommend repairs after completing a Whole House Comfort Checkup, and try to price the repairs in pieces. Each problem requires its own fix, and many of these repairs are not all that difficult. Many customers choose to do some of the more simple repairs themselves while having the "72 Degrees Guys" do other more difficult, time consuming, or messy tasks.

Common things we find when making checks are:

Air leaks around items that penetrate the outside walls of your home such as window frames, water spigots, dryer vents, cable tv wires and even furnace vent pipes. These need to be caulked to keep unconditioned air out and your valuable conditioned air in. Gaskets around electrical outlets and switches combined with child safety caps in the outlets will lessen infiltration. (*Cont'd on pg. 3*)

Take Your Comfort to the Next Level 965-7272

Planned Service FAQ

• Annual Maintenance Agreements •

"When is my appointment?"

Our new computer system allows us to schedule your next visit months in advance. In fact, your technician should be scheduling your next visit before leaving your home and writing it on your invoice. We will still send you a reminder postcard and will be happy to accommodate changes when requested. With over 700 maintenance agreement customers, these are sent over a period of several weeks. Watch for your postcard!

Freon fact

Freon (refrigerant) should *never* need replacement. If it must be added every year, there is a leak that should be repaired. It costs you more to run an air conditioner when it is low on freon, and it's hard to keep your home comfortable.

IF you failed to take advantage of a recommended leak check last season, or you know your a/c needs one because you have added 2 or more lbs. of refrigerant~

**Leak Checks Completed before
April 30, 2007 will
receive a \$50 Discount**

No other discounts apply. Payment due upon completion.

Call NOW to RESERVE your
Discounted Leak Check **965-7272**



Whole House Dehumidifiers

“It’s not the heat—it’s the humidity.” Today’s homes require effective humidity control more than ever before. Equipped with super efficient central air-conditioning systems, near-impermeable vapor barriers and improved insulation, many new homes suffer from excess moisture.

Air conditioning alone can’t satisfy your home’s humidity requirements. Your air conditioning system is designed to control temperature, not humidity, and only removes humidity as a byproduct of cooling. In the Spring and Fall seasons when it’s still cool outside but damp inside, your air conditioning isn’t running and your house is uncomfortable—you need a Whole-Home Dehumidifier.

How Does It Work?

A Whole-House Dehumidifier installs as part of your home’s central heating and cooling system, with a rated capacity of 90 pints per day. The dehumidifier measures the condition of your home’s air to decide when to run. An integrated air cycling feature will activate the HVAC blower to cycle air throughout the house to balance conditions. The dehumidifier has an optional ventilation damper that can mix fresh outside air into the process. Dehumidification reduces the unwanted effects of high humidity such as stuffiness, sticky surfaces, mold growth and more.

Core Benefits

Health

Excess indoor humidity provides the perfect breeding ground for mold, mildew, dust mites, bacteria and more. A Whole-House Dehumidifier combats these nasty home invaders, which are linked to asthma, allergies and other serious respiratory problems.

Comfort

Few things impact your home’s comfort more than excess indoor humidity. When you turn up your air conditioner to try and get rid of indoor stickiness, you’re really just making your home uncomfortably cool. A Dehumidifier allows you to wipe out that clammy feeling and say goodbye to musty odors. Plus optional built-in ventilation allows you to bring in conditioned, fresh outside air - ensuring your home remains properly ventilated.

Protection

Excess indoor humidity allows mold and mildew to thrive—ruining carpets, draperies, furniture and even clothing. It also can cause condensation build-up on windows, destroying their finishes and structural integrity. A Whole-House Dehumidifier helps protect your home and its contents by removing unnecessary moisture from your home’s air whenever it rises to an inappropriate and harmful level.

Energy Savings

Many homeowners turn up their air conditioning to get rid of the stickiness or clammy-feeling caused by high indoor humidity. A Whole-House Dehumidifier eliminates the need to over-cool, allowing for a higher thermostat setting for the same comfort level. And because it is more energy efficient than portable dehumidifiers, it uses less energy for the same amount of moisture removed.

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(515) 965-7272 FAX: (515) 965-2000 office@72degrees.com
TAKE YOUR COMFORT TO THE NEXT LEVEL WITH 72°

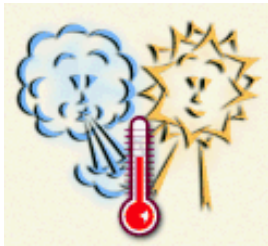
(Continued from pg. 1)

Things we find on a WHCC...

Finding and sealing chase-ways for plumbing, heating and fireplaces is another good way to decrease infiltration. When it comes to repairing, modifying and sealing duct-work, we usually recommend professionals like us at 72 Degrees take care of it. Adding insulation to your home is another common need and can be done by homeowners with the right materials, tools, and knowledge. Professional insulation companies can also be coordinated for you. However, insulation is something that should be done *after* all other repairs are made.

Take the first step to making your home more comfortable and efficient by scheduling your Whole House Comfort Checkup TODAY!

Whole House Comfort Checkup



IMPROVE
indoor temp
& humidity



REDUCE
indoor air
impurities



LOWER
operating
costs



72 Degrees is a **Comfort Institute Member Contractor**

http://www.comfortinstitute.org/member_detail.php?member=Kendel%20Richlen

\$99

(savings of \$100)



Whole House Comfort Checkup

Very limited time offer!

MUST be completed by April 1, 2007, no exceptions

During your Whole House Comfort Checkup, you will learn how to:

- Achieve even, comfortable temperatures throughout your home
- Maintain healthy, comfortable humidity levels year-round
- Reduce dust, system noise and repair bills
- Save money on your utility bills (typically between 10% and 50%)

Comfort Institute Member Contractors offer a **100% Satisfaction Guarantee** on the *Whole House Comfort Checkup*. You do not have to pay if upon completion of your Checkup you did not find the service worthwhile.

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Presorted STD
 US Postage Paid
 Ankeny, IA
 Permit No. 30

Special Offer: \$399* End of Season Humidifier Installation

(Savings of \$70) Thru 3/31/07 *Complete standard installation of base model. Larger model slightly higher.

Feedback Invitation~The **LENNOX** Survey

You may be contacted by a representative of **LENNOX** to complete a survey either over the phone or online. It is our ultimate goal that you can confidently rate us “**Excellent**” or “**10**” in all areas so we are assured your needs have been met. If you are not **100% pleased** with the level of service in any area, please contact us immediately so that we may make corrections and ensure an **excellent experience for you**.

Contact us:

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72 Degrees Presents... “The Break Up”



Can't depend on your air conditioner?
Call 72 Degrees to start a new and healthy relationship today!
965-7272

- *Combined **LENNOX** rebates and Mid American rebates of up to \$1700 are available beginning March 19, 2007. **YOU SAVE \$\$ FOR OTHER FUN THINGS!**
- *No payments, deferred interest available with approved credit. **BUDGET FRIENDLY!**
- *We assist with all paperwork. **IT'S EASY TO BE COMFORTABLE!**