



# Michigan Heating, Cooling & Plumbing's Advantage Program™ is Changing Everything—by Covering Everything!\*

## I. Can you think of some items around your home that you pay monthly to enjoy the benefits of using, but don't actually own?

- Cable TV/cable box/DVR
- Internet/router
- Netflix
- Pandora
- Pool service
- Satellite dish
- Cell phone
- Hulu
- Lawn care
- Pest control

While some services require special equipment, you are paying for the service provided by the company (e.g. cable TV), not the equipment itself (e.g., DVR or cable box). Any necessary equipment is provided as a part of your monthly service fee. It is the responsibility of the company to deliver the service you pay for, and it is also their responsibility to keep their equipment in good working order.

## II. The new worry-free Advantage Program is revolutionizing the way people think about heating and air conditioning.

With Michigan Heating & Cooling Advantage Program, we are now introducing you to home comfort as a service we provide. You make one low monthly payment for your worry-free home comfort, and we take care of the rest. You enjoy all the comfort benefits of high-efficiency heating and air conditioning equipment, but you don't have to pay for any of the upkeep. You put no money down, and pay one low monthly price for the length of your agreement, and we cover the rest\*:

- Brand-new, **HIGH-EFFICIENCY** equipment
- Installation – **INCLUDED**
- Seasonal maintenance – **INCLUDED**
- Future repairs – parts and labor\* – **INCLUDED**
- 24/7 emergency service – **INCLUDED**
- Priority scheduling – **INCLUDED**
- Filter replacements – **INCLUDED**
- Plus, you'll enjoy **LOWER UTILITY BILLS!**



Upgrading your old system through Michigan Heating & Cooling Advantage Program is like having a bumper-to-bumper warranty for the life of your car (no term limit)! You never have to worry about surprise expenses, and maintenance included. You make one monthly payment, and pay no additional charges, ever!\*

For more information call  
Michigan Heating,  
Cooling & Plumbing  
810.664.8576

# Upgrade Options.

## Complete Coverage and Investment Options.

Our complimentary comfort consultation begins with an assessment of your home using our Heating and Cooling Load Calculation and Duct Work Analysis. We'll ask you questions regarding specific comfort concerns such as hot and cold spots, humidity, air pollution and other potential indoor comfort problems. What feels comfortable to one person is sometimes very different for another. So we design the ideal home comfort solution and provide several options for an expert installation.

## What happens today if your equipment breaks down?

Upkeep on your heating and air conditioning equipment can get expensive, especially as it ages. If your equipment breaks down today, without the Advantage Program you are on the hook for all of the associated costs, which could include:

- Diagnostic fees
- Parts charges
- Labor charges
- Refrigerant costs
- Overtime charges for after-hours service



When choosing the investment option that's right for you, it's important to consider your budget's tolerance for unexpected expenses.

	Advantage Program	Owning
No down payment	✓	✓
Professional workmanship	✓	✓
24/7 emergency service	✓	✓
24/7 emergency service at no charge	✓	✗
No repair charges - Parts*	✓	? only with valid warranty
No repair charges - Labor*	✓	✗
No diagnostic fees	✓	✗
No seasonal maintenance charges	✓	✗
Free filter replacements	✓	✗



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