Grow That Local

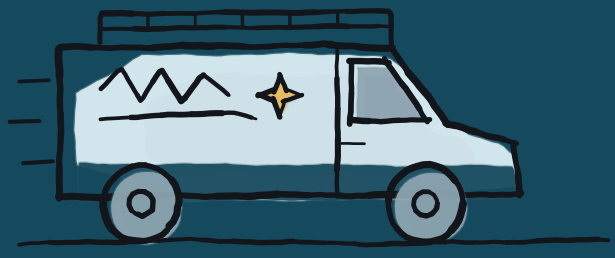
a free guide

12 newsletters an HVAC company can send this year

A year of finished monthly emails for your past customers. Fill in the brackets, add one photo, send.

For HVAC business owners who can't picture a newsletter.

- 12 short sections in 4 parts
- 36 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

You already have the email of every homeowner whose system you've touched, and few trades have a reason to write that people actually want: "your tune-up is due." Heating and cooling also has two peaks a year, and the company that wrote last month is the one people call when the house is 85 degrees or 50. A short email each month keeps you that company.

This pack has 12 emails, one for each month. Each one has a subject line, the preview text (the gray line people see next to the subject in their inbox), the email itself, the photo to add and the one thing it asks for. Copy it into your email tool, fill in the brackets, add the photo, send.

Why email. In Litmus's 2025 State of Email survey, 35% of marketing leaders said they got $10 to $36 back for every $1 spent on email, and another 35% said they got more than that (Litmus, litmus.com). It's a survey of marketers across many industries, so treat it as a sign that email is worth doing, not a promise for your business.

The rules, once. A newsletter that promotes your business is a commercial email, and the federal CAN-SPAM Act covers it, including emails to past customers and plan members. Here's what the Federal Trade Commission's CAN-SPAM guide asks of you (FTC, "CAN-SPAM Act: A Compliance Guide for Business", ftc.gov):

- Say who it's from. The From name, the reply-to address and the subject line must be honest. Use your business name.
- Put your mailing address in every email: your street address, or a post office box you've registered with the Postal Service.
- Give people a clear way to unsubscribe, and honor it within 10 business days. You can't charge for it or ask for anything more than their email address.
- Make it clear the email is promoting your business. A newsletter with your logo, your name in the From line and a "book" link does that. Don't dress a sales email up as a personal note or an invoice.
- If someone sends it for you, you're still responsible for it.

The FTC says each email that breaks these rules can cost up to $53,088 (FTC, ftc.gov). The law doesn't require permission before you email, but we'd only email people who've hired you, asked for a quote or asked to hear from you. Strangers mark you as spam, and that hurts every email after.

The footer. Most email tools add this for you. Check it's there before your first send:
Footer for every email:
"[business] · [street address or registered P.O. box], [town], [state] [ZIP] · [phone]. You're getting this because you hired us or asked to hear from us. Unsubscribe: [unsubscribe link]"

Texting. These are emails. If you send any of them by text instead, the texting rules apply: written consent for marketing texts, say who it's from, and an easy way to opt out. Our free guide Texting Customers Without Breaking the Rules covers it.

The months. This year is for a made-up company in a place with real summers and real winters. In hot climates, stretch the summer emails. In cold ones, stretch winter. The HVAC Storm and Season Playbook shows how to find your two peaks.

Split the list, if you can. Your plan members, customers seen in the last 18 months and customers you haven't seen in longer each need a slightly different line in the tune-up emails (sections 3 and 9). Where it matters, we've marked the line to change.

The brackets. [first name] is the customer's first name. [your name] is yours. [business] is your business name. [town] is where they live. [phone], [review link] and [booking link] are yours. Anything else in brackets is a detail only you know, such as a date. Anything in brackets that starts with "If" is an offer: keep it only if you make that offer.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every email is a made-up starting point. Only send what's true for your business.



Part 1

Cold snaps and spring tune-ups

1 January: an older furnace in a cold snap

When to send it. Two days before the first hard cold snap of the year.

The fact behind it. InterNACHI's life expectancy chart puts a furnace at 15 to 25 years (InterNACHI, nachi.org).

- **Subject line:** A cold snap is coming. Is your furnace ready?
- **Preview text:** What to listen for, and what to do if the heat goes out.

Hi [first name],
It's [your name] from [business]. A cold snap is on its way to [town], and the coldest nights are when furnaces that have been struggling finally quit.
InterNACHI, the home inspectors' association, puts a furnace at 15 to 25 years. If yours is in that range, here are the signs it's working too hard: it runs almost nonstop and the house still feels cool, it turns on and off every few minutes, it makes new banging or squealing noises, or some rooms are much colder than others.
If the heat goes out, check two things before you call. Make sure the thermostat is set to heat and has fresh batteries, and check that the breaker for the furnace hasn't tripped. If both are fine, call us at [phone].
And one rule that matters more than any other: if you smell gas or your carbon monoxide alarm goes off, get everyone outside first, then call 911 or your gas company.

[If you have a plan: Plan members go to the front of the line during cold snaps.]
Stay warm,
[your name], [business], [phone]

Photo to add. A real furnace your tech serviced this winter, panel off, with no customer details in view.

The one ask. Save your number before the cold arrives.

Do it in 24 hours

- [ ] Export every past customer's email and last service date from your scheduling software into one list.
- [ ] Set up the footer above and send yourself a test email.
- [ ] Set a weather alert for your area's cold-snap threshold and send this email when it fires.

2 February: what's in our maintenance plan

When to send it. Mid-February, after the worst of the no-heat calls and before spring tune-ups open. Send it to customers who aren't on a plan.

- **Subject line:** Two tune-ups a year, and no waiting in a heat wave
- **Preview text:** Here's exactly what our plan includes, and what it costs.

Hi [first name],
After a winter of no-heat calls, here's the question we hear most: is there a way to stay off that list?
That's what our maintenance plan is for. For [price] a [month / year], you get:
A cooling tune-up in spring and a heating tune-up in fall, booked before the public calendar opens.
No visit fee when something breaks.
Front of the line when the weather turns, so you're not left waiting in a heat wave.
[Percent] off repairs, and a reminder from us when your next tune-up is due, so you never have to remember.
Systems that get looked at twice a year tend to have their small problems caught early, before they turn into the big ones on the hottest or coldest day. And many makers ask for yearly maintenance to keep the warranty in good standing, so check your paperwork.
You can cancel any time by [how].
Want in? Reply "plan" and we'll set you up, then send you a date for your spring tune-up.
[your name], [business], [phone]

Photo to add. Your tech's hands on a real outdoor unit during a tune-up, with a clipboard or tablet beside it.

The one ask. Reply "plan" to join.

Do it in 24 hours

- [ ] Write down exactly what your plan includes, what it costs and how to cancel.
- [ ] Check what the brands you install say about maintenance and warranties, and edit that line to match.
- [ ] Send it to customers not on a plan.

3 March: spring tune-up dates are open

When to send it. Four to six weeks before your first usual hot week.

The fact behind it. ENERGY STAR says it's "best to check the cooling system in the spring and the heating system in the fall" (ENERGY STAR, Maintenance Checklist, energystar.gov).

- **Subject line:** Book your AC tune-up before the first hot week
- **Preview text:** Dates are open now. Here's what we check.

Hi [first name],
The first hot week usually reaches [town] in [month]. Once it does, our phones fill with "my AC isn't cooling" calls, and tune-ups get pushed to the back. So now is the time.
ENERGY STAR suggests a cooling check every spring and a heating check every fall. Here's what ours covers: we [clean the outdoor coil, check refrigerant levels and electrical parts, test the capacitor and safety controls, clear the drain line and change the filter]. You get a short report with photos. If something needs fixing, you get the price first and decide. If nothing does, we say so.
[Plan members: Your spring tune-up is included. Reply with a day that works, and you get first pick.]
[Seen in the last 18 months: It's been about a year since we checked your system. Want your spring tune-up on the calendar?]
[Not seen in a while: We haven't seen your system in a while. How's it running? If it's getting older, we'll tell you honestly how much life it has left.]
Book at [booking link], or reply with a couple of days that work for you.
[your name], [business], [phone]

Photo to add. A real outdoor coil before and after cleaning, side by side.

The one ask. Book a spring tune-up.

Do it in 24 hours

- [ ] Write down what your tune-up actually includes, and fill in the bracket.
- [ ] Split your list into the three groups, keep the matching line for each, and delete the other two.
- [ ] Put your spring tune-up start date in the calendar.



Part 2

Before the heat

4 April: your air filter

When to send it. Mid-April, as pollen season gets going.

The fact behind it. ENERGY STAR says the filters in a central air conditioner, furnace or heat pump should be inspected, cleaned or replaced once a month (ENERGY STAR, Maintenance Checklist, energystar.gov).

- **Subject line:** When did you last look at your air filter?
- **Preview text:** It's the cheapest part of your system, and the one most often forgotten.

Hi [first name],
Pollen season is here in [town], and your air filter is working harder than usual.
ENERGY STAR says to check the filter in your furnace, air conditioner or heat pump once a month. A clogged filter makes the system work harder to push air through the house. That can mean higher bills, rooms that never quite cool down and more dust on every surface. In summer, it's also one of the most common reasons an AC stops cooling well.
Not sure where your filter is or what size you need? The size is printed on the edge of the filter itself, something like 16×25×1. Snap a photo of it and reply to this email, and we'll write it down for you, so you always know.
[If you offer it: We can also drop off a year of filters in the right size, or bring a fresh one at every tune-up.]
If you've changed the filter and the air still feels weak or the house smells musty when the system runs, that's worth a look. Reply "airflow" and we'll set up a time.
[your name], [business], [phone]

Photo to add. A real dirty filter held next to a clean one, from one of your tune-ups.

The one ask. Reply with a photo of the filter size.

Do it in 24 hours

- [ ] Start a "filter size" field on every customer record.
- [ ] Decide whether you'll offer filter drop-off, and fill in or delete the line.
- [ ] Keep the next dirty filter you pull for the photo.

5 May: one more summer for your AC?

When to send it. Early May, before the first heat wave. Send it to customers whose systems are 10 or more years old, if your records show it.

The fact behind it. InterNACHI's chart puts a central air conditioner at 7 to 15 years and a heat pump at 10 to 15 (InterNACHI, nachi.org).

- **Subject line:** Will your AC make it through another summer?
- **Preview text:** How to tell, and why deciding now beats deciding in July.

Hi [first name],
If your air conditioner is getting older, here's something to think about while it's still mild outside.
InterNACHI, the home inspectors' association, puts a central air conditioner at 7 to 15 years and a heat pump at 10 to 15. Age alone doesn't mean you need a new one. But an older system that's needed repairs two summers in a row is telling you something.
Signs it's near the end: it runs all day and the house never gets cool, your summer bills keep climbing, it needs a refrigerant top-up every year, or the repairs keep getting bigger.
The worst time to replace an AC is in a July heat wave, when you're hot, every company is busy and you don't have time to compare. The best time is now. If yours is in that age range, we'll come out, look at it, and give you both options in writing: what the repair costs and what a replacement costs. Then you decide, with no rush.
Reply "options" and we'll set up a visit.
[your name], [business], [phone]

Photo to add. A real older outdoor unit you replaced, next to the new one, with no house number in view.

The one ask. Reply "options" to get repair and replacement prices.

Do it in 24 hours

- [ ] Pull customers whose systems are 10 or more years old.
- [ ] Write down your repair-or-replace rule, so every tech gives the same honest answer.
- [ ] Send the email to that group first.

6 June: three checks before you call in a heat wave

When to send it. Two days before the first heat wave of the summer.

- **Subject line:** AC not cooling? Check these three things first
- **Preview text:** It might save you a visit fee. And here's how we decide who goes first.

Hi [first name],
A heat wave is coming to [town]. When it does, many AC calls turn out to be one of three small things. Before you call, take two minutes to check them.
The thermostat. Make sure it's set to cool, set below the room temperature, and has fresh batteries if it uses them.
The breaker. Find the breaker for the AC in your electrical panel and make sure it hasn't tripped.
The filter. If it's gray and clogged, that alone can stop a system from cooling well. Swap it if you have a spare.
If all three are fine and it's still not cooling, call us at [phone]. Please don't keep resetting the system over and over, because that can make some problems worse.

On the hottest days, we can't get to everyone right away. We go first to homes with babies, older people or anyone with a health condition. Everyone else gets a real arrival time when they call, even if it's tomorrow. [Plan members go to the front of the line.]
Stay cool,
[your name], [business], [phone]

Photo to add. A real thermostat on cool mode, or your tech arriving at a job in summer.

The one ask. Save your number before the heat wave.

Do it in 24 hours

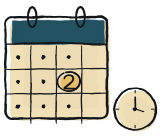
- [ ] Write down your rule for who goes first on the hottest days.
- [ ] Turn on missed-call text-back on your business line before the heat.
- [ ] Watch the forecast and send this two days ahead.

or we can do it for you

Free sample: Your first newsletter, written

Made from your own job photos. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Part 3

Summer and the fall switch

7 July: the room that's always hot

When to send it. Mid-July, when the upstairs is at its worst.

The fact behind it. ENERGY STAR says that in a typical house, about 20 to 30 percent of the air moving through the duct system is lost to leaks, holes and poorly connected ducts (ENERGY STAR, Duct Sealing, energystar.gov).

- **Subject line:** Is one room in your house always hot?
- **Preview text:** The problem might not be your AC. It might be the ducts.

Hi [first name],
Almost every house has one: the bedroom over the garage, the upstairs office, the back room that never cools down no matter where you set the thermostat.
Often the AC is fine. The cool air just isn't getting there. ENERGY STAR says that in a typical house, about 20 to 30 percent of the air moving through the ducts is lost to leaks, holes and loose connections. If your ducts run through a hot attic, a crawl space or the garage, that lost air is cooling the attic instead of your bedroom.
Other signs: high summer bills, stuffy rooms that never feel comfortable, or vents in one room that barely blow.
A comfort check finds out why. We measure the airflow at each vent, look at the ducts we can reach and check that your system is the right size for the house. Then we tell you what would fix it, from simple sealing to a change in the ductwork, with a price for each.
If you've got a room like this, reply "hot room" and we'll set up a time.
[your name], [business], [phone]

Photo to add. A real photo of a disconnected or crushed duct your tech found in an attic.

The one ask. Reply "hot room" to book a comfort check.

Do it in 24 hours

- [ ] Write down what your comfort check includes and costs.
- [ ] Save the next bad-duct photo your techs take.
- [ ] Schedule the email for mid-July.

8 August: a review, if we earned it

When to send it. Late August, as the heat breaks. Send it to every customer from the past year, not only the ones you think were happy.

The fact behind it. Google's rules for reviews forbid offering incentives such as payment, discounts or free services for a review, and forbid asking only happy customers (Google Maps user contributed content policy, support.google.com).

- **Subject line:** How did we do this summer?
- **Preview text:** Two minutes on Google helps a neighbor in a hot house.

Hi [first name],
Summer's winding down in [town]. If we worked on your system this year, thank you. A lot of those calls came on the hottest days, and we know how long a wait feels when the house is 85 degrees.
When the next family's AC goes out, they'll search Google and read what neighbors wrote. They want to know who answers, who shows up when they said and who explains the price before starting. Your review helps them choose.
If you have two minutes, here's the link: [review link]
The details that help most are what the problem was, how quickly we came and whether the price matched what we told you. Plain and honest beats polished. If something wasn't right, say that too. We read every review.
If you've already left one, thank you. You can ignore this email.
And if you're not on our maintenance plan yet, reply "plan" and we'll send you the details before fall tune-ups open.
[your name], [business], [phone]

Photo to add. Your tech at a real summer call, with their permission.

The one ask. Leave a Google review.

Do it in 24 hours

- [ ] Copy your review link from your Google Business Profile and test it on your phone.
- [ ] Send the email to every customer from the past 12 months.
- [ ] Reply to every new review within a day or two.

9 September: fall heating checks

When to send it. Four to six weeks before your first usual cold week.

The fact behind it. ENERGY STAR suggests a cooling check in spring and a heating check in fall (ENERGY STAR, Maintenance Checklist, energystar.gov).

- **Subject line:** Your furnace has been off since April
- **Preview text:** A fall check now, before the first cold night.

Hi [first name],
Your furnace has been sitting quiet all summer. The first cold night in [town] usually comes around [month], and that's when we find out which ones don't want to start.
ENERGY STAR suggests a heating check every fall, and here's why it's worth it. Over the summer, dust settles on the burners, igniters wear and small cracks can develop in parts you can't see. A fall check catches those while it's mild, not at 2 a.m. in a cold snap.

Here's what ours covers: we [inspect and clean the burners, test the igniter and flame sensor, check the heat exchanger for cracks, test the safety controls, check for gas and carbon monoxide leaks and change the filter]. You get a short report with photos. If something needs fixing, you get the price first. If nothing does, we say so.
[Plan members: Your fall check is included. Reply with a day, and you get first pick.]
[Everyone else: Book at [booking link] or reply with a couple of days that work.]
[your name], [business], [phone]

Photo to add. A real furnace burner before and after cleaning.

The one ask. Book a fall heating check.

Do it in 24 hours

- [ ] Write down what your fall check actually includes, and fill in the bracket.
- [ ] Send the plan-member version a week before the rest of the list.
- [ ] Put your fall tune-up start date in the calendar.



Part 4

Heating season and the holidays

10 October: test your carbon monoxide alarms

When to send it. Early October, the first week people turn their heat on.

The fact behind it. The CDC says more than 400 Americans die each year from unintentional carbon monoxide poisoning not linked to fires, and more than 100,000 visit an emergency department. It recommends having heating systems, water heaters and other fuel-burning appliances serviced by a qualified technician every year, a battery or battery-backup CO detector in each sleeping area, and replacing detectors following the maker's instructions or every 5 years (CDC, Carbon Monoxide Poisoning Basics, cdc.gov).

- **Subject line:** Before you turn the heat on: your CO alarms
- **Preview text:** A two-minute check that matters more than any tune-up.

Hi [first name],
This is the week many people in [town] turn their heat on for the first time. Before you do, please check your carbon monoxide alarms.
Carbon monoxide has no smell and no color. The CDC says more than 400 Americans die each year from accidental CO poisoning not linked to fires, and more than 100,000 end up in the emergency room. Furnaces, gas water heaters and fireplaces are all possible sources.
Here's what the CDC recommends. Put a CO detector with a battery or battery backup in each sleeping area. Replace it following the maker's instructions, or every 5 years. And have your heating system, water heater and any other gas appliances serviced by a qualified technician once a year.
Press the test button on each alarm today. If one is more than 5 years old, or you can't find a date on it, replace it.
And if an alarm goes off: get everyone outside, then call 911 or your gas company. Don't go back in until they say it's safe.
If your furnace hasn't had its yearly check yet, reply "heat" and we'll get you on the schedule.
[your name], [business], [phone]

Photo to add. A real CO alarm on a hallway wall near a bedroom door.

The one ask. Test the alarms, then reply "heat" to book a heating check.

Do it in 24 hours

- [ ] Make "test the CO alarms" part of every fall visit.
- [ ] Schedule this email for the week your area usually turns on the heat.
- [ ] Post the same advice on your Google profile the same day.

11 November: thermostat settings that save money

When to send it. Mid-November, as heating bills start to arrive.

The fact behind it. The US Department of Energy says you can save as much as 10% a year on heating and cooling by turning your thermostat back 7 to 10 degrees for 8 hours a day from its normal setting (Energy Saver, "Thermostats", energy.gov).

- **Subject line:** The thermostat setting that cuts your heating bill
- **Preview text:** The Department of Energy's number, and one exception.

Hi [first name],
Heating bills are starting to arrive in [town], so here's an easy way to bring yours down.
The US Department of Energy says you can save as much as 10% a year on heating and cooling by turning your thermostat back 7 to 10 degrees for 8 hours a day. The easiest 8 hours are while you sleep, or while everyone's out at work and school.
A thermostat you can program, or one you can control from your phone, does this for you. Set it once and forget it. You come home and wake up to a warm house, and the furnace rests while nobody needs it.
One exception: if you have a heat pump, ask us before you set big swings. Some heat pumps switch on their backup electric heat to catch up after a large drop, and that can cost more than it saves.
Want help? Reply "thermostat" and we'll walk you through your settings by phone, or come install a programmable or smart thermostat and set it up with you. [If you offer it: Plan members get the install at [price or "a discount"].]
[your name], [business], [phone]

Photo to add. A real thermostat your tech installed, showing a night setting.

The one ask. Reply "thermostat" for help setting it.

Do it in 24 hours

- [ ] Decide whether you'll help by phone for free, and what a thermostat install costs.
- [ ] Ask your techs which heat pump models you service need small setbacks.
- [ ] Schedule the email for mid-November.

12 December: thank you, and someone you know

When to send it. The second week of December.

- **Subject line:** Thank you, and one small ask
- **Preview text:** Know someone whose heat is acting up?

Hi [first name],
Before the year wraps up, thank you. Every call we ran this year, through the heat waves and the cold snaps, was someone letting us into their home and trusting us with it.
Here's a small ask for the holidays. If you know someone whose furnace is making noises, whose house never feels warm, or who just moved and doesn't have a heating and cooling company yet, would you send them our way? Forward this email, or give them our number: [phone].
They'll get what you got: a real arrival time, the price before we start and a straight answer on whether to repair or replace.

[If you offer a thank-you: When someone you send us books a job, we'll send you [thank-you gift] as our thanks.]
A quick note on holiday hours. We're open [hours] through the holidays, and we have someone on call for no-heat emergencies on [dates]. [Plan members go to the front of the line.]
Wishing you a warm and easy end to the year,
[your name], [business], [phone]

Photo to add. Your team in front of the vans, with everyone's permission.

The one ask. Forward this email to someone who needs heating and cooling help.

Do it in 24 hours

- [ ] Set your holiday hours and on-call dates, and update them on your Google profile too.
- [ ] Decide whether you'll give a thank-you for referrals, and what.
- [ ] Schedule the email for the second week of December.

or we can do it for you

Free sample: Your first newsletter, written

Written for this month's weather in your town. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Your first 24 hours, in one list

You don't need all 12 today. Start with these:

- [ ] Export every customer's email and last service date into one list (section 1).
- [ ] Set up the footer with your business name, mailing address and unsubscribe link (before you start).
- [ ] Split the list into plan members, seen in 18 months and not seen in longer (section 3).
- [ ] Copy your Google review link and test it on your phone (section 8).
- [ ] Pick next month's email, fill in the brackets and schedule it.



Where to go next

These emails come from The HVAC Marketing Playbook, our free guide to getting more heating and cooling calls. Sections 15 and 16 cover your email list and the seasons, and section 17 covers referral partners.

Want to know what your list and your plan are worth? What your past customers are worth each year shows the repeat and referral work a monthly email brings back, and What a maintenance plan is worth does the same for plan members. For the peaks, The HVAC Storm and Season Playbook plans your heat waves and cold snaps.



If you'd rather hand it off

Grow That Local does this work for HVAC companies every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Email newsletter. Free sample: your first newsletter, written. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. Litmus, 2025 State of Email survey (nearly 500 marketing leaders): 35% get $10 to $36 back for every $1 spent on email; a further 35% get more than $36. litmus.com (before you start)
2. FTC, CAN-SPAM Act: A Compliance Guide for Business: each separate email in violation can bring penalties of up to $53,088. ftc.gov (before you start)
3. InterNACHI Standard Estimated Life Expectancy Chart: furnace 15 to 25 years. nachi.org (section 1)
4. Same chart: central air conditioner 7 to 15 years, heat pump 10 to 15 years. (section 5) (nachi.org)
5. ENERGY STAR, Duct Sealing: in a typical house, about 20 to 30 percent of the air moving through the duct system is lost to leaks, holes and poorly connected ducts. energystar.gov (section 7)
6. CDC, Carbon Monoxide Poisoning Basics: more than 400 Americans die each year from unintentional CO poisoning not linked to fires. cdc.gov (section 10)
7. Same page: more than 100,000 visit an emergency department each year. (section 10) (cdc.gov)
8. US Department of Energy, Energy Saver, Thermostats: as much as 10% a year saved on heating and cooling by turning the thermostat back 7 to 10 degrees for 8 hours a day. energy.gov (section 11)

Rules and guidance cited (not statistics):

- FTC, CAN-SPAM Act: A Compliance Guide for Business (honest headers and subject lines, identify the message as an ad, a valid physical postal address, a working opt-out honored within 10 business days, no fee or extra information to opt out, responsibility when others send for you): ftc.gov (before you start)
- ENERGY STAR, Maintenance Checklist (cooling check in spring, heating check in fall; filters inspected, cleaned or replaced once a month): energystar.gov (sections 3, 4, 9)
- CDC, Carbon Monoxide Poisoning Basics (yearly service of fuel-burning appliances by a qualified technician; a CO detector in each sleeping area; replace detectors per the maker or every 5 years): cdc.gov (section 10)
- Google Maps user contributed content policy (bans incentives for reviews and asking only for positive reviews): support.google.com (section 8)

GTL estimates

These are our own judgment, not measured facts:

1. Only email people who've hired you, asked for a quote or asked to hear from you (before you start). Reasoning: people who don't know you are the ones who mark email as spam, and spam reports make inbox providers file your later emails as junk.
2. Open tune-up dates four to six weeks before the first usual hot or cold week (sections 3, 9). Reasoning: reminders need a few weeks to work, and once the weather turns, repair calls crowd tune-ups off the schedule.
3. Many heat-wave calls turn out to be the thermostat, the breaker or a clogged filter (section 6). Reasoning: these are the first three things every tech checks on arrival, and each is a common cause of a system that won't cool.
4. Heat pumps can lose savings on big setbacks (section 11). Reasoning: many heat pumps bring on backup electric heat to recover from a large temperature drop, and that heat costs more to run than the heat pump itself.

5. Many makers ask for yearly maintenance to keep a warranty in good standing (section 2). Reasoning: it's common in equipment warranties, but terms differ by brand, so each company should check the brands it installs.

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