

BRINGING COMFORT TO YOUR HOME



presented by:



INSIDE:

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- TIPS ON EFFICIENT HOME IMPROVEMENTS
- CLAIM YOUR WITH REBATES
- SAVE MONEY, GO GREEN

Getting To Know The Bell Brothers

Jerry and Kenny Bell created Bell Brothers Heating and Air Conditioning in 1991 with the goal of providing superior customer service to the greater Sacramento area. As the leading heating and air conditioning company in the Sacramento area, Bell Brothers is dedicated to customer service and maintaining the quality of and improving the efficiency of heating, ventilation and air conditioning (HVAC) systems.

At Bell Brothers, customers are treated like family, and Jerry and Kenny provide the best possible heating and air service every time because that's what you do for family.

So, how many Bell brothers are there?

JERRY: There are six Bell brothers and one sister.

KENNY: But only four of us work in the industry. The oldest and the youngest work with us.

How did you start Bell Brothers Heating and Air Conditioning and why did you choose to this industry?

JERRY: I had a calling in life [laughing] ... I just wanted to keep people cool and comfortable. No, we actually just sort of fell into it.

KENNY: We were driving and heard an ad on the radio about getting our contractors' licenses. We looked at each other and decided that's what we needed to do.

What makes Bell Brothers different from other heating and air conditioning companies in the area?

JERRY: Our people. We hire only the best. Second to none, it is not easy to get a job with us, we do extensive screening and background tests.

KENNY: Because we actually care about the customer. We care about the people and we do whatever it takes to make them happy – make it right. We stand by our word; if we say we are going to do something that is exactly what we are going to do.

Why is such an exceptional form of customer service important to you?

KENNY: Because it's important to us as consumers. We are treating our customers the exact same way that we want to be treated.

JERRY: Through the years of dealing with other contractors, the biggest thing that other contractors do is – where they fall short is – they

don't follow through in what they said they were going to do. So what we do is tell people we are going to do something and do it.

KENNY: Other contractors are notorious for change orders. They will say they need to do this and then come in and then need to do that and add this. We don't have change orders. That's why we are the 'No Surprise Guys' because the price that we quote is the price that you pay. So if we get into a job and there is something that our guys didn't see, then we just take it on ourselves to fix it for the customer.

JERRY: You can't lose doing business with us.

KENNY: We aren't happy until you are happy. That's why we are going to do whatever it takes to make you happy.

What is your favorite part about your job?

KENNY: The people. Coming to work everyday with these good people. It doesn't feel like work does it?

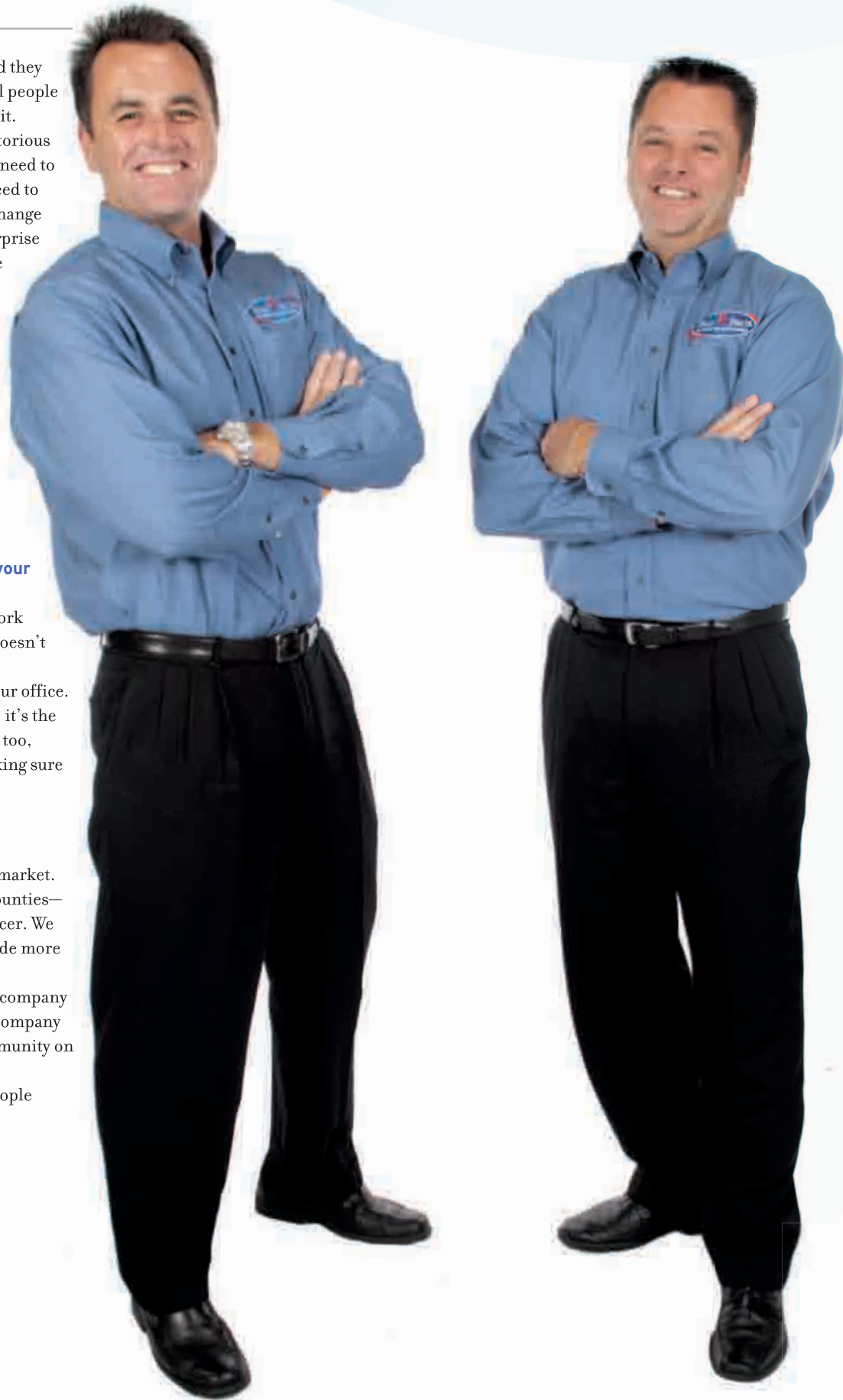
JERRY: We've got a good buzz in our office. It's just a good place to be. You know, it's the interaction with the people out there too, keeping people comfortable and making sure they are happy.

What vision do you have for your company moving forward?

JERRY: We plan to expand in the market. Right now we mainly focus on four counties—Sacramento, Yolo, El Dorado and Placer. We would like to reach further and provide more jobs in our region.

KENNY: Our vision is to grow our company so we can provide more jobs for the company and continue to give back to the community on a larger scale.

JERRY: We want to make more people comfortable.



Top 5 Reasons To Get A Tune-Up

When choosing a heating and air conditioning company to maintain and service your heating, ventilation and air conditioning (HVAC) system, it is important to know the specifics of what they will be doing and how long it will take so you can ensure they are doing it right. A tune-up should be in depth and take at least an hour.

1 AIR FLOW

There are several parts of an AC tune-up that translate back to air flow, which is the most important part of keeping your system healthy and problem free. A few of the checks and balances Bell Brothers performs to ensure proper air flow are: checking the amperage draw on the outdoor fan motor, cleaning and inspecting the fan blade and motor, and, most importantly, doing an inspection and cleaning of your filter.

2 INDOOR AND OUTDOOR COIL INSPECTION & CLEANING

The air conditioner's evaporator coil and condenser coil collect dirt over their months and years of working hard to keep you cool. A clean filter prevents the indoor evaporator coil from soiling quickly. In time, however, the evaporator coil will still collect dirt. This dirt reduces air flow and insulates the coil, reducing its ability to absorb heat. To avoid this problem, it is important for an HVAC vendor to check your evaporator coil every year and clean it as necessary. Outdoor condenser coils can also become very dirty if the outdoor environment is dusty or if there is foliage nearby. You can easily see the condenser coil and notice if dirt is collecting on its fans. You should minimize dirt and debris near the condenser unit. Your dryer vents, falling leaves, and lawn mower are all potential sources of dirt and debris. Cleaning the area around the coil, removing any debris, and trimming foliage back at least 2 feet (0.6 meters) allow for adequate air flow around the condenser.

3 CHECK REFRIGERANT CHARGE

A refrigerant charge and airflow tune-up on your cooling system include lower operating cost, improved comfort and faster cool down, as well as extend the lifespan of the system. Chances are you're spending more on air conditioning than you need to if your refrigerant charge is low. Air conditioning is a major energy consumer, accounting for as much as half of summer energy bills. By simply correcting your refrigerant charge, you can save hundreds of dollars per year.

4 SAFETY INSPECTION INCLUDING HEAT EXCHANGER

Here in California most furnaces are oversized. This can cause them to over fire or turn on and off too frequently. This may not sound like such a big deal, but it could cause serious damage to the inside pockets that create heat in your home. And, over time, this abuse could pose a safety issue if the heat exchangers warp and crack, risking carbon monoxide leaks or fire hazards.

5 CHECK AND MEASURE CAPACITOR LEVELS

Capacitor failures are very common and can be a costly repair. A typical capacitor failure will cause a motor to not have that extra kick to get it to start spinning. A weak capacitor will also cause a motor or compressor to run higher amps, using more electricity—this causes them to run hotter and shortens their life expectancy.



A Clean Filter Makes A Happy HVAC System

BY CORRIE PELC

Last year, Rosemarie Peebles helped her daughter select Bell Brothers Heating & Air Conditioning to put in a brand new heating, ventilation and air conditioning (HVAC) system in the new house her daughter purchased.

Since the installation, Peebles—who moved in to her daughter's home shortly afterward—has not needed to have any maintenance done on the system, only a complimentary service Bell Brothers provided to make sure everything was working efficiently.

"This system will be a year in June, and nothing has needed to be done to it. And I foresee in the future that's the way it's going to be," she says.

Also, Peebles is doing what she can to keep her HVAC system running in top order by making sure to change the filter every three months.

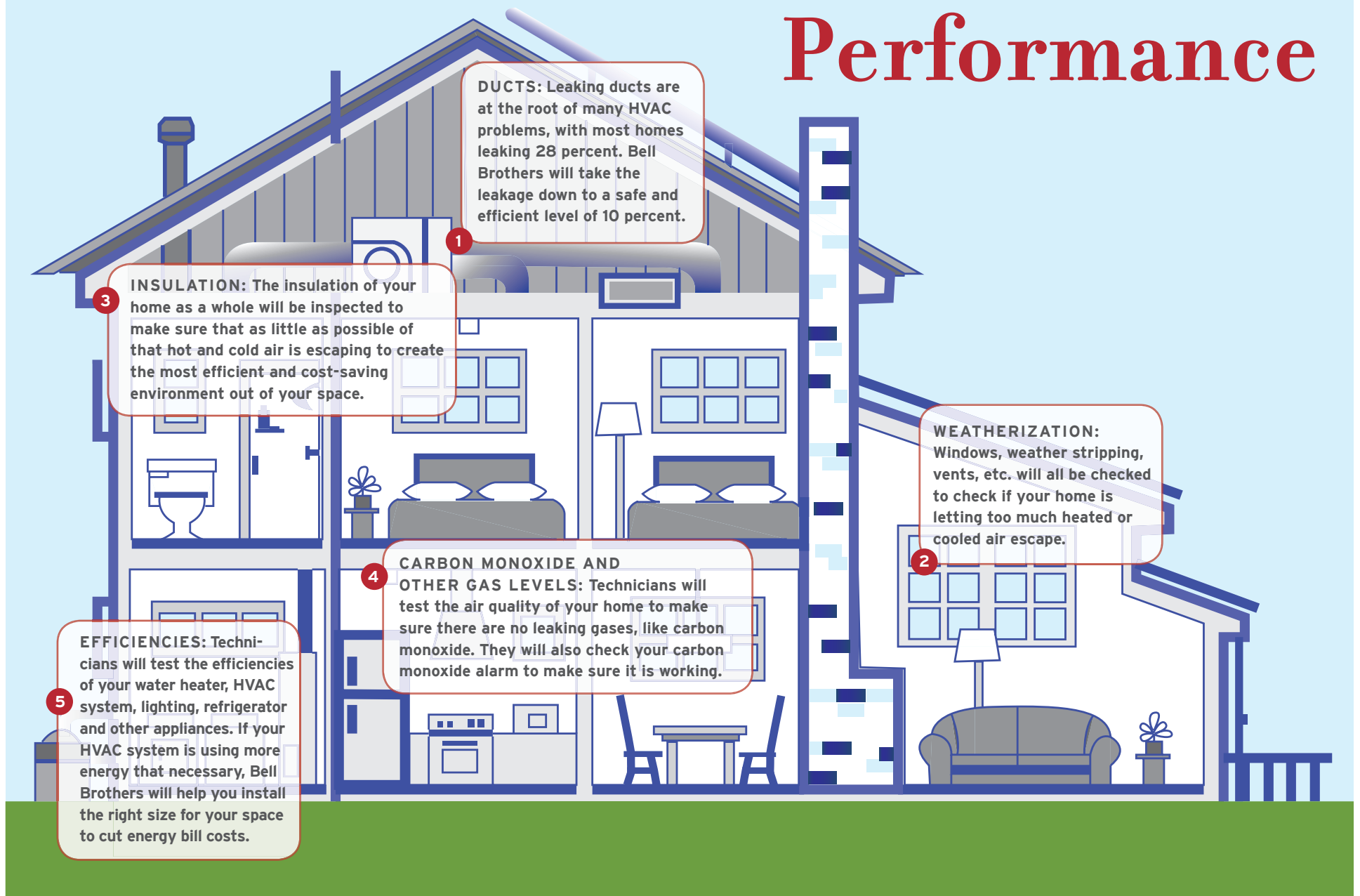
"I AM SURPRISED HOW MUCH YUCKY STUFF THE FILTER PICKS UP."

"Most people think if it's a new system, why do you need to change the filter, but I am surprised how much yucky stuff the filter picks up," she explains.

Plus, by consistently changing the filter, Peebles says you are helping the HVAC system cut down on how hard it has to work so it can do its job much more efficiently.

"I would definitely recommend changing your filter, which is a very simple thing to do," she adds. "You don't have to go into the unit itself—you just have to open the filter cage, pull it out and put one in."

Bell Brothers Home Performance



Bell Brothers offers a full home performance check to promote system efficiency and whole-house functionality.

Dave Hosking, who has worked in the heating and air conditioning industry for 15 years and has worked at Bell Brothers for nearly a year and a half as sales manager, says the home performance service is a sure way to find the most efficient way to heat or cool your home. The Bell Brothers home performance check is an examination of the whole house and how efficiently it performs with the heating and cooling of zones. Skilled and knowledgeable technicians address issues such as the efficiency and effectiveness of a home's HVAC system. "Everybody should be looking at

their house as a whole," Hosking says, "and not just replacing the heating and air conditioning system."

Hosking says nearly 90 percent of homes Bell Brothers technicians go in to have something that needs to be improved to promote and overall more efficient and cost effective system. Improvements to a home to increase efficiency and ensure for a fully functioning HVAC system range from attic ventilation to moisture barriers to weatherization to insulation. But the most important area, Hosking explains, is duct work. He adds that the national average of leakage from an HVAC system through duct work is 28 percent, while Bell Brothers often finds area homes to be leaking 25 percent of heating and

air conditioning through the ducts. The biggest opportunity to improve your home's efficiency in respect to the HVAC system is through repairing these ducts and minimizing leakage.

However, it is not as simple as going in and having a technician completely seal up a house with more insulation and weatherization, Hosking says. Every house needs to have a little bit of leakage to ensure the circulation of fresh air (promoting household air quality) and prevent mold. "You can't seal up a place too tight. But you can seal it up just right."

Hosking compares getting a home performance inspection to taking your car to get serviced: "It's like taking your car in and you are going to have the oil changed. But, OK, why not have

the whole car tuned up to make it run smoother?" He says getting a home performance check is like tuning up your house to make it run smoother and save you money in the long run. Even if you bought a super efficient system, he says, if your insulation or something is subpar or below where it needs to be, then you are diminishing the efficiency and functionality of that HVAC system. The main goal of Bell Brothers technicians, according to Hosking, is using a home performance check to find problem areas and put in all of these mechanisms - new insulation, weatherization, etc. - and then install a smaller HVAC system that requires less electricity to operate. This will in turn lead to a more sustainable and cost effective household.

The Efficient HVAC System

Even your HVAC system can be greener. In fact, paying attention to the functionality and efficiency of your HVAC system can actually diminish the amount of energy used and wasted in your household. This is good not just for the environment but also for your pocketbook. Bell Brothers can help you find a more environmentally and economically sound system for your home.

Bell Brothers Sales Manager Dave Hosking says what makes an HVAC system greener is how much—or how little in this case—electricity it is using. Bell Brothers has technicians who can assess the efficiency and eco-friendliness of your existing HVAC system and quickly install a budget-conscious system to replace it.

Hosking explains that in an air conditioning system that is older and outdated, the Seasonal Energy Efficiency Ratio (SEER), which is a measurement standard used to determine the efficiency of a system by comparing the amount of cooling it puts out to the amount of energy required, is much lower.

For example, a 15-year-old AC system might measure in at 8 SEER. At Bell Brothers, the staff has found systems that measure 16 SEER to be the most effective of all HVAC systems when it comes to the cost effectiveness and energy efficiency and conservation of the system. These systems are about twice as efficient, Hosking says, as that one from 15 years ago.

Most people, according to Hosking, ignore the average daily temperature and design their system to handle the most extreme days—like the scorching 110 degree days in August. Hosking explains that to go green with your HVAC system, you have to think of the average days you will be using it and not those extra cold or extra hot days.

Get Paid to Go Green

There are tons of perks for homeowners who are looking to upgrade their HVAC system. The following are perks from local energy companies and include both savings on energy bills and rebates.

SMUD

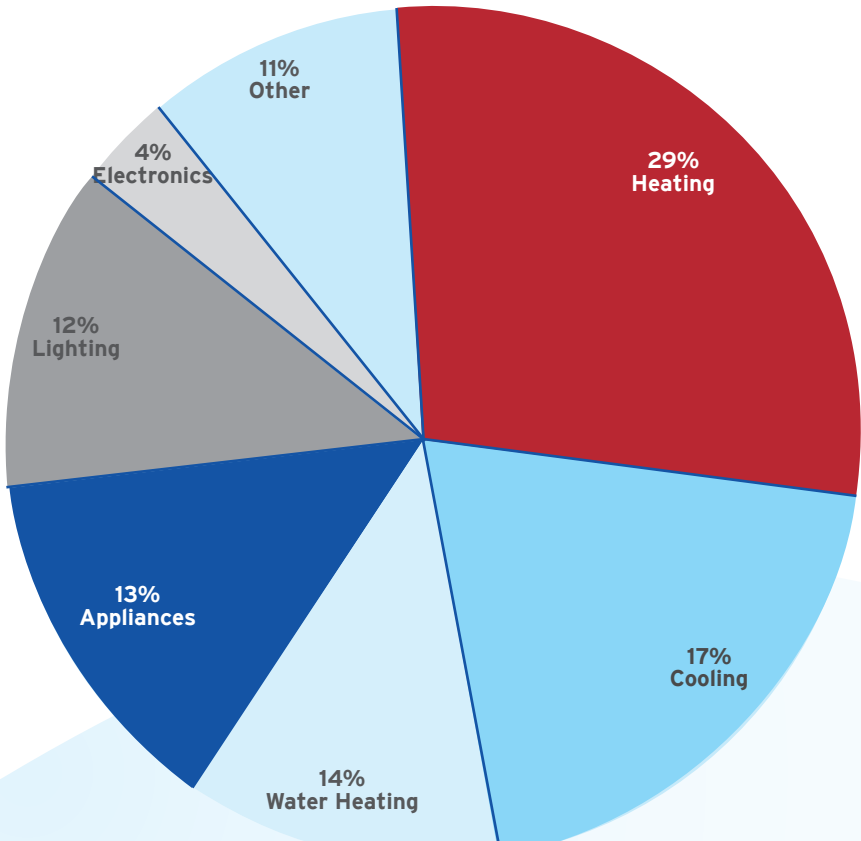
- **CENTRAL AIR CONDITIONING:** \$400, \$500, \$650, \$1,100 or \$2,000. Deadline 12/31/2012 or until funding is depleted
- **COOL ROOF:** 20 cents per square foot rebate on flat roofs and 10 cents per square foot on pitched roofs
- **HEAT PUMP:** \$400 or \$500. Deadline 12/31/2012 or until funding is depleted
- **ROOM AIR CONDITIONER:** \$50. Deadline 12/31/2012 or until funding is depleted
- **WHOLE HOUSE FAN:** \$100. Deadline 12/31/2012 or until funding is depleted

PG&E

- **AC QUALITY CARE REBATE PROGRAM:** Up to \$625
- **FURNACE (CENTRAL NATURAL GAS):** \$150 - \$300 per unit
- **ROOM AIR CONDITIONER:** \$50
- **VARIABLE SPEED MOTOR AIR HANDLER SYSTEM:** \$50
- **WHOLE HOUSE FAN:** \$100 (while funding lasts)

Where Does My Money Go?

Annual Energy Bill for a typical single family home is approximately \$2,200.



REBATE AMOUNT AND ENERGY BILL SAVINGS

Staying safe in your home

The Centers for Disease Control and Prevention estimates that thousands of Americans are hospitalized each year for carbon monoxide poisoning at low to moderate exposure levels—and at least 700 are in California alone. Carbon monoxide awareness group California Safe Homes says carbon monoxide is the leading cause of accidental poisoning deaths. In May 2010, California state legislators passed a health and safety measure that requires every home to have a working carbon monoxide alarm in addition to a smoke detector. On June 7, 2012, a new law will require people selling their homes to have a working carbon monoxide alarm.

Two years ago the threat of carbon monoxide became all too real for Blaine Wasylikiw. Wasylikiw and his wife discovered that their long overdue HVAC system inspection and servicing was much more imminent than they would have ever thought.

ON JUNE 7, 2012, A NEW LAW WILL REQUIRE PEOPLE SELLING THEIR HOMES TO HAVE A WORKING CARBON MONOXIDE ALARM.

"When the technician opened up our unit, he immediately turned off the gas to our house and showed me how we had huge, gaping holes in our heat exchanger, which means we probably had carbon monoxide pumping into our house."

The technician told Wasylikiw the heat exchanger tubes inside his system could possibly carry the lethal carbon monoxide gas. The heat exchanger tubes were so full of holes you could almost put your hand through them. Wasylikiw says that this might have explained why his wife always fell asleep by 9 p.m. while she was on the couch—the odorless, colorless carbon monoxide she was breathing in while watching television was making her pass out.

The only thing stopping the gas from taking its lethal toll on the couple, the technician told the Wasylikiws, was the fact that their house was older and not sealed. This let just enough fresh air in to dilute the noxious gas and keep them alive.

At this point the Wasylikiw family made the decision to replace their aging HVAC system with Bell Brothers. Bell Brothers offered a financing system to the couple to make a potentially costly repair more affordable. The technician had even left space heaters to keep Wasylikiw and his wife warm

(since, by law, he had to turn off the gas to the HVAC unit upon discovering the problem). The installers were out the next day to replace the system.

"From a service, support and customer service perspective, they're fantastic," Wasylikiw says. "Friendly, sincere, punctual and helpful—whether it's the person scheduling our appointments, the technician coming out to do the work, or the customer service person following up via phone afterward to make sure everything went well. Bell Brothers is a professional, trustworthy company that I highly recommend to everyone I know."

"I felt very comfortable that the sales person we spoke with was both knowledgeable and honest about his recommendations and the combination of the tax rebates available to us via SMUD [which he informed us of]," Wasylikiw says. "And the low interest financing option let us proceed with having



Bell Brothers install a brand new HVAC unit, which they did the next day and has been running great ever since."

Now, the Wasylikiws have weatherized and sealed their house through Bell Brothers and have upgraded their HVAC system to one that is more efficient, functional and safer. And Wasylikiw says his wife no longer falls asleep so early on the couch now that they have their new HVAC unit.

Wasylikiw says he was so impressed with the staff at Bell Brothers and their dedication to customer service and just plain friendliness and consideration. He and his wife will continue to use Bell Brothers without question.

"They're the only company that's going to be taking care of our heating and cooling going forward. I'm a customer for life."

Did you know?

Nearly 200 people in the United States die every year from carbon monoxide (CO) according to the Centers for Disease Control and Prevention. Carbon monoxide is a lethal, odorless, colorless and poisonous gas that is produced by the incomplete burning of fuels such as wood, charcoal, oil, kerosene and natural gas.

Because carbon monoxide cannot be tasted, smelled or seen—it's virtually undetectable to the human senses—people usually don't know they are being exposed to it until it is too late. Knowing the symptoms of exposure and the stages of CO poisoning is important to determine if there is a leak in your house. The symptoms are very similar to the common flu but without a fever. They are as follows:



The intensity of the exposure level and risk of death are directly correlated to both the CO level in the area and the duration of the exposure. Many residents mistake low to moderate exposure levels and slow poisoning for the flu, often dismissing their symptoms, which usually ends in death. For rapidly progressing symptoms, victims often become too disoriented and weak, or even experience a quick loss of consciousness, and will most likely die if they aren't rescued.

Customer Service Done Right

At Bell Brothers customers are treated like family. The knowledgeable and well-trained staff at Bell Brothers will keep you comfortable and your HVAC system running smoothly without sending you through any hoops. Bell Brothers staff offers straightforward and honest pricing because customers shouldn't have to deal with hidden fees or extra costs when it comes to their HVAC system and services.

Bell Brothers recognizes that sometimes even its staff can get it wrong. The company's unique Buy Back Guarantee is a transparent policy that shows the staff is not afraid to admit that they have made a mistake. In fact, Bell Brothers staff will work to do whatever they have to do to make a customer happy. And if they can't make it right, they will buy back the service.

Recently, one customer learned firsthand just how dedicated Jerry and Kenny Bell are to providing superior customer

service when the Bell brothers actually showed up on her doorstep to hand deliver a check, honoring their buy back policy. She was so surprised she sent the brothers a note praising them for treating her, and so many other customers, so well.

The staff at Bell Brothers is never too busy for a customer. Jerry and Kenny even make themselves available to customers who come by their office to talk about services or problems. How often does the owner of a company sit down with a customer to troubleshoot or answer questions?

It is this level of investment in their company and in their customers that set Jerry, Kenny and Bell Brothers apart from other owners and companies in the heating and air conditioning industry.

Thank you once again for coming to our home and for caring enough to make amends for our very stressful series of events.

It is wonderful to know there are still business owners who truly care about their customers and the reputation of their company.

We've spent the past week bragging about you and highly recommending you to many. You can be assured we will continue to do that.

I know Bell Brothers will continue to grow and prosper under your guidance!

Bell Bros. Heating and Air Cleans Up at SWEL Awards as a "Sacramento Workplace Excellence Leader"

by the Sacramento Area Human Resource Assn.

(Sacramento, Calif. - April 19, 2012) - Now Sacramento is aware of what Bell Brothers' employees have known for years, Bell Bros. Heating & Air is a "Sacramento Workplace Excellence Leader", or a SWEL award winner, according to the Sacramento Area Human Resource Assn. (SAHRA). The award was announced last night at a special awards ceremony by SAHRA. Since they opened the business in 1991, owners Kenny and Jerry Bell continue to pride themselves on creating a motivating climate for their employees and work as a team with them daily. It shows their employees' morale.

"We are honored to have been selected as a finalist and grateful to have received this award," said Kenny Bell, co-owner of Bell Bros. Heating &

Air. "Our employees have always been the lifeblood of our company and a reflection on the brand values of our company. We are so proud of each of them and appreciate everything they do for us and our customers each day."

"On countless occasions I overhear our employees comment about how amazed they are that the owners of such a successful business show up daily to work just as long and hard as the rest of us," explained Josh Drazil, Call Center Manager for Bell Bros. Heating & Air. "They shower us with fun perks but it's not the monetary aspect of such things



that are impressive, it's the fact that Kenny and Jerry care."

The SAHRA states that the SWEL award "... indicates that their employees believe that the company deserves to join an elite group of employers receiving the SWEL award. Award winners are companies which provide the best places to work in the greater Sacramento region, including government agencies, nonprofit organizations and for profit businesses. Past recipients have included employers with as few as five employees to larger ones with more than one thousand employees. Organizations are judged on the programs, benefits and opportunities provided to employees based on the resources they have available."