

Now is the time to schedule your HVAC maintenance!



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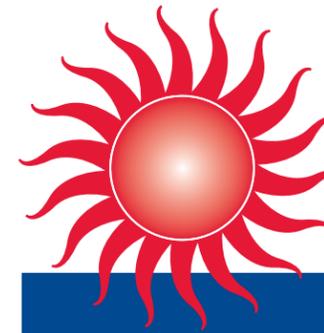
Ask about our automatic scheduling or Maintenance Agreements and never worry about forgetting to call again! You will also receive priority scheduling for all emergency service when you sign up for auto-scheduling or Maintenance Agreements!

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ADVANCE



AIR & HEAT COMPANY INC.



Summer Newsletter 2014

Three Things to Consider Before you Skip HVAC Preventative Maintenance This Year

Recently a customer asked me, "Are PMs really necessary?" As budgets tighten, preventative maintenance is often a go-to place to cut back. Will you die if you don't do maintenance? No, of course not. Can you get away with it? Probably. But here are three things you should consider before you defer:

1. What is your risk tolerance?

Much of the benefit of preventative maintenance is the "prevention" part – meaning if you do it, bad things won't happen. But how do you calculate the cost-benefit of something that may or may not happen? Tough call. Consequences vary wildly by customer, industry, time of year and type of problem. Will your employees get up and leave if it's hot? Will you lose thousands of dollars of product if your refrigeration goes down?



To find out your risk tolerance, ask yourself, "What's the worst case scenario?" For example, if your cooling fails during a 100-degree summer heat wave and you have critical heat-sensitive electronic equipment, you could have thousands of dollars of damage. Or if heating fails on the coldest darkest night in winter, will your pipes freeze? Obviously, no one can predict the future and tell you if/when the worst may occur. Preventative maintenance is an insurance policy to mitigate the risk. Only you can decide your risk tolerance. So, do you feel lucky?

WAIT. Before you answer that...

Keep in mind, the longer you defer, the greater the risk. The effects of deferred maintenance are cumulative. Dirt and grime builds up on your system over time creating increasingly worse operating conditions and more stress on your equipment. So, now I'm gonna lay some scary down on ya...Cooling compressor failure becomes more likely with each missed maintenance visit. Since the compressor is the heart of the cooling system, it is one of the most expensive repairs. For heating, the same type of buildup can occur with soot and scale in the furnace or boiler. This buildup can cause damage to heating system components or even worse, since heating unit operation involves combustion, carbon monoxide or other flue gases can cause dangerous conditions for occupants. So, in theory, I guess you COULD die from not doing maintenance. So, if you're not going to maintain it, at least install some good CO detectors, would ya?

2. You may not be saving money by avoiding maintenance. (continued on page2)

What's Inside:

Three Things to Consider Before You Skip HVAC maintenance...

Top Ten Tips for Keeping Cool With or Without Using Your Air Conditioner

On a Personal Note: Confessions of an HVAC Chick

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Top Ten Tips for Keeping Cool With or Without Using Your Air Conditioner

During hot summer months, we often crank up the air conditioner when we're feeling hot. But don't forget to use common sense methods of keeping cool too. It could save you big bucks on your cooling costs. The tips below come from a great article on www.care2.com. It was written as tips for your home, but the same principles can easily be applied to your business.

1. Reduce the cooling load by employing cost-effective conservation measures. Provide effective shade for east and west windows. When possible, delay heat-generating activities such as dishwashing until evening on hot days.
2. Over most of the cooling season, keep the house closed tight during the day. Don't let in unwanted heat and humidity. Ventilate at night either naturally or with fans.
3. You can help get rid of unwanted heat through ventilation if the temperature of the incoming air is 77 F or lower. (This strategy works most effectively at night and on cooler days.) Window fans for ventilation are a good option if used properly. They should be located on the downwind side of the house facing out. A window should be open in each room. Interior doors must remain open to allow air flow.
4. Use ceiling fans to increase comfort levels at higher thermostat settings. The standard human comfort range for light clothing in the summer is between 72 F and 78 F. To extend the comfort range to 82 F, you need a breeze of about 2.5 ft/sec or 1.7 mph. A slow-turning ceiling-mounted paddle fan can easily provide this air flow.
5. In hot climates, plant shade trees around the house. Don't plant trees on the South if you want to benefit from passive solar heating in the winter.
6. If you have an older central air conditioner, consider replacing the outdoor compressor with a modern, high-efficiency unit. Make sure that it is properly matched to the indoor unit.
7. If buying a new air conditioner, be sure that it is properly sized. Get assistance from an energy auditor or air conditioning contractor.
8. Buy a high-efficiency air conditioner: for room air conditioners, the energy efficiency ratio (EER) rating should be above 10; for central air conditioners, look for a seasonal energy efficiency ratio (SEER) rating above 12. (Units are now sold with SEER ratings of 13 or higher by law).
9. In hot, humid climates, make sure that the air conditioner you buy will adequately get rid of high humidity. Models with variable or multi-speed blowers are generally best. Try to keep moisture sources out of the house.
10. Try not to use a dehumidifier at the same time your air conditioner is operating. The dehumidifier will increase the cooling load and force the air conditioner to work harder.

(continued from page 1 from "Three things to consider...")

Even if you are the riskiest of gamblers, your main reason for skipping out on maintenance – saving money – may not actually be reasonable. I'm sure you've heard it before: maintenance reduces your energy costs, increases operating capacity and lengthens unit lifespan. But thanks to some recent studies, we can now begin to quantify the savings. And the results may surprise you. I'm not going to go into the whole math thing here, but you can find the calculations on our website, with graphs and everything: <http://www.advanceair.net/preventive-maintenance/>

3. Long-term Deferred Maintenance can Shorten Unit Life-Span

A well-made HVAC unit should last between 10-20 years on average, though we service some 40-plus year old ones that are still going strong. Manufacturers calculate the average unit lifespan based on the unit running within specified temperatures and pressures, and assuming regular maintenance is being done. When maintenance is



And if all else fails, use ice like Fido here, or my personal favorite, in a tall glass of your beverage of choice.

On a Personal Note

Excerpts from the Confessions of an HVAC Chick Blog
(New blog articles posted on Thursday evenings at www.advanceair.net)

The Peanut Butter Principle – How Peanut Butter and Jelly Taught Me about Finance

When I was about six years old, my parents took all of us kids on our very first ski vacation. A vacation from which I took home several valuable lessons: the importance of a realistic budget, the discipline required to sticking to it and the necessity of accepting the consequences when said budget is not stuck to. In addition, I also learned that I hated skiing.

We all remember, I think, what it's like to be six years old and bundled against the cold in the world's puffiest ski suit, unable to bend your knees, put down your arms or see peripherally. Now imagine someone strapping long, super slippery skis to your feet while you are fully trussed up in such fluff. The result? When on flat ground, you struggle to move like an awkward penguin until you finally get to a downward slope, at which point you begin to accelerate uncontrollably until the inevitable moment that you crash-land out of desperation just to stop yourself. Then you flop around like a turtle as you struggle against your ski suit to right yourself, only to being the process anew. But I digress from the financial lessons of our trip...

About two days into our ski vacation, my parents realized that they'd grossly miscalculated the expense of a family of five dining out each night for dinner and dining mountainside – the home of the million dollar cheeseburger – each day for lunch. They'd all but exhausted their budget for the trip and we still had five more days to go. So that night, they put their heads together and executed a plan. In just one trip to the grocery store they solved our problem.

For the next five lunches and four dinners we feasted on peanut butter and jelly sandwiches. PB&J after PB&J until, on the very last day of our trip, while Dad was packing up the car, he discovered a half-frozen pizza that we'd forgotten we stuck in the trunk on the night before we left for our trip. Gross, I know. But at that point, I think we would have eaten just about anything that wasn't a peanut butter and jelly sandwich. We brought the pizza inside and propped it on top of the bathroom door under the heat lamp to warm it. Imagine three little sets of eyes all looking up at that teetering pizza box waiting patiently to finally eat something warm!

For all of you parents out there – and I know there are some of you – thinking, "Well, I'd NEVER let my children go without like that!" I say to you, that is nonsense! I am so proud of my parents for making the choice they did. It wasn't easy. My Mom was terrified that we were going to be scarred by the experience. But that was not the case at all. My memories of the trip (barring hating skiing, of course) were and still are very fond. It never fails to make me smile when I think about that pizza box.

So that's how I learned the Peanut Butter Principle: in order to make ends meet, sometimes you must be creative and make the best of what you have. I also learned that yes, you CAN warm a pizza with a bathroom heat lamp, though you must possess the patience of a saint to do so.



not done, the unit runs outside of acceptable temperatures and pressures which causes additional wear and tear on the unit, shortening its overall lifespan and causing premature failure of its components. There are some great studies for this too. Check out our website: <http://www.advanceair.net/preventive-maintenance/>

Summary

I think the answer is pretty clear. Preventive maintenance is just smart. Whether you do it by contract, on-call, or have your own in-house staff take care of it, preventative maintenance can actually save you money. And your units, your energy bill, and your employees, tenants or tomatoes will thank you!

It's not too late, schedule your PMs today: 508-763-3738 or karen@advanceair.net