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*Cool Ideas . . . Hot Topics*

*Spring 2013*

## Two of Top Notch's 'FAVORITE THINGS'

Introducing true works of HVAC art... Ductless Mini-Splits and PureAir™

Just like Oprah, we have a few products we think you can't live without! Breathe easier and stay cooler with these spring updates sure to become your favorites, too.

### Cooling those hard to manage areas never looked so good

Every home has one – that room where the temperature is never quite right. Ductless Mini-Split Air Conditioners are the affordable and aesthetically-pleasing way to get cooling where you need it, when you want it without the need for existing ductwork. It is also a better and safer alternative to unsightly window units.

A ductless mini-split is ideal for:

- Room additions
- Home offices
- Rooms over garages
- Attic spaces
- Basement refinishes
- Sunrooms
- Media rooms
- Wine cellars

Installation is easy. A thin wire connects the small indoor module to an outdoor unit. Both parts are extremely efficient and quiet. Up to four modules can run off one outdoor unit and you control your "personalized zoning" through your remote control.

Cooler yet is the fact that the Lennox room modules are sleek and unobtrusive and come in a variety of colors to blend in with any room style and décor. (Please note another favorite, the LG Art Cool pictured.)



*LG's Art Cool Gallery Ductless Mini-Splits come in slim, contemporary, indoor mirror or frame designs allowing customers to modify and customize the unit with their own artwork or photography.*

Ductless Mini-Split Heat Pumps are also available for cooler months and for those hard-to-heat places in your home.

### Sick and tired of being sick and tired?

If you suffer from spring allergies, or year-round allergies for that matter, feel better with the Lennox PureAir™ Air Purification System.

Hospital-grade PureAir™ cleans the air in your home better than any other single system you can buy. The industry exclusive air purification technology attacks all three classes of indoor air contaminants—particles (including dust, dirt, pollen and allergens), mold/mildew/bacteria and odors/chemical vapors. It not only reduces, but also destroys ozone, a known lung irritant.

In addition to its many health benefits, PureAir™ provides whole-home purification utilizing MERV 16 air filters and works with your existing heating and cooling system. PureAir™ is backed by a 5-year limited warranty on covered components.

*Call today for more information on these favorite products.  
We're almost giving them away, just like Oprah!*



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for overtime!**

# V.I.P. MAINTENANCE

## Top Notch's 3 Levels of Service:

### V.I.P. Maintenance Agreement

\$189/year or \$15.75/month for 1 system and includes:

- One air conditioner clean & check
- One furnace clean & check
- **\$20 OFF** service call
- **15%** discount on equipment, parts and labor

### Signature Service V.I.P. Agreement

\$239/year or \$19.92/month for 1 system and includes:

All the same benefits as our V.I.P. Maintenance Plan above **plus...**

- One Mid Winter "Peace of Mind" Check to check humidifier, clear drain line, check CO levels, replace standard filter, and visual inspection of furnace operation

### Pinnacle V.I.P. Agreement

\$395/year or \$32.92/month for 1 system and includes:

All the same benefits as our Signature Service V.I.P. Plan above **plus...**

- Additional discounts on replacement equipment
- AND BEST OF ALL ... **FREE REPAIRS ON YOUR FURNACE, AIR CONDITIONER AND HUMIDIFIER!!**



## Avoid your own FISCAL CLIFF by taking advantage of reinstated HVAC TAX CREDITS

Thanks to Congress approving legislation early in 2013, President Obama signed into law measures to avoid the looming "fiscal cliff." Since January 2nd our phones have been ringing off the hook with questions about the retroactive and extended tax credits. We'll try to sort it out for you here.

The fiscal cliff legislation reinstated Section 25C of the Internal Revenue Code offering tax credits for highly efficient HVAC and water heating equipment. This includes equipment purchased and installed beginning January 1, 2012, and covers any new equipment you purchase in 2013. The tax credits are scheduled to expire on December 31, 2013.

Tax credits cover the following Top Notch products:

**Furnaces (\$150 tax credit):** Natural gas, propane, or oil furnaces with annual fuel utilization efficiency (AFUE) of not less than 95 qualify for this tax credit.

**Boilers (\$150 tax credit):** Natural gas, propane, or oil boilers with an AFUE of not less than 95 qualify.

### Air Conditioners and Heat Pumps (\$300 tax credit):

- Split system central air conditioners that achieve the highest efficiency CEE tier as of Jan. 1, 2009 (16 SEER; 13 EER).
- Packaged central air conditioner that achieves the highest efficiency CEE tier as of Jan. 1, 2009 (14 SEER; 12 EER).
- Split system electric heat pump that achieves the highest efficiency CEE tier as of Jan. 1, 2009 (8.0 HSPF; 12.5 EER; 15 SEER).
- Packaged electric heat pump that achieves the highest efficiency CEE tier as of Jan. 1, 2009 (8.0 HSPF; 12.0 EER; 14 SEER).

**Water Heaters (\$300 tax credit):** Electric heat pump water heaters with an energy factor of at least 2.0 qualify. Natural gas, propane, or oil water heaters with an energy factor of at least 0.82 or a thermal efficiency of at least 90 percent qualify as well.

If you are unsure whether your 2012 purchase qualifies for a tax credit, give us a shout.

## We're everywhere you are!



Like us on Facebook and follow us on Twitter to get Top Notch news and industry/product updates.



Read our blog section on [www.topnotchheatingandair.com](http://www.topnotchheatingandair.com) for valuable tips on home and HVAC maintenance.

Look us up on the run using your Smartphone. Top Notch's mobile website is small screen friendly offering easy access to the features you want and need most. (See V.I.P. Rewards on Page 4!)

**Need live conversation with a real human being?**

**We're always just a phone call away day or night at (913) 535-8039.**

# We could all learn a thing or two about SERVICE from the ROTARIANS

By Mike Brosseit, Owner  
Top Notch Heating, Cooling and Plumbing



Thought this was a good opportunity to plug a phenomenal organization I am proud to be affiliated with here in western Johnson County. Not only is Rotary International focused on meaningful community service projects, I have found my local chapter a great outlet for meeting and building relationships with other businesses and principals.

Rotary International just celebrated its 108<sup>th</sup> Anniversary and currently boasts over 1.2 million members in 34,000 Rotary clubs in more than 200 countries and geographical areas. *Service Above Self* is the organization's motto and our main objective is service — in the community, in the workplace, and around the globe.

You'll find members locally and worldwide working together to support the mission of education and job training, providing clean water, combating hunger, improving health and sanitation, and eradicating polio. Rotary Club of Western Johnson County just hosted an Around the World Party to benefit kids TLC and a winter coat drive for those in need.

I would like to invite you to a meeting and to find out more about this service-centered organization. Our chapter has a unique meeting schedule (50/50) offering members half morning and half evening opportunities for participation. Membership is open to all cultures and ethnicities. Please give me a call at (913) 535-8039.

## Meet TOP NOTCH Field Operations Manager Matt Arenholz

Joining us early last May, Matt brings 12 years HVAC experience to your installs. You might see him visiting your job site to lend support to the field tech team and to insure quality control. Matt likes meeting all of you, answering your product technical questions, and especially enjoys finding solutions to enhance the comfort of your home.



**Favorite HVAC products:** "I am happy to see the innovative technology offered by ductless mini-splits finally making it into U.S. homes. Ductless mini-split technology has been utilized all over the rest of the world for sometime as a comfort solution for those hard to cool and heat areas." Matt says he is also a big fan of Lennox's icomfort Wi-Fi™ thermostat that allows you to set your home's temperature from anywhere in the world.

**Favorite TV Shows:** *Modern Family*, *Duck Dynasty* and all the DIY home improvement shows on HGTV

**Leisure activities:** He and his wife, Jessica, have two kids, Aly (6) and Cody (3). The family loves anything to do with the outdoors, which includes frequent walks, outings to the park and camping excursions.

Owner Mike Brosseit had this to say about Matt: "I'm not sure how we ever managed without him!"

**Top Notch Heating, Cooling & Plumbing**

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# \$50.00 OFF WATER HEATERS

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Expires May 1st, 2013

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★ COUPON ★

# \$125.<sup>00</sup> for A/C SURGE PROTECTOR

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## Raise your PREPPER score with a whole house GENERATOR from KOHLER

Fans of the National Geographic Channel's popular reality show *Doomsday Preppers* understand the importance of being prepared for any natural or manmade catastrophe that comes along. The show's preppers are evaluated on how prepared they are for a global cataclysm the likes of a pandemic, mega quake, nuclear detonation, or even an economic or oil crisis.

A more realistic scenario for our metro area might come in the form of a winter snow storm (like we just had!) or a violent spring storm that knocks out power in your home for hours or possibly days at a time. You can elevate your "prepper score" with reliable backup power from a Kohler whole home generator installed by Top Notch.

These Kohler generators feature an automatic transfer switch that detects a sudden drop in utility voltage. In 10 seconds you are back to life as usual enjoying all the comforts of home — air conditioning, lights, hot water and electronic devices. You can purchase the Kohler whole house generator, powered by natural gas or liquid propane, in a variety of sizes to fit your home and family's needs.

Don't forget Top Notch also carries surge protectors to protect your valuable HVAC investments from damage caused by frequent electrical surges from your utility company. At Top Notch, we've always got your back!

*Hot Topics*



# SPRING SPECIAL!!!



**TOP NOTCH**  
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## V.I.P. REWARDS

### Check out

Top Notch's **NEW MOBILE WEBSITE**  
using your Smartphone and you could

# WIN \$50.00

from the **Blue Moose Bar and Grill!!!**

Answer the following question from  
**[www.topnotch-kc.com](http://www.topnotch-kc.com)'s**  
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How much is  
our coupon for website  
visitors worth towards  
your next heating, cooling  
or plumbing repair?



*Don't have a Smartphone? No problem.  
Answer can be found on our full website too!*

Call us at: (913) 535-8039 or Fax us at (913) 441-8118 or  
Email us at [info@topnotchheatingandair.com](mailto:info@topnotchheatingandair.com)

## There's no place like a cool home in summer, especially when comfort comes from a Trane XLi Air Conditioner

As summer approaches, Trane is making it easier to splurge on comfort while saving on costs. The Trane XLi Air Conditioners have impressively high Seasonal Energy Efficiency Ratio (SEER) numbers. The higher the SEER, the greater the energy conservation and the lower the overall carbon footprint of your household.

Because Trane is committed to smart energy use and your total comfort, you have the option to install the Trane XLi as part of a total Trane communicating system. Add additional Trane components, such as a heater, and every component is in constant digital communication with each other, allowing the entire system to optimize itself for comfort and efficiency.

**With unbelievable spring savings, you don't have to sweat the price either! Trane is offering 0% APR Financing for 36 Months with equal monthly payments. Or, you can choose 5.9% Financing or up to a \$1,250 Instant Rebate.**

Superior comfort, lower heating and cooling costs, cleaner indoor air, and attractive payment options. Looks like "It's Hard to Stop a Trane!" Call Top Notch today to find a high-efficiency Trane system for every lifestyle and budget.

See your independent Trane dealer for complete program eligibility, dates, details and restrictions. Special financing offers OR instant rebate from \$100 up to \$1,250 valid on qualifying systems only. All sales must be to homeowners in the United States. Void where prohibited. The Home Projects® Visa® card is issued by Wells Fargo Financial National Bank. Special terms apply to qualifying purchases charged with approved credit at participating merchants. The special terms APR will continue to apply until all qualifying purchases are paid in full. Reduced Rate APR: Monthly payments of at least 1.75% of the purchase balance are required during the special terms period. 0% APR: The minimum monthly payment will be the amount that will pay for the purchase in full in equal payments during the special terms period. For newly opened accounts, the regular APR is 27.99%. The APR will vary with the market based on the U.S. Prime Rate. The regular APR is given as of 1/1/2013. If you are charged interest in any billing cycle, the minimum interest charge will be \$1.00. The regular APR will apply to certain fees such as a late payment fee or if you use the card for other transactions. If you use the card for cash advances, the cash advance fee is 5.0% of the amount of the cash advance, but not less than \$10.00.