



HEATING & AIR

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As the owner of an older geothermal comfort system, you probably won't pay too much attention when we say **THERE IS SIMPLY NO BETTER TIME TO INSTALL A NEW GEOTHERMAL COMFORT SYSTEM...** because most likely, you are reading this in the comfort of your own home. Your system is working just fine, and you are already enjoying the incredible savings of heating and cooling with geothermal.

And although geothermal systems are among the most reliable comfort systems available, you never know when yours is going to quit running. Could be tomorrow. Could be five years from now.

We are telling you this because if you wake up tomorrow and find that you DO need a new geothermal comfort system, **the U.S. Government will help pay for it... up to 30% of the total installed cost.** This is a great opportunity, but there is a catch: the program is set to expire on December 31, 2016.

The "program" is a tax credit of up to 30% of the total installed cost of a new geothermal comfort system (see IRS form 5695). Assuming Congress lets it expire at the end of this year as scheduled, this tax credit could go away forever, and you will have lost out on a real money-saving opportunity.

### **TODAY'S GEOTHERMAL SYSTEMS ARE BETTER THAN EVER.**

When you take advantage of this program, you not only get a brand new geothermal system for 70% of its full cost, you get to enjoy 100% of its many benefits:

- Today's geothermal systems are still the most energy-efficient comfort systems available, even compared to the best gas furnaces and heat pumps
- Up-to-date geothermal systems can potentially save thousands of dollars over the life of the system compared to many current or most older systems
- Today's geothermal systems include new technologies that can make you feel even more comfortable with consistent temperatures, extra-quiet operation, and remote access to your thermostat using your smart phone

And, when you take advantage of the soon-to-expire tax credits, you will enjoy the reliability and dependability of a brand new system backed by a **new product warranty -- 10 years on both parts AND labor.** That means peace of mind.

**THIS GREAT OPPORTUNITY IS ESPECIALLY IMPORTANT IF YOUR GEOTHERMAL SYSTEM IS MORE THAN 10 YEARS OLD.**

So, how do you know if now is the “right time”? You could consult your Magic 8-Ball or go visit a fortune teller...

or **call us at (701-222-2155)** for a FREE, NO OBLIGATION PROFESSIONAL ASSESSMENT of your current geothermal system. NO COST, no commitment, just an opportunity to give your system a good checkup.

If your system checks out in good shape, we will give it a clean bill of health and thank you for giving us a call.

If your system is a candidate for replacement sooner rather than later, we can outline the installation costs and provide some estimates on your potential savings. In some cases, **you could save thousands of dollars over the life of the new system.** We'll also explain other incentives that you may be eligible for.

**So the choice is yours.** You can do nothing... hope that your system continues to stand the test of time... and risk paying up to 30% more for the exact same system, starting January 1, 2017...

Or, you can pick up the phone, call us for a FREE, NO OBLIGATION check-up of your current geothermal comfort system, and either rest easy knowing your system is good to go... or rest easy knowing the U.S. Government will pay for up to 30% of a new one. The choice is yours, but don't wait too long. **The 30% tax credits are due to expire at the end of this year.** Call today to set up an appointment.

Sincerely,

**Adam Kaskie**

**Northern Plains Heating & Air**

**P.S. -- WHY SHOULD YOU CALL Northern Plains Heating & Air?**

First of all, it will cost you nothing to have us come out and inspect your geothermal system. When we are done, you will have the benefit of knowing what kind of condition it is in. It's free and there is no obligation!

Second, when we come out, you will get an opportunity to see WHY OUR CUSTOMERS CONSIDER US TO BE THE GEOTHERMAL EXPERTS. With more than 30 years in the heating and cooling business, and 20 years of installing and servicing hundreds of geothermal systems in North Dakota, our record of quality service and customer satisfaction speaks for itself.

Finally, **you have nothing to lose, but you DO have a limited time to act** if you want Uncle Sam to help pick up the tab for your new geothermal comfort system. We look forward to hearing from you soon, and can't wait to come out for your no-pressure, absolutely FREE assessment of your current geothermal system.

1. Savings calculated using LoopLink software. Comparison based on simulation in Dallas, TX. 6-ton unit vs. standing pilot propane furnace, standard air conditioner and local fuel rates. Actual savings will vary based on configuration, weather and local energy costs.
2. [https://nvenergy.com/brochures\\_arch/conservation/environmentandheatpumps.pdf](https://nvenergy.com/brochures_arch/conservation/environmentandheatpumps.pdf)
3. <https://www.epa.gov/otac/climate/documents/420f14040a.pdf>