



Homeowner News

News & Information For The Customers Of Climate Control. Fall, 2009

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**\$100 & \$50
Giveaway**

Climate Control implements FLAT RATE PRICING...

Let's begin with a story...

Gary woke up on a cold winter's morning and his furnace was not working properly. Gary got on the phone right away to contact a HVAC company. They were able to come immediately. As the company worked on his furnace he had no idea what was wrong or what the call was going to cost him. The technician told him that he had to go and get some parts and that he would be back to finish the job. Six hours later the job was completed and the technician told him approximately the cost but would receive a bill in the mail. Five days later a bill came in the mail. Total cost was based on 8 hours of labor and parts. The bill was way over the estimated cost and the labor hours were more than what the technician was there or should have been there. Has this story happened to you or someone you know? We know first hand as consumers that it has happened and will happen over and over again. This type of pricing is know as time & materials pricing.



Here is the same story but will a different approach...

When Gary called a contractor to come look at his furnace the technician called him right back and set up a scheduled visit for that morning. When the technician arrived, Gary and the technician talked a minute about what the visit was going to be like. The technician proceeded to explain to Gary that they are a flat rate pricing company. A diagnostic fee is charged for coming to the home and determining all that is wrong with the comfort system. A complete report from the technician will be given to Gary before any work is completed on the system. The technician gives Gary the cost of repairs BEFORE any repairs are made. At that point Gary is able to determine if he wants all the work done or parts of the work, done now or later, HIS CHOICE. Gary is told the amount

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CONGRATULATIONS!
Congratulations to the winner's of our
last Visa Gift Card Challenge!

Leslie L won \$100.00
Roxy G won \$50.00



1. Graham Cracker Crust:

- 1 cup Graham Cracker Crumbs
- 1/4 cup Butter or Margarine

3. Sour Cream Topping:

- 1 1/2 cups Sour Cream
- 2 tablespoons Sugar
- 1/2 teaspoon Vanilla Ex-

2. Pumpkin Cream Cheese Filling:

- 8 ounces Canned Pumpkin or Pumpkin Puree
- 12 ounces packaged Cream Cheese
- 2 Eggs
- 2 Egg Yolks
- 3/4 cups Sugar
- 1 1/2 tablespoons Flour
- 3/4 teaspoons grated Lemon Peel
- 3/4 teaspoons grated Orange Peel
- 1/2 teaspoon Vanilla Extract

4. Preparation Directions:

1. Melt butter.
2. In a bowl, use a fork to mix together graham cracker crumbs and butter.
3. Form graham cracker crust, using the back of a tablespoon to press the mixture into a 9 inch pie plate.
4. Pre-heat oven to 350 degrees.
5. Prepare Pumpkin Cream Cheese Filling- Combine all filling ingredients (see above) into a mixing bowl. Mix at medium speed until well blended and smooth.
6. Pour filling mixture into pie crust.
7. Bake 35 - 40 minutes, or until pie is firm.
8. Sour Cream Topping- Combine ingredients (see above) and mix well.
9. Spread topping over pie.
10. Bake an additional 10 minutes.
11. Let pie cool. Then, refrigerate overnight.



Pumpkin Cream Cheese Pie



Pumpkin's Roots

Pumpkins have inhabited the planet for thousands of years. They originated in Central America. They were used then (and now) as a food crop. Over the course of centuries, pumpkins spread their vines across all of North and South America. When Europeans arrived in the New World, they found pumpkins plentiful and used in cooking by Native Americans. They took seeds back to Europe where they quickly became popular.

Did you Know? There are no words in the dictionary that rhyme with orange? Hard to believe for such an important color? The same is true for the colors purple and silver. But, who cares about silver and purple...they are not pumpkin colors!

Growing big pumpkins is a big time hobby. And, serious at that. Top prize money for the biggest giant pumpkin is as much as \$25,000 dollars at fall festivals. The current world record for giant pumpkins is 1725 pounds.



The largest pumpkin pie stands at 2,020 pounds (after baking). It was prepared by the New Bremen Giant Pumpkin Growers at New Bremen, Ohio.

Flat Rate pricing is Climate Control's Way...

(Continued from page 1)



and what will be completed. He chooses to have all work done immediately. The technician gets to work and whether this job takes him one hour or 10 hours, the amount is still the same. When the technician is completed, the payment is collected on the spot or the customer can be invoiced if unavailable. Gary can pay the technician by check, cash, or credit card. Whether we bill later or you pay right away there will be no surprises, the amount is the same no matter what! This pricing system is known as flat rate pricing.

Homeowners do not like the anxiety of an open-end repair. This is why Climate Control has implemented flat rate pricing to eliminate this anxiety. We will assure each of our customers fair, exact, and on the spot rates BEFORE the work is completed.

The customer is in control and will not be surprised or have to wonder what the bill is going to be. It doesn't matter what time of day or night you call, the

diagnostic fee is ALWAYS the same and the cost of the repair is always known before any work is completed!

Flat rate pricing is commonly used in many service industries today. In focus groups and surveys, consumers overwhelming express a preference for flat rate pricing over time and materials charges. Flat rate customers don't need to worry that a technician might pad the bill by

taking his time if work is slow. Flat rate prices come from a standard, national flat rate price book. The repair times are based on national averages so that you will pay the same price as your neighbor for the same repair, no matter how long it takes.

Unfortunately not all companies use or will use flat rate pricing. Nationwide many contractors have no choice if they want to keep up in the marketplace. Consumers prefer flat rate pricing, so more and more contractors have begun to offer it. Usually, flat rate is offered by more progressive contractors who hire better quality technicians and train them well. Sloppy, unorganized contractors find it difficult to perform under the discipline of a flat rate pricing system.

With flat rate you are no longer paying by the hour. The repair is a single fixed price that will not vary from customer to customer or job to job. Hourly rates apply no more than they would to the purchase of a product off the store shelf.

Flat rate can save you a lot of money when a repair takes longer than expected. Because you are given an up front price, flat rate pricing acts like an insurance policy, eliminating unpleasant surprises.

The good news is, when doing business with a company like Climate Control, customers receive something else of tremendous value in return; they receive quality assurance and peace of mind because you will know exactly how much the job will cost you BEFORE the work is started. There will be no surprises and no uncertainties. Job to job, customer to customer our prices are consistent, honest, and backed by the integrity and professionalism of all our employees and company.

CALL OUR OFFICE TODAY FOR MORE INFORMATION ON FLAT RATE PRICING! IF YOU HAVE ANY QUESTIONS DO NOT HESITATE TO CALL!



CLIMATE CONTROL puts their customers first! We are hear to listen and provide high quality customer service.



Win a \$100 Gift Card!

Complete and return for a chance to win a \$100 gift card. If you correctly answer the three questions below, we'll enter you in a drawing for a \$100 gift card. Second prize will be a \$50 gift card. All entries must be received by 11/20/2009. Mail to: **Climate Control 12999 386th Ave Suite 2, Aberdeen, SD 57401**

1. TRUE/FALSE — Flat Rate pricing is a single fixed price that bundles all parts, labor, and overhead.
2. Flat Rate pricing is sometimes called _____.
3. You will know the total cost of the repair _____ the work is done.
4. Have you had any contractor that implements flat rate pricing? YES OR NO

Please contact me about:

- | | |
|--|--|
| <input type="checkbox"/> Questions about flat rate pricing | <input type="checkbox"/> Improving indoor air quality |
| <input type="checkbox"/> Heat/Cool system maintenance | <input type="checkbox"/> Upgrading heating/cooling equipment |
| <input type="checkbox"/> Lowering my electric bill | |

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Best Time: _____

Limit 1 entry per person. No purchase necessary. A purchase will not improve your chances of winning. Winner will be selected at random within 30 days of entry deadline. All decisions are final. All entrants agree to contest rules. Must be 18 to enter. Failure to comply results in disqualification. Entries void if incomplete or illegible. No responsibility is assumed for lost, late, or illegible entries. Company employees and family members are ineligible. Odds depend on the number of entries received. Acceptance of the prize implies consent to use name and image in promotional material with the prize as compensation. All taxes are the responsibility of the winner.

Homeowner News

The Homeowner News is a quarterly publication of Climate Control. It is provided to our customers free of charge. We welcome your suggestions and ideas. Contact us at:

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Fall Issue



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