



# warm thoughts cool ideas

from **h.b. mcclure company**

spring 2013

## PERSONALLY SPEAKING

### we're always in training to serve you better

Dear Friends,

**We believe that** training our employees—all of our employees—is vital to **delivering the highest quality service** to our customers. When we drew up our three-year strategic plan, we made sure that employee education was a top priority. As a result, we have formalized a company-wide program, led by a dedicated manager whose job it is to plan and direct all training efforts here at H.B. McClure.

**Training and education is never ending**, so everyone who works at our company—from customer service representatives to technicians to managers—is required to participate in classes and training. On any given day someone at our company is learning, whether in our own classrooms or at an off-site facility.



**Bob Whalen and Robert McClure**

Our training process is carefully directed to ensure that we provide all our employees with the knowledge they need to always **serve you better**. We set goals for each department, and we measure progress quarterly to ensure that we are meeting those goals.

When you hire a heating and cooling company, you have the right to expect that the people responsible for your comfort have received the **best training possible** to do their jobs effectively. That's what you'll always get with H.B. McClure.

Warmly,

Bob McClure  
Chairman of the Board

Bob Whalen  
CEO

## get efficient, save money

**H.B. McClure installs** many Energy Star-certified products that can help lower your energy costs. You can save even more by taking advantage of available financial incentives, including tax credits and rebates from utilities and manufacturers.

For 2013, a **federal tax credit of up to \$500** can be taken for purchases of high-efficiency equipment. For geothermal heat pump systems, the credit is even higher—**30% of your cost**.

To learn more, go to **EnergyStar.gov** and click on "Tax Credits for Energy Efficiency." To find out more about the Energy Star products we install, please call us.



## cut costs *and* stay comfortable

**Did you know** that regular heating and cooling tune-ups can lower your annual energy costs by as much as 20%? It's the main reason we recommend our H.B. McClure **Gold Shield** service plans.

Our **Base** plan provides an annual diagnostic system tune-up. We also offer a **Preferred** plan, which provides two annual inspections—ideal for combined heating and cooling systems, or our **Premier** plan, which includes a tune-ups plus parts-and-labor coverage for many heating/cooling system repairs. Other benefits include:

- ✓ longer equipment life.
- ✓ lower chance of a heating or cooling breakdown.
- ✓ priority service: preferred scheduling for plan members.
- ✓ annual maintenance to protect warranty coverage.
- ✓ 10% discount on repairs not covered by plan.
- ✓ up to 10% discount on new system purchase.

To learn more about service plans, go to **[www.HBMcClure.com](http://www.HBMcClure.com)** and click on "Gold Shield contracts".

## thumbs-up from a new customer

**We love it** when a customer goes to the trouble of recommending us on Angie's List. That's what **Mary Lucinda Mangus of Dillsburg** did after receiving her first delivery of propane from H.B. McClure. At the right is an excerpt from her comments.



*"Mr. Ken Lundy was our salesperson. This is the first time we have owned a propane tank and he answered all my questions. He was very kind and professional. I am very happy with the service I received from H.B. McClure. I will definitely use them again. Mr. Lundy gave us great customer service and that is hard to find sometimes!"*

Thanks to Ms. Mangus for giving us a "shout out" on Angie's List. We understand that some customers may at times be a bit apprehensive when they start using a new fuel. That's why we go out of our way to allay any fears they may have, and help them understand that with H.B. McClure, they are always in good hands.

## put propane in the picture

**Propane has become** increasingly popular as a secondary fuel for such uses as supplementary heating, water heating, fireplaces, outdoor fire pits and appliances such as stoves and clothes dryers.



Propane has gained in popularity not only because of its versatility, but also because it is a safe, clean-burning and environmentally friendly fuel. At H.B. McClure, all of our service technicians are trained to work on both oil and propane equipment, and our propane delivery drivers receive special training for transporting and delivering propane.

Even if you've never considered propane as a household fuel, or for your business, we encourage you to call us and learn more; you may be surprised at how well propane may fit into your energy picture.



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## great rebates, 0% financing on new systems

**This is a great time** to consider upgrading your heating and/or cooling system to high-efficiency equipment by industry leaders Lennox, Trane and Amana. With a combination of rebates, tax credits and special financing, upgrading your comfort and lowering your energy costs can be surprisingly affordable.

- Trane, Amana and Lennox make systems that qualify for a federal Energy Star **tax credit of up to \$500.**



- Lennox is offering **rebates of up to \$1,200** on select units.
- Through 5/31/13, Amana is offering a **FREE 10-year parts and labor factory warranty** on select heating and cooling systems.
- Finally, GE Capital is offering **six months of 0% financing** on Amana and Lennox systems.

To learn more about these offers, call H.B. McClure today and ask to speak with a comfort equipment sales expert.