



8115 H Street, Omaha, NE 68127

Inside This Issue:

There's a 30% tax credit waiting for you. But you'll want to act now as the window of opportunity is about to close. Also, there's a brand new feature of *Around the House*: Green Plumbing Tips.



PLUS, four coupons you can use now...

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F r o m t h e

President's Desk...



Dear Neighbor:

Within the next several weeks, a very special program will be drawing to a close... and one that far too few people have known about in the first place.

I'm talking about the 2009 - 2010 federal stimulus package. Specifically, the provision that provides home owners like you with a 30% federal tax credit (up to \$1,500) on a qualifying Energy Star certified home comfort system. In one case, the credit can be even more.

We've been telling our customers about this right along, and we thought we owed you one final reminder, especially if you've been thinking about purchasing a new home comfort system anyway.

Under the current program that expires on December 31, you're entitled to one 30% credit on any of the following home comfort systems:

- ▶ High efficiency, Energy Star certified central air conditioning and heating systems.
- ▶ Ductless air systems...for cooling only, or heating and cooling combined.
- ▶ Geothermal heat pumps...combined home heating and cooling systems that deliver the best in energy efficiency. The tax credit here is 30% of the entire system cost, meaning there is no \$1,500 limit.
- ▶ Tankless water heaters...featuring reduced energy costs, longer system lifespan, and hot water on demand!
- ▶ Electric Hybrid Water Heater...electric water heaters with a built-in heat pump. This innovative process creates the same amount of hot water as a traditional electric water heater, but can reduce water heating expenses up to 62% for savings up to \$320 per year.

When you purchase an Energy Star system, you can expect combined monthly energy savings up to 30%.

Should you decide to purchase a high efficiency system, then you'll save another \$300 with the coupon enclosed in this newsletter.

Hot water, heating, and cooling systems should be a source of comfort, not an added burden. That's why we're here.

Until next time,

Mark Evans

Mark Evans
Owner



Recent Customer Testimonial

"Thank you for everything you have done. The whole system has been doing great and I'm saving \$40 a month on my utility bills. Thank you again."

Sarah & Shane G.

Join us on facebook Follow us on



Home Comfort System

SAVE \$300

...on any fully-installed, Energy Star certified home heating, cooling, or hot water system. This offer is valid through December 31, 2010 and may not be combined with any other discount or promotion. Does not apply to previous installations.



(402) 991-8142 • www.JustCallBurton.com

Whole-House Plumbing Inspection

PAY JUST \$139

...for a whole-house plumbing inspection. This offer is valid through December 31, 2010 and may not be combined with any other discounts. Does not apply to previous service.

(402) 991-8142
www.JustCallBurton.com



Heating System Tune-Up

PAY JUST \$99

...for our multi-point tune-up and inspection service. This offer is valid through December 31, 2010 and may not be combined with any other discount or promotion. Does not apply to service already performed.

(402) 991-8142
www.JustCallBurton.com



Low Water Consumption Toilet

SAVE \$125

...on an installed low-water consumption toilet from Burton. This offer is valid through December 31, 2010 and may not be combined with any other discount or promotion. Does not apply to previous installations.

(402) 991-8142
www.JustCallBurton.com



Most people take their indoor plumbing for granted...until, that is, something goes wrong.

And since plumbing systems and fixtures are mechanical objects, things eventually will go wrong.

One way to detect and avoid plumbing problems is with a **whole-house plumbing inspection from Burton**.

We inspect all your plumbing fixtures and systems and give you a written report of our findings. If we find problems in the making, we'll point them out so corrective action can be taken now...before things get worse.

Here are just some of things we look for during our inspection process **for your improved plumbing and safety**:

- ▶ **Leaks in exposed pipes.**
- ▶ **Signs of corrosion** that could indicate water or pipe issues.
- ▶ **Water pressure**...if it is too low this could be a sign of line problems or sediment buildup.
- ▶ **Speed of drainage in sink and tub drains**...if water is draining too slowly, it could mean you have a clogged drain or blocked vent pipe.
- ▶ **Water heater gas leaks**...a major safety issue. Plus we drain the unit to remove sediment that's settled to the bottom. Sediment build-up could result in hard water conditions and leaks in your faucets.

And that's just a small sampling. Today you can schedule a whole-house plumbing inspection and **pay just \$139 with the attached coupon**. OR, you can **enroll in our Plumbing Service Partner Plan**, and your inspection will be included in your one low monthly fee.

As a Burton Service Partner, you'll enjoy these added benefits:

- ▶ No extra fees for emergency service
- ▶ Priority scheduling, 24/7
- ▶ 15% savings off every plumbing, heating & cooling service we offer
- ▶ One heating system and one cooling system clean and check per year

Either way, call Burton today to schedule a plumbing inspection... for the good of your home and your family's added safety.



When's a Good Time for a Whole- House Plumbing Inspection? Any time at All.

Here's How to Turn Your Home into a Green Machine.

Conserve Water & Reduce Your Energy Costs at the Same Time.



The U.S. **has the highest per capita water use on the planet**. And yet, we're years behind other countries, especially Australia and those in Europe, in energy and water conservation.

So from your friends at Burton, here are a few surefire green plumbing tips:

A "Fine Tune" for the Winter Months Ahead.

Your heating system will last longer and conserve precious energy with regular system maintenance.

On average, **American families spend hundreds if not thousands of dollars every year to heat and cool their homes**. That's the bad news. The good news is that it's relatively easy to cut those energy costs.

For starters, check your window caulking for cracks: the better your windows and their insulation, the more you'll save on your fuel bill.

Practice these self-help tips, and you can save even more:

- ▶ Clean or change your filter monthly.
- ▶ Seal and insulate your air ducts... heat loss from leaky, un-insulated ducts reduces the efficiency of your heating system by as much as 30%.
- ▶ Vacuum the cobwebs from your registers.
- ▶ Vacuum the fins on your baseboard heaters.

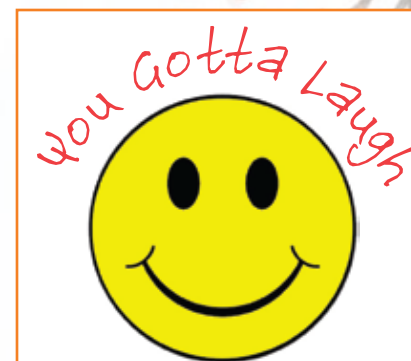
What's more, plan to have your system tuned up and inspected before the heating season gets underway. That way, **our highly trained and experienced technicians can spot small problems before they become large repair bills**, ensure the safe operation of your system, and keep it running at maximum efficiency.

At Burton AC, Heating, Plumbing & More, these are just some of the steps included in our tune-up and inspection service:

- ▶ Start up the system and check all working components
- ▶ Test for carbon monoxide
- ▶ Check furnace filter
- ▶ Check ignition and firing
- ▶ Check safety controls
- ▶ Lubricate all necessary parts
- ▶ Test for gas leaks

Please keep the following in mind: **the average lifespan of a home heating system is 10-15 years**. With proper care, you can enjoy more secure and comfortable surroundings while maximizing your investment in the best in indoor comfort.

Today, we're pleased to offer you our comprehensive tune-up and inspection service for just \$99 with the enclosed coupon. As always, you can count on Burton for all your home comfort needs.



Have you any idea how many children it takes to turn off one light in the kitchen?

Three. It takes one to say, "What light?" And two more to say, "I didn't turn it on."

Erma Bombeck

**Green
Plumbing
Tips**
A New Around the House
Feature!

▶ Take care of leaky faucets and pipes as soon as you notice them. **A leaky faucet alone can waste up to 100 gallons of water every week.**

▶ Replace your old shower heads and faucets with new, water saving fixtures.

▶ **Add aerators to your faucets to reduce the amount of water** while adding air bubbles to keep the flow lively. The result: two gallons of water saved per minute.

▶ Turn off the tap while brushing your teeth. Fill the basin for washing or shaving.

▶ **Wash fruits and vegetables in a bowl**, and fill your sink to wash and rinse dishes, instead of running the water.

Today, we're pleased to offer you a **\$125 savings on a low-water consumption toilet** with the enclosed coupon. Each toilet saves approximately **2 gallons per flush** with zero loss of pressure. Look for more green plumbing ideas in our next issue of *Around the House*.

