



The INSPECTOR™

Heat Exchanger Video Inspection Camera

NEWSLETTER

1-888-814-8540 www.FurnaceHeatExchanger.com Vol. 3 Issue 4 Oct. 2011



**IT'S NEW...IT'S BLUE...
AND IT'S LONG OVERDUE!**

**Finally the Inspector
you have been waiting for -
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Find Furnace Failure In Accordance To AGA Standards!!

Doing The Right Job Automatically Makes You More Money



Focus on FINDING FAILURE

There is a significant number of furnaces with heat exchanger failure that go undiscovered every year. Most HVAC contractors find only half!

ONLY 2 CLASSES LEFT IN 2011!

WATCH THE ENCLOSED DVD TO FIND OUT WHAT THIS COURSE CAN DO FOR YOUR BUSINESS!

Finding legitimate furnace failure is a must for every HVAC company. Furnace heat exchanger failure should never be a gray area in our industry. The simple fact is that any furnace heat exchanger either has a crack or it doesn't. The problem up till now has been that every technician out there has missed finding the failure on some occasions. This should never happen though, and for good reasons. The most important reason is that you and your HVAC company never want to miss hidden danger in your client's home. Another important reason is that you are already in the furnace replacement business, so why would you ever allow furnace failure to go undiscovered?

Ever found a crack in a furnace heat exchanger and the customer didn't believe you? Now, when you show them the crack, you can show them the proof of what you claim in 'The Documentation Book Of Furnace Heat Exchanger Failure'. Sure, the customer can clearly see what you are showing them, but they don't necessarily believe you. They will believe you every time if you can show them the identical crack in 'The Documentation Book Of Furnace Heat Exchanger Failure'. See page 2 for more information

Don't let Furnace Tune-Up Season Pass You By!

I know that it is hard to spare your technicians during the tune-up season. What would it take for it to be worth it? What if I told you that on average, technicians who have been through our Focus on Finding Failure training were able to find failure (and therefore a lead) on 1 out of every 5.6 calls? So if your technician runs 30 calls a week, that means that he should be able to turn in 5-6 leads. Let's say that even if your Comfort Advisor only has a 50% closing ratio (this is crazy low, our company has a closing rate in the 90s on these leads), then that means that you have sold 2-3 systems. Let's take it another step further, shall we? Let's say that your average installation is \$5000 (again pretty low), then that means that you have gained \$10,000-\$15,000 in additional installation revenue in one week from one maintenance technician. Does that make it worth it to you? Oh, I forgot to mention the best part, there is ZERO marketing cost on getting these leads, so that increases your bottom line! That is music to my ears!

Do the math yourself, and see what kind of revenue you can enjoy from sparing your technician for two days. I am guessing your numbers are much better than what I demonstrated for you above. I can tell you that our numbers are much better! Think of the above example as a worst case scenario.

Now, I am so confident that you are going to experience such an increase in leads from your technicians, that I am going to put myself out there! If you send even just one technician to the Focus on Finding Failure Class, then you can attend for free! This is really a win-win situation. Now you can see for yourself, what it is that your technician should be doing in the field to turn in those leads, but since you will have the knowledge behind you, you can be that technician's coach to keep up that momentum past the first week. This is really a system that is designed to work year round! So those two days that you gave up having your technician run calls can pay off over and over again.

We only have two classes left for this year. The next session is October 17 & 18 and then following that there is a scheduled class for November 14 & 15. These classes are filling up fast so don't be left in the dust! Get your spot today! You can Call Us at 888-814-8540 (Canada 630-690-0352) or you can sign up on our new website FurnaceHeatExchanger.com. Still can't decide? Along with this newsletter, there is a DVD that we sent and I highly recommend that you check that out! I think you will like what you hear!

EXTRA! EXTRA!

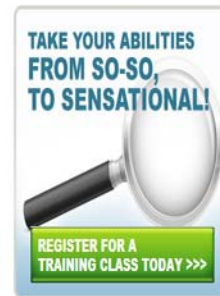
We are proud to announce the launch of our new website!

FurnaceHeatExchanger.com

Is now the place for all things Inspector!



Home / Contact Us at 1-888-814-8540. In Canada Call: (630) 690-0352 Checkout | My Account



What can you expect to see on FurnaceHeatExchanger.com?

- a wealth of information for you about our products that will help you to be more successful in using the latest Inspector technology!
- In addition to that, this website is set up so that you can place orders 24 hours a day.
- We have all of our products available including:
 - ✓ NEW Blue Inspectors,
 - ✓ NEW Homeowner's Guide to Furnace Heat Exchanger Failure
 - ✓ NEW Homeowner's Guide to Water Heater Maintenance!

That's right, get your order in now at FurnaceHeatExchanger.com!

Be sure to check back often, because we will be constantly updating FurnaceHeatExchanger.com with useful tips and videos. FurnaceHeatExchanger.com is YOUR resource, so take advantage of all it has to offer! While you are there, be sure to sign up for the newsletter! That way you will be the first to know of any specials and there just may be special deals available only online, so you don't want to miss out!



**NEW-BLUE INSPECTOR
DVD ENCLOSED**

This is a sample of the reviews from HVAC students who attended the Focus on Finding Failure class on Sept. 2011

Jim Corion - C&C Heating, Metro Detroit –

“The most important things is to get it [The Inspector Camera] and to use it every time. We've had the Inspectors for several years now, and they've grown our business tremendously. The most important thing about the Inspector camera is you get on the details and show our customers where the failure really is”.

Cody Moore - Daldro Heating and Cooling-

“This class will definitely be able to help me improve the amount of profitability in my company, by being able to much better find failures that I wasn't able to find in the past. I've been using the Inspector Camera for years, and I've tried other camera's out there on the market, and the quality of the inspector camera far outperforms any of the other ones on the market”.

Mario Lemos - One Hour Heating & Air Conditioning –

“I would recommend this class because if you have questions, they have techs here that have been doing this, that have this camera and they and they really know what they're talking about.”

Jacob Moore - Same Day Heating and Air –

“The best thing I've learned from this class is that with the camera, it acts like a probe by getting into those tight spots that you can't normally see with just your eyes. The camera helps you show the customer what's going on with their unit, seeing believing, and once they see it they'll believe it”.

New “Blue” Inspector™ Series



#1 New ‘Blue’ Inspector and Monitor & DVR, Amplified Omni Directional Microphone

\$2971.00



#2 New ‘Blue’ Inspector and Monitor with no DVR or Microphone

\$2200.00



#3 New ‘Blue’ Inspector Camera Only (no Monitor) (Only compatible with Inspector Monitors)

\$1850.00

Buy Or Lease Your Inspectors™

**Call Shamrock Industries, Inc. at:
1-888-814-8540 or 630-690-0352**

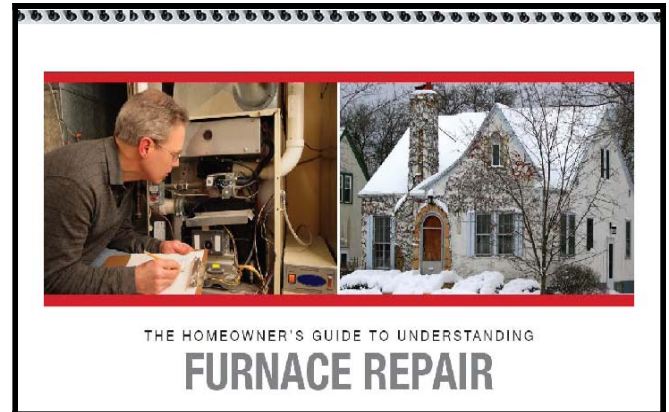
**Or Visit our new Website at:
www.FurnaceHeatExchanger.com**

An HVAC Technician's Best Friend

The Homeowner's Guide Series



A technician's tool to communicate in a consumer's language, individual HVAC repairs and to guide the customer to the logic of a comprehensive repair, rather than a quick fix.



A tool aimed at guiding customers away from a simple quick fix. Encouraging a wider diagnostic view that includes correcting the actual root causes of a problem, rather than simply the symptoms.



With the homeowner's guide to water heater maintenance, a homeowner can see for themselves your infrared scan of the combustion chamber through the use of the Inspector camera and compare to other water heaters that have already ruptured. This is a pro-active approach to replacing water heaters with excessive rusting and corrosion.



An almost 'MapQuest' type of laid out road trip that takes your customer from the point finding a crack in a furnace heat exchanger to a desirable conclusion of doing what is truly in the best interest of the customer, and in compliance with AGA standards.

Found A Crack In A Heat Exchanger? You'll Need Back-Up!

In today's litigious society, you **MUST** protect your company, yourself and your employees.

Take action! When you order copies of "The Documentation Book of Furnace Heat Exchanger Failure," you'll learn how to properly document furnace heat exchanger failure to protect your company. (Yes, you CAN be held liable!) Plus, your technicians will learn how to spot furnace failure more quickly, have an added tool to use with homeowners and **dramatically increase sales!**

This highly informative book contains over 285 photos of furnace failure with more than 86 different furnaces. It's a training guide, a communication tool and an authoritative publication that will quickly become an indispensable tool and sales aid.

No technician in your company should enter a client's home without it!

To Order Your Books... Call: In USA: 1-888-814-8540 In Canada: 630-690-0352

Or order on line at: FurnaceHeatExchanger.com