

Exciting INSPECTOR™ News!

1-888-814-8540

www.FurnaceHeatExchanger.com

Fall 2017

Understand “Copper Wire Embrittlement” and make **DOUBLE** your normal revenue from air conditioner tune-ups and repairs this very summer. We’re talking additional repairs and more equipment replacements! If not... **You Don’t Pay!**

Understanding The True Extent Of The Failure When Copper Wires Burn – It Effects Far More Than Most Techs Think It Does!



“Copper Embrittlement” affects the wiring, controls and components of every central air conditioning unit, and yet very few HVAC technicians really understand exactly what it is. Well, that all can change because now Ronnoco™ Publications has published a new HVAC guide named **“The HVAC Contractor’s Guide To Extending The Life Of Your Central Air Conditioning Unit”**. This guide clearly explains to your customer what copper wire embrittlement is and how it affects their air conditioner.



The INSPECTOR™ Heat Exchanger Failure Class

Announcing ...

The Best Super Class that we’ve ever presented. A combination of **Finding Furnace Failure**, **Hidden AC Failure**, and the hottest thing in HVAC...**Copper Embrittlement Training**.

August 14th & 15th • September 11th & 12th
October 16th & 17th • November 13th & 14th
in Carol Stream, IL



Call Now To Register or for Further Details
1-888-814-8540 or 1-630-690-0352

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

Hundreds of other HVAC Companies have greatly increased their Service & Replacement Revenues – and You certainly can too!

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 4.5 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 90's 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 \$5,000 (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.

Owners Attend Free. 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.



The INSPECTOR™ Heat Exchanger Failure Class

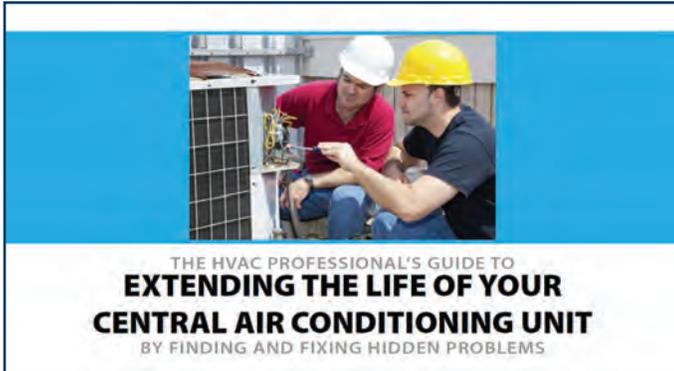
Our first FFF class will be **August 14th & 15th** and will be a **triple bonus class**.

Announcing The Best Super Class That We've Ever Presented.
A Combination of Finding Furnace Failure, Hidden AC Failure,
And The Hottest Thing In HVAC...Copper Embrittlement Training

After our August Bonus Class, the next Focus on Finding Failure session is **Sept. 11th & 12th**, then one on **Oct. 16th & 17th** and the last class on **November 13th & 14th**. 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? Just call our toll-free number 888-814-8540 and ask for our free FFF class DVD. I highly recommend that you check that out. I think you will like what you hear!

Introducing... The HVAC Professional's Guide To Extending The Life of Your Central Air Conditioning Unit by Finding and Fixing Hidden Problems



This is a national HVAC Guide Book

- Listed with Library of Congress
- A credible third party authority (not simply your tech's opinion)
- Explains conditions of failure and recommends solutions
- Recommends complete solutions not just quick fixes that soon fail again
- These complete repairs can be cost compared to equipment replacement

Learn How To Find Hidden, But Legitimate Failure During Your Regular Air Conditioner Tune-Ups That Most Techs Have Been Missing.

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

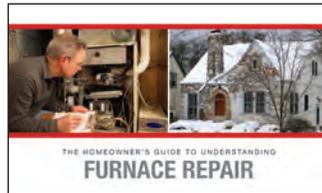
Or Order Online at:
FurnaceHeatExchanger.com

An HVAC Technician's Best Friend – The Homeowner's Guide Series



Furnace Heat Exchanger Failure: An almost “Map Quest” type of laid out road trip that takes your customer from the point of 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.

Price \$38.00



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

Price \$38.00



Air Conditioner Repair: A technician's tool to communicate, in easy to understand language, individual HVAC repairs and to guide the customer in choosing a comprehensive repair rather than a quick fix.

Price \$38.00



Water Heater Maintenance: With this guide a homeowner can see for themselves your infrared scan of the combustion chamber through the use of the Inspector Camera and compare that to other water heaters that have already ruptured. This is a proactive approach to replacing water heaters with excessive rusting and corrosion.

Price \$38.00



Extending the Life of Your Central Air Conditioning Unit: Learn how to find hidden (and yet very legitimate) failure during your regular air conditioner tune-ups. This is failure that most technicians have been missing. This guide shows your customer corresponding images of the failure you have found. The guide also provides your customer the credible authority to back up and confirm what you are claiming as the expert. They will believe what you can show them.

Price \$42.00

By understanding Copper Embrittlement, you can show your clients the logic of equipment replacement instead of repair!

As an HVAC contractor you can stop copper embrittlement. You face it every day and it is ruining your client's HVAC equipment. But most contractors don't even know what it is. Sure, they see burnt wires, but they are almost all missing the embrittlement failure related to those burnt wires and how to locate it.

Normally our Finding Furnace Failure class would only be about finding furnace heat exchanger failure and all the hidden aspects of that. But since our first presentation on copper embrittlement, a ton of people have been asking me to put on a training class so that technicians can readily understand the extent of the damage that copper embrittlement does on central air conditioner units and furnaces alike.

So what I'm going to do is put on a special addition to the Finding Furnace Failure Class. I will conduct a special detailed session on the embrittlement of copper wire, AC controls, and AC components at no additional charge to my normal FFF class.

As a bonus to this years FFF class I will be conducting a very special section with tremendous value for this current air conditioning season. This 2nd bonus session will be on finding hidden failure in air conditioner systems (also related to copper embrittlement). You and your techs will be blown away at what you didn't understand about hidden failure caused by embrittlement.

Please call us at **1-888-814-8540** or **630-690-0352** to register for the August class before it sells out.

Tom O'Connor

Remember that previous Finding Furnace Failure students are always invited to return to FFF class as a refresher opportunity.

Returning Students Pay ½ Tuition

New FFF Students Tuition Special — \$895.00

Returning FFF Students Price — \$445.00

Call 888-814-8540 To Register

The INSPECTOR™ Heat Exchanger Failure Class

Quick & Easy Registration

To hold your place in class, simply complete the section below and **FAX** this entire page to: **1-630-690-0297** and you're in! *We'll call you right back to complete your registration!*

YES, please sign me up for the **Furnace Heat Exchanger Class** in Carol Stream, Illinois on:

August 14th & 15th September 11th & 12th October 16th & 17th November 13th & 14th

Please send me class location & registration details.

Company Name _____ Contact Person _____

Contact Phone Number _____ Fax Number _____

Number of anticipated attendees _____ (*Owner may attend **FREE** with paid students*)

Tuition for this two day class and work lab is \$895. Satisfaction Guaranteed.

Return Students Pay Half Price Tuition!

We would like to finance the tuition

You can get further information or call in to register at: 1-888-814-8540 or 1-630-690-0352

Don't fall into the low cost trap...

Cheap HVAC inspection cameras will cost you a ton in lost revenue opportunities because they allow lots of heat exchanger cracks to go undetected!

Why do HVAC Contractors insist on buying cheap inspection cameras instead of the high quality Inspector™ Camera?

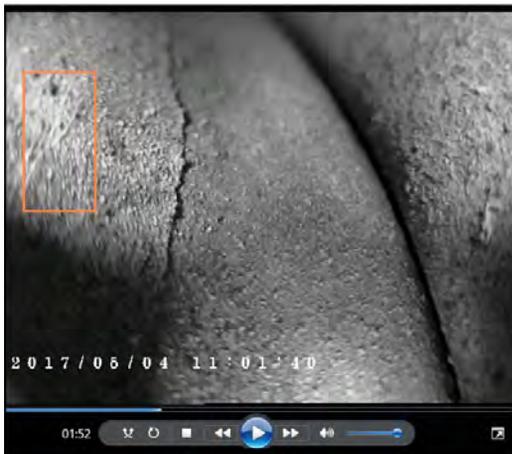
Do they seriously think that a \$200 toy-like camera will do the same job as a Professional \$2800 Camera at showing a homeowner their cracked heat exchanger?

There is a tyranny of sorts of cheap disappointing products that we, as a people, are accustomed to living under. Why are there TV ads that tout that you can get a hotel room cheaper in another part of town? Are we all considered mind dead? Maybe I don't want to end up in a bad part of town for an otherwise similar room? Just maybe, the room itself is not the only consideration? What about the hotel location? What about the other amenities of the hotel or resort you will be staying at? But no! The only thing that is touted is that you can get that same room for cheaper!! As if the room itself was your ultimate goal.

Well, you certainly can get a cheap inspection camera and use it to do your inspection work as an HVAC contractor. But these cheap cameras that you can pick up for around \$150 will cost you a fortune in undiscovered failed heat exchangers that you will simply miss for lack of high enough resolution to identify them.

Case in point is this: We took two photos of the inside of a Lennox furnace's heat exchanger. These images were recorded one right after the other of a Lennox 'Duracurve' furnace, model no. G12Q3-82 serial no. 5877H-12824. The first image is that made with the Inspector™ camera. The Inspector™ camera is a true infrared high resolution inspection camera with a gray scale duotone monitor that allows the viewer to easily see even the smallest cracks or holes in a heat exchanger. The infrared diodes in the camera head are set at

a 15 degree offset toward the center to create shadowing of any crack in the surface of a heat exchanger. Simple lines or scratches in the heat exchanger don't produce shadowing (it's almost like a 3D image).



This image was taken on May 4, 2017 of a Lennox furnace Model No. G12Q3-82 Serial No. 5877H-12824 using the Inspector camera. Without the shadow effect the crack would be difficult if not impossible to see.

The orange box shows an identifiable mark on the heat exchanger.

No other camera on the market uses these 15 degree offset IR spot diodes in this way and therefore cannot produce shadowing. The Inspector™ camera shows four times the definition of the cheap \$150 borescopes and the IR imaging allows for a far higher resolution than color imaging. In fact the Inspector™ camera is so effective at revealing cracks on surfaces, that it is used by the United States Navy.

The 2nd photo was taken by a cheap borescope device whose image is transmitted to the low resolution board camera in the handle through an acrylic flex wand. The color image distracts from the real detail and the low resolution doesn't allow you to identify the same crack that the Inspector™ camera easily is able to identify.

This image was taken on May 4, 2017 of a Lennox furnace Model No. G12Q3-82 Serial No. 5877H-12824 using a cheap borescope purchased from a home improvement center.



The orange box shows an identifiable mark on the heat exchanger. The red oval: Shows where the crack is (although it is all but impossible to see). The blue box: Identifies the seam of the heat exchanger.

The end result is that by going cheap and buying the low res camera, you will miss more than half of the existing furnace failure present in the furnaces you now inspect.

Ultimately this translates into putting yourself, your techs and your HVAC Company in the position of failing to discover half of the failed systems you are standing in front of. That means walking away from half of the equipment replacement opportunities that you come across simply because you used the cheap low-res inspection camera instead of one of professional quality.

Visit www.furnaceheatexchanger.com today or call **1-888-814-8540** for more information.

And check out our Focus on Finding Failure, furnace heat exchanger failure class. The national average of heat exchanger failure identified on furnace safety inspections of those technicians who graduate this 2-day class is one failure out of 4.5 furnace inspections. As of this year there have been eleven thousand students who have taken this class, and incredibly only one student ever asked for their money back on our money back guarantee. Contact the above number to register for this autumn's Focus on Finding Failure class. ***You'll be 100% satisfied or you get your money back.***

Shamrock Industries
190C Easy Street
Carol Stream, IL 60188

RETURN SERVICE REQUESTED

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



Complete Inspector™ System

Includes The New Blue Inspector™ Camera and
Portable HD Monitor and DVR, Amplified Omni
Directional Microphone:
\$2,895.00



Inspector™ Monitor Only

Includes The New Inspector™ Portable HD
Monitor and DVR, Amplified Omni
Directional Microphone:
\$1,195.00

Inspector™ Camera Only



Includes The New Blue Inspector™
Camera and Carrying Case:
\$1,895.00



The Documentation Book of Furnace Heat Exchanger Failure

You show the homeowner a crack or hole in the heat exchanger, but how can they really know that what you are showing them is truly failure? Sometimes technicians need a back-up authority. This highly informative book contains over 363 high resolution photos of heat exchanger failure, representing 109 different furnaces. It's a training guide, a communication tool and an authoritative publication that will quickly become an indispensable tool and sales aid.

Price: \$58.95

To Order Your Books Call – In USA: 1-888-814-8540 In Canada: 630-690-0352
Or Order Online at: FurnaceHeatExchanger.com