

Dear Dealer,

Great news for the HVAC industry! On Tuesday Feb 17<sup>th</sup> President Obama signed into law the American Recovery and Reinvestment Act of 2009, which includes a number of incentives for homeowners for purchase of high-efficiency HVAC equipment. It also includes significant appropriations for energy efficiency upgrades in government and military buildings, energy retrofits to assisted housing, and more, all of which could be great news for contractors.

We have been looking at the incentives available to homeowners, and the way we interpret it, York dealers are in a fantastic position to rake in business! Here's the way we read it:

**Minimum Efficiency Requirements:**

<b>Furnace</b>	<b>95% AFUE</b>
<b>A/C split system</b>	<b>16 SEER / 13 EER</b> (raised from 15 / 12.5)
<b>Package A/C</b>	<b>14 SEER / 12 EER</b>
<b>Heat pump split</b>	<b>15 SEER / 12.5 EER / 8.5 HSPF</b>
<b>Package heat pump</b>	<b>14 SEER / 12 EER / 8 HSPF</b>

**Tax credit available, in 2009 and 2010 (retroactive to Jan 1, 2009):**

**30% of installed cost, up to a max of \$1500**  
(Increased from \$500 on the previous program!)

Now, we aren't lawyers or tax specialists, but this is the way we read this, and it's such a great opportunity we wanted to get some summary info out to you as soon as possible. Attached is a terrific letter from H.A.R.D.I. that sums things up really well, please take a look at it, and consult your tax specialist for details.

Here are some important points: First of all, this is a tax **CREDIT**, not a tax deduction. A tax CREDIT means the amount comes right off the tax bill; for example, if the homeowner owes \$2000 in federal taxes and claims this \$1500 tax credit, the tax bill goes down to \$500. **Wow!**

Second, the way we interpret this, any single component qualifies for up to \$1500, if the installed cost is high enough. The credit is 30% of the installed cost, so if it costs the homeowner \$5000 to get a new 95% furnace put in, they can claim a credit of \$1500 for that.

Third, the opportunity for you, **and** the homeowner, is incredible. There are tax credits, factory rebates, and utility rebates available right now; add them all together and the deal for the homeowner is unbelievable.

For example, APS is offering a \$250 rebate for 14 SEER / 11.5 EER A/C or H/P systems & 400.00 rebate for 16 SEER / 12.25 EER A/C or H/P. TEP is offering 200.00 for 14 SEER & 250.00 for 15 SEER & UP for A/C or H/P.

And, as you know, York offers the best factory consumer rebates in the business. Put it all together and you have a sales story that's impossible to resist.

We know it's a challenge to keep up with all the utility rebates available, especially if you work in multiple cities, so here's a great link to find all the info (and even download claim forms, if you want) – go to [www.azhvac.com](http://www.azhvac.com) and click Utility Rebates for Your Area. Also, your US Air sales representative has all of the information on tax credits, tax certificates, utility rebates and York factory consumer rebates, if you need more information. If you don't have a sales rep, please contact Raleigh Nelson at 602-712-9675 for residential and commercial.

This is a fantastic opportunity for York dealers. York has the least expensive, smallest, easiest to install 95% furnace on the market today. All sizes of the ultra-quiet York CZH condensing units meet the 16 SEER / 13 EER efficiency requirement, when matched with the appropriate coil. This killer combo of York consumer rebates (for qualifying dealers) plus tax credits, plus utility rebates, plus utility savings, generates a great opportunity to persuade a homeowner to replace an older inefficient system, please use this amazing opportunity to make some money, and let us know what we can do to help.

Sincerely,

John Staples