



Thank you, in advance, for taking the time to read this. Please excuse the informal nature of this letter.

As a local business, we always strive to exceed expectations and provide the highest level of service. I am writing this letter to introduce a brand new service option that we are now offering. We all know that HVAC systems are expensive investments, and we know that taking care of your investment with preventative maintenance will prolong life and efficiency. We are now offering a Monthly Fixed-Rate Plan that will INCLUDE: Maintenance, Service, Parts, and ALL Labor.

I wanted to include a short biography to bring everyone up to speed on what has been happening here over the last several years. Founded in 1972 by Carmen Battavio, we are finishing our 45th year in business. I have been working in this industry since 2000, and I have been invested full time at Battavio Inc. since I graduated from West Chester University in 2006. On the 23rd of October, 2015, we signed an agreement of sale to change ownership of the organization to the second generation.

Over those 45 years, our maintenance plans have changed several times. In the past we had offered a variety of agreements, some of which included parts and labor, but the cost was upwards of \$600/year. Most recently, we removed the optional levels of coverage, and offered basic maintenance at \$189/year with a 15% discount on repairs. We lowered the cost of our maintenance plan to compete with the \$59 tune-ups offered by some big box stores. However, what we did not follow was their “salesman” mentality to upsell you on parts once they get into your house.

We cannot earn our customers trust if we are following their plan. Since we are STILL family owned and operated, we put a lot of importance in developing long term relationships with our customers by being dependable and professional. Whenever possible, we try to send the same technicians, and over the years we have had some turnover from “my dad’s guys”, to the crew we presently have. We now have a team that is full of positive energy and is eager to share their talents with you.

We want to do what is best for you, our best job, the first time.

Although we were trying to keep your best interests in mind, we were stuck in a BREAK/FIX situation. We can make recommendations during maintenance, but parts usually do not get replaced until they stop working. When we leave your home or office after completing maintenance, we do not want to come back until the change in seasons. We are pretty certain you do not want to see us either. So, here is the problem with the BREAK/FIX relationship. FIRST, you notice that you have no heat or air conditioning. This is typically caused by a part failure. The SECOND step is calling us to schedule service. The THIRD part is, almost always, a concern for what the repair is going to cost. Maintenance has been paid for and completed, and now there is a surprise additional charge.

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I'm certain that you have experienced this situation, and that is why this makes so much sense! Parts will be replaced with NO additional cost for the part OR the labor. The surprise cost could be small items like contactors and capacitors, or large items like coils, condensers, or ECM motors. You can now have great coverage with no surprise costs. It gives you the opportunity to budget your HVAC system.

Battavio Inc. will perform preventative maintenance to identify potential mechanical failures and detect early signs of deteriorating performance. We are going to give you clean air filters during both annual inspections. We will not try to "sell" parts during maintenance. Many parts will be replaced preemptively to lower the chances that we are returning for service. During office hours, we will also include coil cleanings, refrigerant adjustments, and service calls.

If service is necessary, you will receive 100% coverage to troubleshoot and repair your existing unit. Equipment that is over 10 years old, from the manufacture date, will have partial coverage. We will troubleshoot and repair the unit, and we will always provide labor as part of the included services, but the customer will be responsible for the cost of all parts and materials.

My goal is to make maintaining your HVAC system as easy as possible. We are increasing your coverage and removing the surprise costs. The coverage is constant, plannable, and it fits all budgets. There is no annual "activation" to ensure that you are eligible for discounts or promotions, and you do not have to write a check every year to renew. To facilitate the subscription, we are implementing an automatic monthly payment. Residential equipment is protected at \$30/month/unit. Commercial equipment will have a 3rd scheduled annual visit for \$40/month/unit.

Battavio is the exclusive company to offer this exciting new plan. Although it is a great fit for everybody, enrollment is not mandatory. We are recommending our Fixed-Rate Plan to keep your system running at peak efficiency with no surprise costs. Like it? Don't like it? I want to know, and my best ability here is availability. The fastest response from me will be my personal text at 484-883-1825. Or, you can always email joe@battavio.com.

We are trying to expand our reach and grow our local business. I think, and I hope, that you will be so happy with the convenience of this new service that you will share the idea with your friends, family and neighbors to help us spread the word. Please call now to subscribe and find out more information.

Thank you. We look forward to talking with you.

Joe Battavio

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