



THE HOMEOWNER'S GUIDE TO Money-Saving Heater and Air Conditioner Replacement



HOW TO:

- Choose the Right Contractor
- When to Repair or Replace
- Your System Analysis
- Plan for Installation Day

**FIND OUT WHY:
GOLD MEDAL IS
THE EASY CHOICE!**



CHOOSE THE RIGHT CONTRACTOR

The contractor who installs your system can provide years of trouble-free comfort, or cost thousands in wasted time and money. Always ask these twelve clear questions:

Don't Say Yes Until You Know:

1. How long has the company been in business?
2. How many certified service technicians do they have?
3. How many certified installation technicians do they have?
4. Is the company a member of the Better Business Bureau?
5. Have they received awards for outstanding service, ethics, or growth?
6. Do they provide emergency service on nights and weekends?
7. Can the company provide proof of adequate liability insurance?
8. Does the company provide workers' compensation insurance?
9. Does the company drug-test and background-check all employees?
10. Will the company handle all permits needed for your job?
11. Does the company have all necessary licenses for the work?
12. Can they provide references for the work they plan to do?



WHEN TO REPAIR OR REPLACE

A system analysis is your proven tool for decision-making. Use your analysis to determine if your HVAC system is outdated, inefficient, or deteriorating beyond repair.

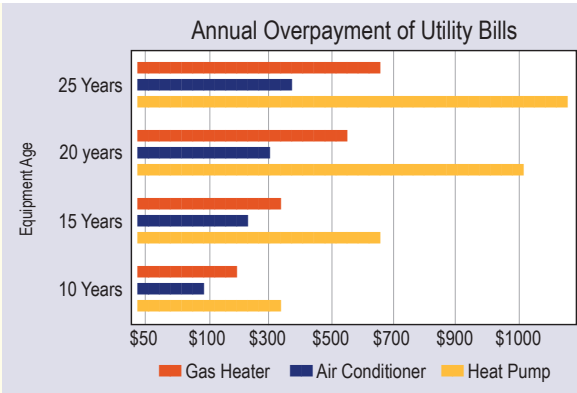
A high-efficiency system will lower energy costs, eliminate expensive repairs, reduce maintenance costs and decrease the indoor temperature variance. More importantly, it will protect your investment with a longer and more complete warranty.

It can be tough to tell when to repair or replace your heating and cooling system. These Top Five Indicators Can Help:

IS YOUR SYSTEM...	REPLACE
1. Over 12 years old, unreliable or inefficient?	✓
2. Driving bills up with added energy waste and constant repairs?	✓
3. Doubling (or even tripling) the cost of heating and cooling your home?	✓
4. Unable to keep your home comfortable?	✓
5. Prone to breakdowns that cost money and time waiting for repairs?	✓

MAKE THE CALL:

Make research part of your decision! Meet with several reputable local contractors, verify their qualifications, and talk to neighbors who have used their services.



GET MORE FROM YOUR SYSTEM ANALYSIS

Don't miss this crucial step when replacing your home comfort system. The results can include higher utility bills, more breakdowns, and uncomfortable spaces in your home.

8 Must-Haves Before You Buy

- ✓ A Home Introduction with Your Contractor
- ✓ Complete Measurement of Your Home
- ✓ Customized Ductwork Design
- ✓ Accurate Load-Calculation
- ✓ Thorough Background of Contractor's Company
- ✓ Clear Explanation of Your Chosen System
- ✓ Review and Approve System Enhancements, Including Humidification
- ✓ Payment Options That Fit You



4 COMMON MISTAKES TO AVOID

A recent report by the Air Conditioning Contractors of American (ACCA) revealed that 72% of homeowners were NOT happy with their new systems!

1. Incorrectly-Sized Equipment

Choosing equipment not sized for your home and family can have **scary results, including high utility bills, unhealthy mold buildup and more.** Get an accurate load calculation along with a detailed system analysis.

2. “Too-Good-To-Be-True” Prices

Considering a seriously low price? **Ask yourself: What’s being left out?** What shortcuts are being taken? Your new system is an investment that should last 12-15 years – consider the real cost of cheap work before saying yes.

3. Untrustworthy, Unqualified Contractors

Did you know **45% of people feel uncomfortable (or even creeped-out!) by contractors in their homes?** Choose a BBB-accredited contractor with proper insurance, qualifications, and references to install your system.

4. No Written Guarantees

The company you choose must stand behind their service. **Always ask for guarantees in writing**, including a performance guarantee, investment guarantee, and a real 100% Satisfaction Guarantee.

FACT: 75% of your system’s efficiency is a direct result of installation.


HOW TO CHOOSE THE RIGHT HEATING COMPANY

Use This Rating System To Make Sure You Get The Best Service

WHAT TO LOOK FOR	WHY IT'S IMPORTANT	AVOID!	BE CAREFUL!	SO- GOOD!
Number Of New HVAC Installs Every Year	Lack Of Work Means Lack Of Experience!	Less Than 25	26-51	51-100
Technician Training Hours Per Month	Your Technician Should Be Regularly Schooled On Technical And Customer Service Aspects	0 Hours	1-3 Hours	4-6 Hours
Technician Drug & Background Checks	Make Sure You Can Trust The Person In Your Home	None	Drug Or Background Check Upon Hiring	Both Checked Upon Hiring
Number Of Trucks	A Company With Fewer Trucks May Not Be Available When You Need Them	1	2-3	4-10
Installation Guarantee	You Want Written Assurance That Everything Will Work Properly	None	Verbal Promises	Written Guarantee For 1 Year
Number Of References	Make Sure That Others Are Satisfied With Their Work	None	None Proactive, 3 On Request	Non Proactive, 3-10 On Request
Insurance Protection	Make Sure That You're Covered If Anything Goes Wrong	None	Verbally Claims They're Insured	Liability Up To \$500,000 No Worker's Comp

CHOOSE THE RIGHT CONTRACTOR

Get The Job Done Right The First Time...

SO	GOOD...	GREAT!	
	100-500	501+	1,982 Installs In 2019
	7-10 Hours	11+ Hours	12+ Hours Mandatory Technical Training Per Month
Checks ing	Annual Rechecks	Annual Rechecks + Random Checks	Both Tests Upon Hiring + Annual Rechecks AND Random Checks
	11-25	25+	163 Fully Stocked Trucks
Guarantee,	Written Guarantee, 2 To 5 Years	Up to 5-10 Years	Up To 12 Year Guarantee
ective, request	Proactively Given, Up To 10	Proactively Given, 10 Or More	Over 100K Reviews Available Online
Up To ; r's Comp	Liability Up To \$1 Million + Worker's Comp	Liability Up To \$2 Million + Worker's Comp	\$2 Million Primary \$25 Million Umbrella + Worker's Comp

GOLD MEDAL HELPS YOU MAKE THE RIGHT DECISION

Replacing your heating and cooling system can be challenging (and frustrating!).

Your comfort should be easy. That's why, for over twenty five years, Gold Medal has been the trusted comfort partner for your friends and neighbors across New Jersey. Our up-front, reliable teams listen to your needs and install a system with the reliability, comfort and energy savings your family deserves.



THE RIGHT TRAINING FOR BETTER INSTALLATIONS

The skill of your installation team has a huge impact on your new system.

That's why we maintain the area's first NATE-certified training center, and require that each of our technicians complete 150 hours of training every year. Our hands-on training includes the most up-to-date installation techniques, so you know your system is correctly installed.

150 HOURS OF YEARLY TRAINING



Our Gold Medal Training Program:

- Quarterly technical testing for all technicians
- Over 150 hours of yearly training
- 2 full-time NATE-certified trainers on-staff
- Mandatory weekly training sessions
- Training on the industry's newest technology

YOUR PLAN FOR INSTALLATION DAY

The most important day in the life of your heating and air conditioning system is the day it's installed.

Here's What to Expect:

- Your team will arrive on-time, ready to complete your installation quickly.
- Our fully-stocked warehouse is on standby to supply materials with NO waiting.
- We'll use drop cloths, booties and protective covers to keep your home clean.
- Your thoroughly-vetted installation team will bring 150+ hours of yearly training.
- Your system will be installed using the industry's most up-to-date practices.
- An elite installation supervisor will perform a quality check on your new system.
- You will receive a thorough walkthrough of your new system's capabilities.
- The team will ensure your home is cleaner than when they arrived.

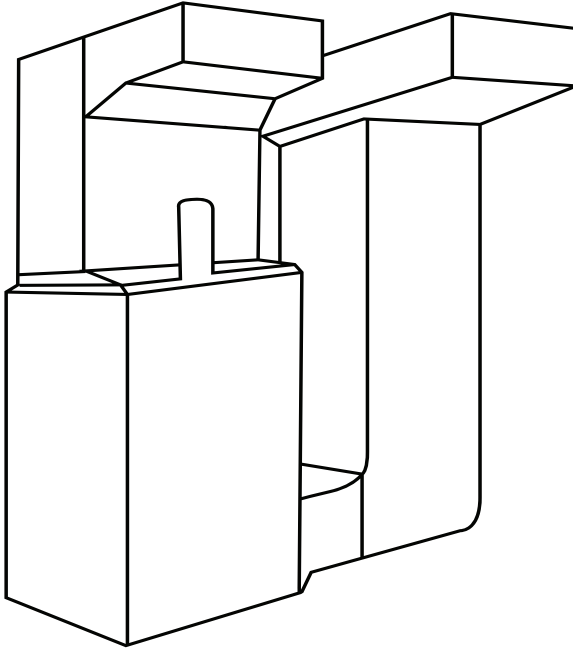


**1,522 PARTS
LOADED ON
EVERY TRUCK**



HEALTH CHECK FOR YOUR SYSTEM

Before you call, get the facts! Take a closer look at your heating and air conditioning system and note these important details. Share this worksheet as you interview contractors.



Heater Make & Model: _____

Most Recent Tune-Up: ____/____/____

A/C Make & Model: _____

Most Recent Tune-Up: ____/____/____

Refrigerant Charge: ☐ Yes ☐ No

Pounds Added: _____ lbs

Filter Size: _____

Filter Replaced On: ____/____/____

GOLD MEDAL IS THE EASY CHOICE



Why Gold Medal for Replacement:

- Next Day Install
- Up to 12-Year Warranty on Parts & Labor
- Financing Available



GoldMedalService.com

Inside This Guide:

- Why background-checks benefit YOUR installation
- How 150 hours keeps our team ahead of new technology

