

T H I S M O N T H

COMMERCIAL

RESIDENTIAL

AIR

CONDITIONING

HEATING

SERVICE

INSTALLATION

"But We Can't Afford to Replace Our Old Systems" (Can We?)

It's a tough economy. Sales and profits are down and nobody seems to agree exactly when things are going to improve. Just when things can't get any worse your air conditioning systems act like they are on their last legs. What's a businessman to do?

The solution is easier than you think. Trane's equipment leasing program was designed for times like these, when capital is scarce and utility rates are high. In all likelihood you can replace old air conditioning equipment with minimal upfront expense and make the monthly lease payments out of savings on your utility costs. Consider the following real life example:

Our customer needed to replace four aging heat pump units totaling 10.5 tons of capacity. According to standard rates, these four units were costing about \$6,855 in annual utility consumption. Tom's proposed installing four new Trane heat pump units with efficiency ratings over 13 SEER at a total cost of \$11,000.

We further proposed that our client lease the units through Trane for 48 months at an annual lease cost of \$3,456. The projected utility cost savings from the new units was \$3,684, resulting in a small annual cash flow surplus to our customer!

Aging heating and cooling equipment affects business operations in a variety of ways. Older equipment is less reliable and may require frequent repairs. In addition to the cost of repairs, equipment breakdowns reduce employee productivity and may turn customers away from showrooms before they make a purchase. These effects are in addition to the extra utility costs associated with operating less efficient equipment.

If your business needs new heating and cooling equipment but is delaying the investment due to the current economic environment you may be a perfect candidate for Trane leasing. Contact Andrew Ray or Jake Brown at 972/254-7888 for details on how this program can benefit your business. Andrew or Jake will be happy to prepare a complimentary analysis of your specific situation.

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EXPECT MORE. GET MORE.

Tom's Hosts Summer Interns

Continuing its association with Texas A & M's Industrial Distribution program, Tom's was pleased to host two students for a summer internship during June and July. The program was designed to expose students to all facets of a small business with an emphasis on salesmanship. Seniors Ashley Evans and Jordan Machac were selected from over sixty applicants for the eight week experience.



Ashley and Jordan relax with Tom

Ashley and Jordan participated in sales calls, did market research, performed a variety of office functions and even accompanied service technicians and installers to field sites. By the end of the summer they had experienced everything involved with making a small business successful. According to Jordan, "The internship has really helped me understand the workings of a small business and the factors which produce quality customer service."

This was the second year of Tom's summer intern program and by all accounts was another success. "We learned from the students while they learned from us," commented Rich Ashton.

"Jordan and Ashley were great representatives of Texas A & M. We plan to continue the internship program as long as it remains productive for the students and for the company."

"You seem to hire good, competent people who have great people skills. I wish more companies would do the same."

Have You Received Your \$1,500 Federal Tax Credit?

Part of President Obama's stimulus package for the U. S. Economy was an extension of the Federal Tax Credit for energy efficiency investments. Homeowners and businesses can qualify for a tax credit of up to \$1,500 by upgrading the efficiency of air conditioning systems or by adding attic insulation. This program is scheduled to expire at the end of next year.

Unlike a tax deduction (which reduces your taxable income) a tax credit actually reduces your tax liability dollar for dollar. Speak with any Tom's sales representative for details about this money-saving program.

"It is always a pleasure to welcome your technicians into our home."

**Your Home and Business Need Planned Service Agreements
Call 972-254-7888 For Details**

"Tom" Comes to Life

In just a few short years, "Tom" has become the recognized face of Toms Mechanical. He is featured on vehicles and letterhead and is prominently displayed on all advertising materials. Now he has come to life!

In May the company took delivery of its new mascot costume, produced by a local Arlington company. "Tom" has appeared at several Ranger's games and Fort Worth Cats games and will soon throw out the first pitch at a Cats game. Plans are for "Tom" to appear at a variety of local festivals, parades and sporting events in the future. Tom can't speak but he loves to have his picture taken while his assistant applies "Tom" tattoos to happy children.

Look for "Tom" at fun events in your area. If you would like him to appear at your event, call 972/254-7888 and speak to Dee Dee or Rich.



"Exceptional service! Your technician was friendly, professional, courteous and on time."



"Retrofit Manager Brian Lackey is proud to save on gas while making a fun visual statement when driving his new Chevy HHR"

"Your company is one of the best I have ever dealt with!"

How to Save Money Every Day

Everybody wants to save money these days, especially if saving money doesn't require a big investment. Hundreds of companies take advantage of Planned Service Agreements from Tom's Mechanical and every one of them saves money as a result. If you aren't currently a Tom's Planned Service customer, what are you waiting for?

Planned Service allows businesses to save money in several ways. First, a clean and well-maintained system operates more efficiently than a poorly maintained system. Second, small problems often lead to bigger problems. Seasonal inspections identify problems when they are small and can be corrected inexpensively.

Third, air conditioner breakdowns can be costly in terms of employee productivity. Fixing problems before units are totally broken saves down time and leads to improved productivity. Finally, Planned Service customers receive a ten percent (10%) discount on the cost of all replacement parts while their Planned Service Agreement is in effect.

Whether you have one unit at one location or hundreds of units at several locations, your business will benefit from owning a Planned Service Agreement from Tom's Mechanical. Call Jake Brown or Andrew Ray at 972/254-7888 for more details.

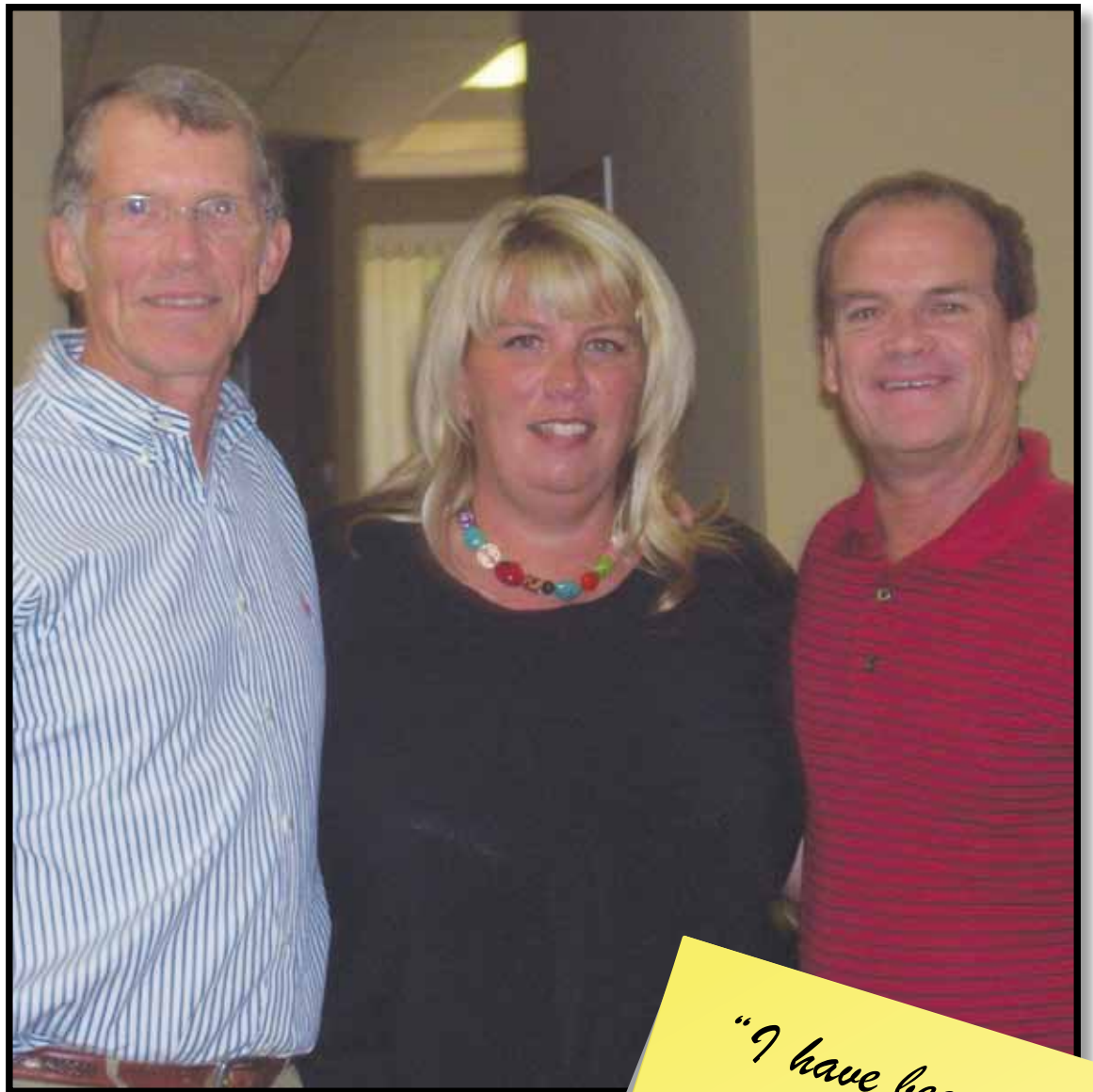
Our philosophy is simple - "Do the right thing for your customer and the money will take care of itself."

Deanna Barnes Celebrates 10 Years!

Tom's prides itself on being the kind of company which attracts and keeps long term employees. On July 12th, Deanna Barnes became the seventh employee to reach at least 10 years with the company. She was recognized with a lunch in her honor on July 10th and was presented with a Movado watch to memorialize her years of service.

Deanna was raised in Arlington and graduated from Lamar High School. She met her husband Michael in high school and together they are raising two children, Shaena and Brendan. Deanna's primary responsibility is providing clerical assistance to Installation Manager Jerry Brown but she is always willing to help in any department. She is especially known for her quick wit and is one of the reasons why Tom's is such a fun place to work.

Tom's is lucky to have outstanding employees like Deanna Barnes and especially pleased to honor her for ten years of exemplary service.



Deanna with Rich Ashton and Jerry Brown

"I have been a faithful customer for 30 years and I look forward to another 30!"

"I have been a Tom's customer for more than 20 years. Somehow you manage to increase the quality of my service every year!"

Employee News...

Jennifer Headlee gave birth to her second daughter, Emelia Mae in April and returned to work in early June . . . Residential Service Technician Woody Ponthieux celebrated his fifth anniversary with Tom's on June 14th . . . Frank Morin joined Tom's as a Residential Service Technician in May . . . In July, Mitchell Leverett became part of the Commercial Service Division and George Cruz was added to the Retrofit Installation team . . .

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