

64 YEARS OF SERVICE
IN UPSTATE, NEW YORK

Welcome To The ISAAC COMFORT ZONE



FALL 2009
Vol. XXIII, No. 2

INSIDE

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Plan Features**

**What Makes Isaac
Different and Better?**

**Introducing Isaac
Home Energy
Performance**

**Benefits of Reverse
Osmosis Water
Treatment**


How To Tell If Your Water Heater Could Be Ready To Fail



Just as the sniffles can signal a cold coming on, there are telltale signs that your standard water heater may be near the end of its productive lifespan.

- 1. Advancing age** – an average unit lasts about 9 to 11 years.
- 2. Rusty and cloudy appearance** – you can see the difference when you get a glass of water.
- 3. Less hot water** – do you notice you don't get as many consecutive hot showers, for example, as you used to?
- 4. Water leaks** – tanks corrode from the inside out, so while the exterior may look fine, corrosion could be taking a toll inside.
- 5. Corrosion forming at the bottom of the tank** – you see rust and corrosion appearing around the bottom of the tank.

The good news is that Isaac services water heaters and sells high-efficiency Rheem and A. O. Smith models, along with innovative tankless water heaters from Rinnai and Navien.

For prompt, expert service or a new, more efficient water heater, call your local Isaac office today. 

COMMUNITY


The ISAAC

CORNER

MSCF
Marcus Stroud
Charitable
Foundation

Isaac Donates \$5,000 To Marcus Stroud Charitable Foundation (MSCF)



Marcus Stroud's foundation is dedicated to supporting kids who face significant physical, mental and financial challenges. The MSCF enhances and enriches the lives of disadvantaged children by establishing varied and valuable academic and athletic programs otherwise unavailable to them. 

**THE ISAAC
HOT SAVINGS,
HOT SEATS
SWEEPSTAKES**

Enter to WIN two tickets to a Buffalo Bills home game.

WIN two tickets to a Buffalo Bills home game in heated seats in the Jim Kelly Club at Ralph Wilson Stadium AND two pre-game, on-field passes and a stadium parking pass. A \$500 value.

One pair of tickets will be awarded for each Buffalo Bill's home game. No purchase necessary. To enter, go to www.WinWithIsaac.com. Limit one entry per person or e-mail address.*

Everyone who enters will receive a coupon to Save \$10 on an Isaac Precision Tune-Up & Safety Inspection.

*The Isaac Hot Savings, Hot Seats Sweepstakes Rules – NO PURCHASE NECESSARY. Open to NY State residents, age 18 or older. Void where prohibited. Sweepstakes begins 9/8/09 and ends 12/23/09. To enter and view complete rules, visit www.WinWithIsaac.com. Or, hand print your full name, age, mailing address, daytime phone number and e-mail address (optional) on a 3"x5" paper and mail to: Isaac Hot Savings, Hot Seats Sweepstakes, PO Box 25396, Rochester, NY 14625-0396 to be postmarked by 12/23/09 and received by 12/29/09; limit of one entry per outer envelope. Limit of one entry per person or email address. For complete rules, send a SASE to: Isaac Hot Savings, Hot Seats Sweepstakes Rules, PO Box 25309, Rochester, NY 14625-0309. Prizes: (7); pair of tickets to a Buffalo Bills home game with seats in Jim Kelly's press Suite, two on-field, pre-game passes, and one stadium parking pass (\$500 ARV per prize). Total ARV of all prizes: \$3,500. Odds of winning depend upon the number of entries received. Buffalo Bills is not responsible for the administration of this sweepstakes. Sponsor: Isaac Heating & Air Conditioning Inc., Rochester, NY.

Peace of mind. Comfort. Savings. Introducing Isaac's New Precision Plus Plan

If you're familiar with Isaac's Gold and Silver Seal Protection Plans, you know that when you sign up, you're covered against surprise repair bills. You also save money, gain peace of mind, and are assured year-round comfort and safety for your family. Our precision tune-up and cleaning is part of all our plans, so you can rest assured that your equipment will be optimized for the coming heating and/or cooling season.

Precision Plus: New Advantages and Easy Monthly Payments

Based on your feedback and input, we designed Precision Plus to offer one more flexible option, to complement our Gold Seal and Silver Seal Protection Plans. Here's what makes Precision Plus different and valuable –

- You pay a low monthly fee, based on the equipment you choose to cover – this can be as little as \$10 a month
- You save 30% on parts and labor on all service calls (from standard Isaac pricing)
- You can have monthly payments charged to your credit or debit card, or withdrawn from a checking or other bank account
- You pay NO overtime charges for repairs, including holidays, and you receive priority service response time
- Plus, it includes an annual precision tune-up, cleaning and safety inspection


- Precision Plus not only saves money, but our environment, too
- An Isaac Home Energy Performance Standard Whole House Assessment is included at no additional cost:

The assessment tells you all about the efficiency and health of your home, areas that can be improved, how to best solve energy issues, and outlines the best ways to make cost-effective improvements – see below.

Why Precision Plus Is a Smart Choice

Having an Isaac Precision Plus Plan is like buying peace of mind for your family's year-round comfort and protecting your budget at the same time. Plus, you benefit from the experience and expertise of our trained technicians. These NATE-certified, highly trained professionals respond quickly and courteously to solve your problems and perform proactive maintenance to ensure that your system will run efficiently, saving energy dollars and running "greener." You can call us day or night, 24/7/365 and know that we'll be there!

Make a Smart Choice for Protection Today

You won't find more comprehensive or competitively priced protection options than what Isaac offers, including the new Precision Plus Plan. For less than the cost of a single cleaning and service call, you can be covered and rest easy. 

Call your area Isaac office today to learn more about Precision Plus.



**Go Turn Your Furnace On NOW!
Call Today To Schedule Your Heating System
Cleaning. Dates Are Filling Up Fast!**

We know it's only September, but each year when the cold weather hits, many people turn on their furnaces for the first time. BUT THEY DON'T TURN ON! So today, before it gets cold, try your furnace.



Introducing Isaac Home Energy Performance Make your home more energy efficient. Improve its health and safety. Choose the most beneficial energy improvements.

ISAAC
Home Energy Performance
When you need HOME EFFICIENCY, we'll be there!



With Isaac Home Energy Performance, we identify your energy problems and prioritize smart solutions. An Isaac home energy assessment is like a physical for your home. We take a complete look at the health, safety and efficiency of key components of energy use: heating, cooling, ventilation, appliances, air leakage and infiltration, water heating and more.

Then we supply you with a complete report on your home's energy performance and suggest ways to improve its efficiency, increase safety, and save money. Most importantly, we PRIORITIZE energy solutions, so you know what to do first, and you understand your return on investment.

Two Choices for Whole Home Energy Assessments from Isaac

Choose from our **Standard** or **Premier Home Energy Assessment**. Both deliver outstanding benefits, with our Premier review delivering one of the most comprehensive assessments available anywhere.


Both include advanced health, safety, and home efficiency tests, including –

- Moisture and structural exam
- Carbon monoxide safety
- Indoor air quality assessment
- Energy leakage
- Heat gain and heat loss
- Ductwork efficiency
- And many others

The **Premier Assessment** adds 11 more health, safety and home efficiency tests, including advanced indoor air quality, water purity and safety, heat gain and loss, and combustion analysis determining the percentage of your heating dollars being wasted or lost.

Answers You Can Trust, Explained and Prioritized

Why come to Isaac for your home energy assessment? It's a combination of dealing with a company you've relied on (Isaac Heating & Air Conditioning) and our highly trained, experienced home assessment professionals. Unlike some energy assessments that leave you confused about what steps you should take to save energy and money, or are simply trying to sell you a specific product line, your Isaac energy assessment provides objective answers and recommendations. Plus, we'll help you obtain rebates, incentives and credits offered by State and/or Federal governments.

Call us in Rochester at 585-546-1400 to learn more about our process, expertise, options and schedule a time for your Isaac Home Energy Performance Assessment. 

PLEASE NOTE: Isaac Home Energy Performance Assessments will be initially offered first in the Rochester area only.

PROUD SPONSOR OF THE BUFFALO BILLS



Why Isaac Is Uniquely Positioned To Deliver Better Heating And Cooling Services



Every HVAC (that's Heating, Ventilation and Air Conditioning) contractor says that they're the best. That's the way advertising works these days, yet it stands to reason that everyone can't be THE best! At Isaac, we believe we offer unique advantages that translate into superior heating, air conditioning and other benefits for customers like you. Here's a quick look at what makes Isaac truly different and better.

The Training Excellence of Isaac University

If you ask heating and cooling technicians when they last attended formal training, many would have to honestly answer, "Never." Ask an Isaac Tech, and chances are they'll say, "yesterday" or "last week." That's because Isaac is the only HVAC firm in our area (and one of very few nationwide) offering formal, curriculum-based education in the classroom, taught and led by our full-time training director, Greg Goater.

It's an impressive facility with classrooms and 30+ pieces of the actual equipment we work on every day, so it's totally "hands-on." The lab facility takes up 1,800 square feet alone, plus there's a 65-seat training center.

Isaac U training and education supplies the skills our people need to satisfy our customers, because students take up to 19 courses covering everything from gas furnaces to industry codes to self-leadership. Each technician takes courses for two years on HVAC basics, followed by two+ years of specialized training in focused areas. The average tech receives over 100 hours of training per year. Once in the field, our techs also benefit from the knowledge and expertise of more-seasoned technicians to gain "real-world" experience.

Isaac U is recognized by the Partnership for Air Conditioning, Heating, Refrigeration Accreditation. For every applicable course, each technician takes a final exam administered by NATE, North American Technician Excellence. These are tough exams and NATE is the leading certification program for the HVAC industry.

Bottom line: our techs learn more and know more, so they can better install and service your equipment and solve problems quickly and efficiently. As Greg Goater says, "Almost anyone can install an AC unit and get it to blow cold air. But unless you're really trained on the system

and how to fine tune it for ideal performance, it might only be operating at 50% efficiency. Then, in effect, half of every dollar you spend on energy is being wasted."

98% NATE-certified Techs

Speaking of North American Technician Excellence, 98% of Isaac Techs with the company for at least five years are NATE certified. According to President Ray Isaac, this certification means a lot: "Our customers gain peace of mind and advantages from our techs' skills and knowledge, resulting in better efficiency, reduced energy bills and more."

Ray Isaac serves as the Chairman of the National Board of Directors for NATE while Greg Goater is a member of the NATE Technical Committee. NATE standards are stringent, NATE tests are rigorous. If you can pass these exams, you really know your stuff.

We Pay Attention to Details

We know that paying attention to details and being conscientious means a lot. That's why when our techs visit your home they put on shoe "booties" to protect your floors and carpets, and why they clean up meticulously and take the time to explain everything clearly to you about what they're installing or servicing. It's the way we answer the phone, respond to your questions, even the way we dress. Little things mean a lot, and we take care to not overlook them.

We Do Our Part to Be Green

Even before government standards mandated a gradual 20-year switchover to more environmentally friendly 410A refrigerant, we started using it exclusively. Plus, we've been safely recovering and recycling refrigerant from old AC units since 1990 to help protect the ozone layer.

Along with providing high-efficiency heating, cooling, water heating and water purification products that save energy and protect the environment, we take the initiative to be greener in house. For example, we recycle tons of steel, copper, iron, batteries, capacitors, mercury, thermostats, limit controls, paper and cardboard each year.

Innovation and Involvement That Delivers Results

It's one thing to come up with nifty ideas; it's another to develop ideas that offer real advantages. Isaac focuses on being involved and leading in our industry, so we know what are the latest products, techniques and innovations. Then we sift through them carefully and bring you only the best. For example, tankless water heaters that save energy and supply what is a virtually endless supply of hot water. Or geothermal heat pumps that can heat and cool a 2,000 square foot home for as little as \$100 a month!


We listen to your feedback and ideas, then respond. For example, you asked for more options in protection plans and we developed the new Precision Plus plan you can learn more about on page 2.

A Place People Like to Work

The culture of a company is crucial to how that organization serves its customers. Because we value our employees and put them first, they enjoy working here because they can learn, advance and take charge of their careers and personal growth. Our corporate priorities place safety and employees at the top of the list, and that translates into people who care and provide better, more dependable service for you.

We Give Back to Our Community

Our management and people are deeply involved in civic and charitable organizations in all the communities we serve. President Ray Isaac is a Foundation Board Member and Treasurer of Continuing Development Services. Former CEO Jim Isaac recently received recognition from Habitat for Humanity for decades of hands-on personal and company contributions. Our employees take part in the JP Morgan Chase Corporate Challenge and raised almost \$40,000 for the Greater Rochester United Way. And those are just a few examples of the many ways we make meaningful contributions to our communities.

We believe Isaac brings you more because we listen, we care, and we're innovative, conscientious, involved professionals with pride in what we do. These qualities translate into better value, products and service for you and your family. 

Purify Your Drinking Water And Remove Harmful Pollutants

Cool, Safe, Pure Water – The Aqua-Pure Filtration System from Isaac

Contaminants in public and even private water systems have the potential to damage your body. A simple water treatment system or filter may not destroy all pollutants found in your water system. Isaac offers an Aqua-Pure Reverse Osmosis System that purifies water without altering its taste or nutritional value.

Through a semi-permeable purifying membrane, reverse osmosis removes all pathogenic minerals, heavy metals, nitrates, spores, sediments and chlorine so your family enjoys healthy, safe, great-tasting water. Water without extra sodium and potassium. Water that won't create scales in your coffee maker. This unit is completely quiet and can eliminate up to 99% of harmful elements you might otherwise be drinking, to create truly pure water.

Get Safer Water and Significant Savings from Right Under Your Sink

The Aqua-Pure fits compactly under your sink, taking up little space, and you can easily change the filters when necessary. Now you'll also eliminate the higher costs and environmental disadvantages of bottled water and create purer, safer water than via a simple pitcher-type or faucet-attached filter. Choose from Aqua-Pure filtered water delivered through your regular faucet or a separate tap faucet.

With 20% of large U.S. public water systems containing toxic substances, (according to a recent government survey), an Aqua-Pure Reverse Osmosis System will deliver the finest filtering available for your home. Plus, you'll pay a fraction of the cost overall compared to buying bottled water!

For safer, smarter, better-tasting water, talk to Isaac today. 



PROUD SPONSOR OF THE BUFFALO BILLS



ISAAC

Heating & Air Conditioning

News you can use to help improve your home comfort.
Plus, save on products and services from Isaac.

PRESENTS

Our Biggest Heating Offer EVER!

- \$99 or Less Per Month
- 0% Financing* (See Below)

There's *Never* Been
A Better Time To Buy!

Isaac Heating & Air Conditioning, Inc.
180 Charlotte Street
Rochester, NY 14607



Enter to WIN tickets to a Buffalo Bills home game.*

*No purchase necessary. See back page for details.



TTY reminder

As part of our customer commitment, Isaac Heating & Air Conditioning has a teletype system available to those customers who need to contact us for service or an appointment. So, when you need us, we'll be there!

TTY# (585) 325-4644

\$99 or Less Per Month With 0% Financing – Get Isaac's Biggest Heating Offer EVER!


Total Savings On Your Newly Installed Furnace Could Add Up To Over \$1,700!

From now until October 31, 2009, you'll pay **just \$99 or less per month** with 0% financing for 36 months* on a Rheem RGRL Classic Series 90 Plus Furnace – installed.

Plus, you'll be eligible to receive the following additional savings:

- \$200 rebate from RG&E, NYSEG or National Grid**
- 30% tax credit off your federal income taxes, up to \$1,500 total – not a deduction, a credit that comes right off the top of your tax liability†
- Immediate and ongoing savings on your energy bills – with your new 95% efficient Rheem furnace

That's a potential for over \$1,700 in additional savings on your newly installed furnace.

You Can Rely on Rheem. Your new, two-stage Rheem furnace with dual comfort control will be installed by Isaac's highly skilled, NATE-certified technicians, so you know the job will be done right. Plus, it's from Rheem, an acknowledged leader in heating and cooling technology and reliability. Your Classic Series 90 Plus Furnace will operate at 95% efficiency. Most ten-year-old furnaces are only 70% to 80% efficient. This means that you're wasting 20 to 30 cents of every energy dollar, so you will see a quick payback on your investment. 

Hurry, this BIG offer ends 10/31/09. Call Isaac today!

*Certain terms and conditions apply.
** RG&E rebates are only offered to customers who contract for natural gas service from Rochester Gas & Electric, New York State Electric and Gas, or National Grid. Rebate funds are limited and may expire at any time.
† The amount of your Federal Tax Credit for 2009 returns will vary, based on the final cost of your installed Rheem RGRL Classic Series 90 Plus Furnace. This furnace qualifies for the tax credit at up to 30% of the installed cost. \$1,500 is the maximum allowed credit.

Now that's a BIG offer! Just like #99, Marcus Stroud, defensive tackle of the Buffalo Bills – who will be featured in our advertising and promotion efforts to support our fall promotion. Isaac is proud to announce their support of the Marcus Stroud Charitable Foundation (see back page). In fact, during our fall promotion, Isaac will donate \$100 to the MSCF for each furnace we sell, up to our \$5,000 commitment. In addition, Isaac has signed a sponsorship agreement with the Buffalo Bills – helping us spread the word about our products, services and promotions to Buffalo Bills fans across the Rochester and Syracuse region.



To take advantage of these offers, call the Isaac comfort team today!

Rochester (585) 546-1400

Avon (585) 226-3800

Syracuse (315) 449-1400

Or visit us at www.IsaacHeating.com

ISAAC

Heating & Air Conditioning

When you need us, we'll be there. ©

When you need... Air Conditioners • Boilers • Dehumidifiers • Duct Cleaning • Furnaces • Generators • Gas Fireplaces & Inserts
Home Energy Assessments • Humidifiers • Radiant In-Floor Heating Systems • Ultraviolet Lights • Water Heaters...we'll be there!®