

In response to customer demand, Aire Rite has launched an Energy Services Program to help customers implement their own energy conservation programs and save money. Savings of 5 to 30% in energy consumption are often achievable by implementing simple low and no cost measures to tune your building's temperature, lighting, and ventilation control. For example, if your electrical bill is \$10,000 per month, you could save up to \$24,000 annually with only 20% energy savings.

"What is it you do exactly?"

Our first step is towards conservation by benchmarking your building – that is, determining its energy performance rating to enable you to compare your building's energy consumption vs. other buildings in your area. One program that can encourage energy conservation and awareness by making energy consumption more visible is the EPA's ENERGY STAR[®] program.

Aire Rite is a full service mechanical contracting firm, but we take a unique approach that expands the scope of traditional mechanical preventive maintenance programs by also integrating an energy services offering. We focus our approach on identifying immediate opportunities to reduce operating costs and improve cash flow in your building. Our primary focus is:

- Reduce operating costs
- Improve cash flow
- Add dollars to your bottom line
- Optimize building HVAC systems operations
- Improve comfort
- Protect your investment in the building
- Help you concentrate on your core business.

Our new Energy Services Program can help you define an energy savings plan to help you start your personalized program and begin saving money immediately. To help customers get started, Ace Mechanical can now provide you an Energy Benchmark for your building at no cost so you can see how well your building is performing now and identify its savings potential.

You have taken the first step by reading this segment of our Energy Performance Services Program. The next step is to schedule a meeting with Don Langston or Robert Hartsfield who will guide you through this simple yet highly effective process. Both are experts at helping you reach your target goals and identifying solutions.



Direct Marketing – Cold Calling

Sample Letter or Email:

Mr. Bob Jones
Facilities Manager
Yahoo, Inc

May 7, 2010

Re: Cutting Energy Costs 5 to 30% in Your Building

Dear Bob,

In these difficult economic times, many clients have approached us for ideas and best practices to reduce energy consumption in their buildings. Every business is under pressure to cut costs, and reducing energy consumption is one of the largest controllable expenses which can show immediate bottom-line savings.

I have attached additional information about our new Energy Services Program – let's work together to start saving you money. I will call you within the next week to discuss how we can help you start your own Energy Savings Plan.

Sincerely,