EMAILS

**Initial Email**

Thank you for allowing us to propose the HVAC work at your home or office. We take pride in following up with our customers. You can find attached the proposal for the work we discussed. There are generally four options in our proposals.

We are available to answer any questions you may have about the proposal.

We can be reached at xxx-xxx-xxxx.

Best Regards,

“Your Company Name”

**3 Days**

A few days ago we emailed you a proposal for some air conditioning and/or heating work.

This is a friendly reminder just to reach out and remind you we are still here. Should you have questions we can be reached at xxx-xxx-xxxx.

Best Regards,

“Your Company Name”

**2 Weeks**

Two weeks ago we emailed you a proposal for some air conditioning and/or heating work.

This is a friendly reminder just to reach out and remind you we are still here. Should you have questions we can be reached at xxx-xxx-xxxx.

Best Regards,

“Your Company Name”

**4 Weeks**

Approximately four weeks ago we discussed a proposal of the solution to your air conditioning need.

If you find this email and you have already made plans and we are not in them, then we will assume you have chosen another company or you are setting the work aside for another time. In any case, we are going to close the file for the time being.

If at some point you decide to move this work back to the front burner, we will be here for any questions or decisions you might have or make.

We take very seriously the loss of a customer, so just for our own education, would you mind answering a few questions? It would help us in understanding our competition and adjusting our selling process to win more jobs and keep our employees busy.

If so, here are the questions.

1. Was name brand an important need in your decision? 1 - 10 (10 being highest)

2. What did you like or dislike about all the proposals you received.

3. What influence did investment amount in your decision to choose a contractor? 1 - 10 (10 being highest)

4. What name brand, SEER Rating (13, 14, 15, 16, 17, 18-21), and price did you choose?

5. Were there any other contributing factors to your decision that we haven't listed that you care to share?

6. At the completion of the project did you feel like you received the products and services for which you were proposed? 1 - 10 (10 being highest).

Thanks for taking the time to send this back to me. As I said, the loss of a potential client is a serious matter to us.

Best regards,

“Your Company Name”

TERMS AND CONDITIONS

1. <a href="http://www.hvacopcost.com/" target="\_blank">To View The HVAC Opcost website - CLICK THIS LINK!</a>

2. <a href="http://www..com">To read about “Your Company Name” - CLICK THIS LINK!</a>

TERMS & CONDITIONS OF AGREEMENT

1. Purchaser hereby accepts the equipment and service described above and agrees to pay “Your Company Name” the price shown above.

2. All equipment and material are guaranteed by “Your Company Name” to be as specified. All work will be completed in a workmanlike manner according to normally accepted practices.

3. Materials and work in addition to that described herein will be furnished only on Purchaser’s authorization and will be paid by Purchaser as an extra charge.

4. Upon failure to pay any sums due hereunder, Purchaser agrees to pay “Your Company Name” interest at the rate of one and one-half percent (1½%) per month (annual rate of 18%) on all outstanding balances.

5. “Your Company Name” shall not be liable for any default caused by events beyond its control, including but not limited to, fire, flood, strikes, accidents, or delays affecting this work or other operations in which it is involved, directly or indirectly.

6. Purchaser shall permit “Your Company Name” reasonable access to the property on which equipment is to be installed. Title to all provided equipment remains with “Your Company Name” until all amounts due thereon are paid in full, whether such equipment is affixed to the reality or not, and shall remain personal property and be deemed sever-able without injury to the freehold. On any payment default by Purchaser, or if in “Your Company Name”‘s judgment, reasonably exercised, its equity appears to be imperiled, then, “Your Company Name” may without further notice enter the premises and remove or resell the equipment, and Purchaser shall be liable for any deficiency or loss sustained by “Your Company Name” in connection therewith.

7. Once the equipment is connected to Purchaser’s property, Purchaser assumes all risk of loss or damage to such equipment and shall ensure same fully to protect all interests of “Your Company Name”, the cost of insurance to be paid by Purchaser. “Your Company Name” carries liability insurance and Worker’s Compensation Insurance.

8. “Your Company Name” provides a one-year limited labor warranty. Equipment or system failure due to lack of proper maintenance service or abuse is expressly excluded. Normal maintenance check-ups and filter replacements are the responsibility of Purchaser. All other warranties, expressed or implied, are the responsibility of the manufacturer of the equipment, parts, or materials used in connection with the services.

9. There are no warranties, expressed or implied, for existing equipment, ductwork, or other materials not installed by “Your Company Name”

10. All warranty work will be performed during “Your Company Name”’s normal working hours, 8:00 AM to 5:00 PM, Monday through Friday.

11. Purchaser is responsible for all costs and reasonable attorney fees incurred by “Your Company Name” in connection with any action or proceeding (including arbitration and appeals) arising out of this Agreement, including a collection of any outstanding amounts due, whether or not suit is filed.

12. Except as provided herein “Your Company Name” makes no other representations or warranties, either express or implied, including, but not limited to, any implied warranties of merchantability or fitness for a particular purpose “Your Company Name” expressly disclaims all other warranties. “Your Company Name”’s maximum liability hereunder shall consist of refunding all money paid to it by Purchaser hereunder subject to removal and return to “Your Company Name” of all equipment provided hereunder. Under no circumstances will “Your Company Name” be liable to Purchaser or any other person for any damages, including, without limitation, any indirect, incidental, special, or consequential damages, expenses, cost, profits, lost savings or earnings, lost or corrupted data, or other liability arising out of or related to this Agreement, or the services or equipment provided hereunder.

13. This agreement shall be governed and construed solely according to the internal laws of the State of Maryland, without reference to any conflicts of laws.

14. This agreement is the complete and exclusive statement of the agreement between Purchaser and “Your Company Name” and it supersedes all prior oral and written proposals and any prior or subsequent communications pertaining to the subject matter hereof.

Signature of Authorized Purchaser:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Payment to be made as follows: Balance on completion

“Your Company Name” proposes hereby to furnish and install the equipment and materials as described above on the terms and conditions provided herein. This proposal is good for thirty (30) days from the date hereof, but may be accepted at any later date at the sole discretion of “Your Company Name”

Signature of Authorized Representative of “Your Company Name”:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_