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BEL-O Sales and Service's

HOMESense

Time saving, money saving and energy savings tips for your home.

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\$3.00



MyWord

By Jim Luggie



Hello Friends,

Did you hear this story? Not long ago, an online shopping site in New Zealand had a glitch in its e-commerce system. Delightfully surprised customers started snapping up expensive televisions, iPods and other popular electronics merely for the cost of shipping and handling.

So, if the original price had been \$1500, and you got it for \$4.95, you'd say that was a good deal, right? Absolutely. Unfortunately, the mistake was soon corrected. As more and more people took advantage of the glitch, they spread the word to more and more people (where else?) on Twitter. That's actually where the company itself heard about it – and pulled the site for maintenance.

People love a good deal. They love to tell their friends. And when something sounds too good to be true, it usually is.

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Take Control of Your Comfort

How would your home fare in a Goldilocks test? Would it be something like, "This room is too cold, this room is too hot, but this room is just right?"

Some of this "unevenness" can be caused by air leaks through ducts or in crawl spaces, attics and garages and can be addressed with proper sealing and insulation. But some homes would also benefit from zone control in their heating and cooling systems.

Obviously, different spaces have different needs. For example, heat rises, which makes the **second floor warmer than the first**. Cool air heads downward, which makes the **basement cooler than the main level**. You can also add in which way the sun shines, which way the wind blows and where the windows are located.



It all adds up to multiple heating and cooling needs within one home.

Zone control is most effective when large areas of the home are often unused or are on a different schedule than other parts of the home. Zoned control systems could be a good option if your home:

- Has more than one level
- Uses basements and attics as part of the living space
- Has a design that includes a lot of glass, vaulted ceilings or lofts

If uneven heating and cooling is a problem in your home, give us a call. We'll show you how you can better manage your heating and cooling needs, be more comfortable and save energy. Just give us a call.



Your **Quick Call** Comfort Hotline:

618-235-6626



Home Safety Alert: Falls Are Leading Cause of Home Injury

Everyone trips and stumbles from time to time. But a simple moment of “not watching where you’re going” can have serious consequences. According to the Home Safety Council, falls at home cause more than 5 million injuries each year – and even account for nearly 6,000 deaths.

The Council recommends that you take a look at several areas, including:

- **Stairs and Steps** – For better protection, have handrails installed on both sides, and make sure they extend from the top to the bottom of the stairs. Use safety gates at the top and bottom with small children in the home. Also, keep the stairs clear of toys,

laundry, books or other clutter. Finally, if any steps are broken, have them repaired.

- **Lighting** – Lighting helps us



watch where we’re going, see hazards ahead and make adjustments. Make sure you have adequate lighting at entrances, on your porch and walkways and at the top and bottom of the stairs. Also,

place nightlights in the bedroom, hall and bathroom to prevent stumbling in the dark during unplanned visits to the bathroom or tending to snack attacks in the kitchen.

- **Reduce Slips** – A big injury can start with a small slip, and that can start with a small rug. Secure small rugs by taping them to the floor (or don’t use them at all). Place a mat or non-slip strips in the tub and shower and add grab bars. Also, use a bath mat with a non-skid bottom on the bathroom floor.
- **Other Good Practices** – If you have a two-story (or more) home, place window guards on upstairs windows to keep children from falling out.



Don’t Lose the Air You’ve Paid to Heat or Cool

You might not be familiar with the inner workings of the systems that run your home, but you’ll know when you’re comfortable, whether the utility bills seems sky high, or if the air inside is aggravating allergies and asthma problems. Oftentimes issues like these can be traced back to your ducts.

Ducts are used by your heating and cooling system to distribute comfortable air throughout your home. But according to the EPA, in typical houses, **about 20% of the air that moves through the duct system is**

lost due to leaks, holes and poorly connected ducts. Duct sealing is a practical solution for these losses – which can lead to higher utility bills and can make it difficult to keep the house comfortable.

When your duct system is properly sealed, here are some ways you can benefit:

- **Comfort** – You’ll be less likely to experience common comfort problems, such as rooms that are too cool or too warm.
- **Indoor Air Quality** – Sealed

ducts reduce the opportunities for air pollutants to enter your home. They can also reduce the risk of a “backdraft” of combustion gases coming into your living area from gas appliances such as water heaters, clothes dryers and furnaces.

- **Save Money** – Sealed ducts can improve the efficiency of your heating and cooling system, lowering energy bills.

Just give us a call if you would like us to conduct a Duct Review on your home.

Reducing Air Pollution

If most people were asked to do a quick word association about air pollution, chances are strong words like “city” and “traffic” would be among the first to come to mind. However, while large cities with heavy traffic are certainly susceptible to air pollution, city dwellers and drivers aren’t the lone culprits when it comes to causing air pollution.

According to the Environmental Protection Agency (EPA), what we do inside our homes, regardless of where we live, can be polluting the air both indoors and out. To do your part, consider the following tips for reducing air pollution:

- **Recycle.** One of the easiest ways to help reduce air pollution is to participate in your community’s recycling program. Recycling helps reduce air pollution by reducing production emissions. Plus, recycling helps to conserve valuable – and expensive (as you’ve probably

noticed on your utility bills!) – energy.

- **Proper storage and disposal of common**



household items. Many items around the house can be very harmful to the environment if not disposed of or stored properly. One easy thing you can do to help the environment is to make sure your paints, pesticides and solvents are stored in airtight containers.

- **Inspect your appliances regularly.** Inspecting heating

and cooling systems (filters, in particular), can help reduce the emissions of harmful gases into the air both inside and outside your home. Have a professional (like us!) check your home comfort system in the Spring and in the Fall. If your system isn’t operating efficiently, it could be costing you significant amounts of energy dollars.

- **Look at things in terms of your physical health.**

If you or your loved ones are struggling to adjust to a more air-friendly lifestyle, perhaps the context of personal health can help put things in a better, and more effective, perspective. Exposure to air pollution can aggravate asthma, lead to potential lung damage, cause coughing or shortness of breath and could result in premature death for people with existing heart or lung diseases.

Since these issues affect over 50 million Americans, chances are air pollution is affecting someone you know and care about.

- *Hippo milk is pink.*
- *Children laugh about 400 times a day, while adults laugh on average only 15 times a day.*
- *The average American eats at McDonalds more than 1,800 times in their life.*
- *Nearly 10% of American households dress their pets in Halloween costumes.*
- *In 1895 Hampshire police handed out the first ever speeding ticket, fining a man for doing 6mph!*
- *The oldest glowing light bulb was first switched on in 1901 and lives in fire stations in Livermore, CA. It is known as the Centennial Light.*



MyWord

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Turns out, the orders didn't actually go through. Not surprisingly, the customers were given the option to purchase at the correct price or cancel the order.

The truth is, we might not be able to tell you where you can get a plasma TV for less than the price of a cup of fine coffee. But we can tell you this.

HomePoints

In cold weather, keep drapes and shades open on sunny days and close them at night.

Whenever you've got an issue with your heating and cooling, we'll give you the best service at the best value and treat you like our best customer. If you'll tell your friends about us, we'll make the same pledge to them.

Sincerely,

Jim Lugge

P.S. Please use the coupons in this newsletter for helpful savings for yourself – or share them with a friend!

Can We Agree to Save You Money



It's a simple idea that can pay you back many times over.

By becoming a member of our Discount Club Membership program, you'll save money on repairs and tune-ups. You'll enjoy priority service. You'll get the benefits of extended equipment life and more energy savings.

Great perks of membership, wouldn't you agree? Call us today!

Bel-O Sales and Service at 235-6626

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Need to Undo What the Do-It-Yourselfer Did?

We know how it is. All you have to do is jiggle this, juggle that... and *voilà!* It's worse than before. A question crosses your mind: "Now what do I do?" The answer is simple. Call us, and we'll send out one of our trained professionals.

We'll re-do what your do-it-yourselfer did – and help you out of your plumbing mess as quickly as possible. Just give us a call.

Bel-O Sales and Service at 235-6626

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You Couldn't Have Timed It Any Better!

Like they say, great investments are about good timing ... and this is just the right time to get a great deal on your new home comfort system.

First of all, the weather is right – not too hot, not too cold. In this business that runs by the thermometer, that means we're not too busy. And you can make the most of our "slow days" by getting a free estimate on a new system.

All you have to do is call us and schedule a free home comfort system estimate by **October 10, 2011**

and we'll send someone to your home who can guide you on the best options for your new system. Plus, you'll find out about our 12-months-same-as-cash and other financing options that'll make your choice even easier to make. What's more, you get a 10-year labor and parts warranty on qualifying systems. So what are you waiting for?

Call **Bel-O Sales and Service** today at **235-6626**.



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 Air Conditioning • Plumbing
 Post Solutions • Heating
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If your mailing address is not correct, please call us!

