



Around the House

Winter News compliments of Maeser Services
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Geothermal – Good for your pocketbook, good for the planet

Geothermal is currently a big buzz word, but actually, geothermal heat pumps have been in use since the 1940s. So what is geothermal? To simplify its explanation, the ground acts as a huge solar battery that soaks up the sun's energy and stores it as heat. Geothermal technology takes advantage of that stored heat utilizing the earth's constant 55°F temperature. To simplify it even more, a geothermal HVAC system transfers the stored energy from the ground to heat and cool your home.

By tapping this steady flow of heat from the earth in the winter, and displacing heat in the earth in the summer, a geothermal heat pump can save homeowners 40% to 70% in heating costs and 50% to 60% in cooling costs compared to conventional systems.

According to the Environmental Protection Agency (EPA), geothermal systems are "the most energy-efficient, environmentally clean and cost-effective space conditioning systems available today."

A fossil fuel furnace may be 80% to 95% efficient, traditional heat pumps range from 200% to 300%, while a geothermal heat pump is 500% efficient. Also, this does not take into account the benefit of the free hot water during the summer months from a geothermal system, which can save a homeowner around 60% to 80% on a water-heating bill.

Geothermal heating and cooling systems not only save money on energy bills, but also help create a better world. Through the use of sustainable energy sources, the warmth of the earth by the sun, they conserve our planet's non-renewable reserves of fossil fuels.

Having a geothermal system installed is more expensive than the typical high-efficiency HVAC system, however, with current federal tax credits, state financial incentives,



Winter to-do list

- ✓ Clean faucet and showerhead aerators
- ✓ Inspect flue system to ensure they're clean of soot and creosote
- ✓ Monthly furnace filter change
- ✓ Inspect shower and bath caulk
- ✓ Inspect weather-stripping and caulk
- ✓ Test air quality of sealed home
- ✓ Inspect plumbing fixtures for leaks
- ✓ Smoke/carbon monoxide detector
- ✓ Shut off exterior faucets
- ✓ Feed the birds

Featured Remodeled Bathroom

Our customers wanted a bathroom in their basement that previously was used for storage. We started from scratch mapping out the size desired and what fixtures and features were wanted. An over-sized shower was installed with grab bars for safety and shelves for convenience. The Moen Traditional two-handle high arc bathroom faucet was chosen with the Mediterranean bronze finish. Our customers chose a dark wood finish for the vanity and the mirror frame. A beautiful glass tile mosaic was set on one wall and wood flooring was chosen to give the bathroom a rich, masculine feel. *Call Maeser today for a free estimate on your bathroom remodeling project.*



After



Before

NEW BATH AREA

PUMP

STORAGE AREA

QUACKS

Super Service Award

Maeser has won the prestigious Angie's List 2012 Super Service Award. It is the highest honor given to companies by Angie's List, to those who have achieved and maintained a superior service rating.



Home Garden and Remodeling Show Specials

Come to the Home Garden and Remodeling Show, March 1-3, at the Kentucky Expo Center and check out these show specials:

- Recirculating pump
- Water-power back up
- Geothermal
- Bathroom remodeling

Stop by the Maeser Booth #1719 and say hi!

Maeser's Preferred Maintenance Plan

Our preventive maintenance plan includes:

- Precision tune-up
- Priority scheduling
- No extra charge for emergency service
- FREE estimates
- 15% off heating/air conditioning repairs
- 10% off plumbing repairs.

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Check out our blog!

Get information, ideas, product advice and tips. maeser.com/blog/

Senior Citizen Days

Save an additional **10% off service calls** on Wednesdays and Thursdays*

*Not valid with other offers. Discount not applicable during extreme weather (i.e. flooding, weather advisory days or other acts of nature).

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cont. geothermal

manufacturer rebates and energy savings, within a few years it will offset those costs. Plus, there is less maintenance required because there are no condensers, burners or chimneys to clean compared to conventional HVAC systems. The estimated system life for inside components is 25 years and 50 years or more for the outside ground loop.

Keeping money in our pockets and being responsible stewards of the earth make geothermal an option everyone should consider.



Denny Crum says,

Consider Geothermal



“A couple of years ago we put in a geothermal heating and air conditioning unit at our place and it has saved us over 50% on our heating and air conditioning bill, and our electric bill was huge. All the money we have saved with geothermal, we donated to different charity organizations. We have used Maeser for over 20 years.

Get acquainted with Maeser!”

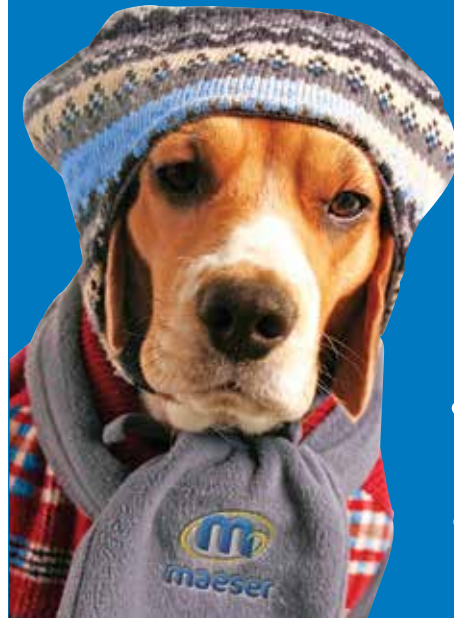
Take advantage of federal and local tax credits. Installing a geothermal system is more affordable than ever. Call one of our Home Comfort Consultants for details.



Old man winter is here!

Is it time to repair or replace your worn out, old

FUR-FUR-FURNACE?



“Just Ducky” Services

Plumbing

- Back Flow Preventers
- Drain Water Lines
- Drain Cleaning
- Emergency Plumbing Repairs
- Faucet Installation
- Fixture Replacement
- Garbage Disposals
- Gas Piping Repairs
- Sump Pump Flooding Prevention
- Water Heating

Heating and Cooling

- Air Cleaners
- Air Conditioning
- Indoor Air Quality Systems
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- Heat Pumps
- Humidifiers
- Roof Top Units
- Unit Heaters
- Zone Control Comfort Solutions

Complete

Bathroom Remodel

- Body Massage Shower and Whirlpool Tubs
- Aging In Place Remodels

Financing Available

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MPL2258 • MO1182



11101 Electron Drive
Louisville, KY 40299
MPL 2258 • MO 1182

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just ducky recipes...

Buffalo Chicken Dip

- 2 (10-oz) cans chunk chicken, drained
- 1 (8-oz) packages of cream cheese, softened
- 1 cup Ranch dressing
- 3/4 cup Frank's Red Hot Wing Sauce
- 1 1/2 cups shredded cheddar cheese

Heat chicken and hot sauce in a skillet over medium heat until heated through. Stir in cream cheese and ranch dressing. Cook stirring until well blended and warm. Mix in the cheddar cheese and let melt completely. To reduce the fat a little, try the low fat cream cheese and light ranch dressing. Dip with celery sticks or crackers.