



SmartLeads USA

HVAC LIFE-CYCLE TEMPLATES

For more information regarding HVAC direct mail templates,
contact: **artteam@radiusmarketing.com**

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SAMPLE SERVICE FLIGHT

THANK YOU



REFER A FRIEND OR NEIGHBOR!
\$25 OFF
ANY REPAIR OR SERVICE
XYZ Heating & Cooling | 888-555-1234
www.xyzheatingandcooling.com

Rebecca,
THANK YOU.
We appreciate your business!

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

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\$25 OFF
ANY REPAIR OR SERVICE
XYZ Heating & Cooling | 888-555-1234
www.xyzheatingandcooling.com

THANK YOU.

Rebecca,
The best compliment we can receive is being the honor of serving your interests. The next time a friend or neighbor asks with whom you place your trust for your heating and cooling needs, we would be grateful if you'll remember XYZ Heating & Cooling.

WE APPRECIATE YOUR BUSINESS!

EFFICIENCY | RELIABILITY | PEACE OF MIND | QUALITY SERVICE

Mr. & Mrs. Rebecca DeWitt
123 Main Street
Anytown USA 12345

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

FINANCING



REBECCA,
**BAD CREDIT?
NO CREDIT?
NO PROBLEM!**

CALL TODAY TO SEE
IF YOU QUALIFY!

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

\$200
INSTANT CASH REBATE
On New System Installation
(Must be used for equipment purchase only)

Rebecca,
If you are in need of a new HVAC system, but don't think you can afford it, give us a call - we might be able to help! We offer special financing options for those who haven't established credit yet, or for those who have low credit scores. If you qualify for a new system installation, you will receive an instant cash rebate of \$200!

CALL TODAY, YOUR COMFORT
SHOULDN'T HAVE TO WAIT!

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XYZ
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SPRING
TUNE-UP



REBECCA,
IT'S TIME FOR YOUR
SPRING TUNE-UP!

Your system's spring tune-up is crucial for keeping your system running at peak efficiency when the temperatures rise. Call today to schedule your check-up!

YOUR OFFER HERE

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

YOUR OFFER HERE

Rebecca,
Your system has been hard at work all winter. Now it's time to prepare for the warm temperatures, indoor air pollution rises during the spring months, it's important to make sure your system is running at peak performance. Now is the time to schedule your spring tune-up. Call today!

Mr. & Mrs. Rebecca DeWitt
123 Main Street
Anytown USA 12345

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

OTHER
PRODUCTS / SERVICES



REBECCA, ENJOY
HEATING & COOLING
ON YOUR TERMS.

Introducing Our New
WI-FI THERMOSTAT

It does more than control the temperature of your home, it manages your entire comfort system... with remote access via phone or tablet. Call for more details!

\$50 OFF
Wi-Fi Thermostat
XYZ Heating & Cooling | 888-555-1234
www.xyzheatingandcooling.com

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

YOUR OFFER HERE

Rebecca,
XYZ Heating & Cooling offers more than just Heating & A/C. Systems. We offer a complete line of home comfort accessories. Give us a call today to find out what we can do for your home! Take advantage of **YOUR OFFER HERE!**

WI-FI THERMOSTAT FEATURES:	OTHER XYZ SERVICES:
• Remote Access	• Central Heat and Cooldown
• Smart Learning	• Air Purifier Systems
• Mobile App	• Humidifiers
• Weather Data	• UV Lights

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FALL
TUNE-UP



REBECCA,
IT'S TIME FOR YOUR
FALL TUNE-UP!

Your system's fall tune-up is crucial for keeping your system running at peak efficiency when the temperatures fall. Call today to schedule your check-up!

YOUR OFFER HERE

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

YOUR OFFER HERE

Rebecca,
Your system has been hard at work all summer, now it's time to prepare for the cooler temperatures, indoor air pollution rises during the cooler months, it's important to make sure your system is running at peak performance. Now is the time to schedule your fall tune-up. Call today!

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XYZ
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HOLIDAY



Rebecca,
Merry Christmas
AND HAPPY NEW YEAR

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

Rebecca,
The entire staff and management at XYZ Heating & Cooling would like to wish you and your family a happy holiday season!

Mr. & Mrs. Rebecca DeWitt
123 Main Street
Anytown USA 12345

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www.xyzheatingandcooling.com

FINANCING 2
(alternate version)



Rebecca,
WE HAVEN'T HEARD FROM YOU!

DON'T FORGET, WE HAVE GREAT FINANCING TERMS!

See terms and conditions for special financing offer!

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

NEW SYSTEM FINANCING

60 EQUAL PAYMENTS
0% INTEREST
(Must be used for equipment purchase only)

Rebecca,
Replacing Your Entire System is now affordable with our great financing offer! At this time, we strongly suggest that you consider replacing your unit with a new high efficiency system. By continuing to fix an outdated inefficient unit, we have found that over time you will often pay more on repairs and utility bills as compared to replacing an entire system. Call today! 888-555-1234.

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SAMPLE INSTALLATION FLIGHT

THANK YOU

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ANY REPAIR OR SERVICE
XYZ Heating & Cooling | 888-555-1234
www.xyzheatingandcooling.com

Rebecca,
THANK YOU.
We appreciate your business and hope you are finding comfort with your new system!

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HEATING & COOLING
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www.xyzheatingandcooling.com

THANK YOU.
Rebecca,
The last complaint we can receive is having the honor of serving your friends. The next time a friend or neighbor asks when you place your trust for your heating and cooling needs, we would be grateful if you remember XYZ Heating & Cooling.

WE APPRECIATE YOUR BUSINESS!

EFFICIENCY | RELIABILITY | PEACE OF MIND | QUALITY SERVICE

Mr. Rebecca Smith
123 Main Street
Anytown USA 12345

SERVICE CONTRACT

REBECCA,
KEEP YOUR SYSTEM RUNNING AT PEAK PERFORMANCE.
Take advantage of this great deal on year-round comfort!

\$XXX
ONE YEAR SERVICE CONTRACT ON ALL HVAC COMPONENTS
XYZ Heating & Cooling | 888-555-1234
www.xyzheatingandcooling.com

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

\$XXX
ONE YEAR SERVICE CONTRACT ON ALL HVAC COMPONENTS
XYZ Heating & Cooling | 888-555-1234
www.xyzheatingandcooling.com

XYZ
HEATING & COOLING
888-555-1234
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Rebecca,
Regular maintenance on your heating and air conditioning system is really important to keeping your system running at its peak performance. When seasonal tune-ups you can be rest assured knowing that your system will keep up with the change in temperature. CALL TODAY, this valuable one year service contract is the great price for a limited time only!

WITH THIS CONTRACT YOU'LL RECEIVE:

- Spring Tune-up
- Fall Tune-up
- No Service Call Fees
- Priority Call for HVAC Emergencies
- 10% Off Parts and Labor
- Access to Our Call Center 24/7
- No Extra Charge for After Hours or Weekend Appointment

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Mr. Rebecca Smith
123 Main Street
Anytown USA 12345

SPRING TUNE-UP

REBECCA,
IT'S TIME FOR YOUR SPRING TUNE-UP!
Your system's spring tune-up is crucial for keeping your system running at peak efficiency when the temperatures rise. Call today to schedule your check-up!

YOUR OFFER HERE

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YOUR OFFER HERE

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Rebecca,
Your system has been hard at work all winter. Now it's time to prepare for the warm temperatures, indoor air pollution rises during the spring months. It's important to make sure your system is running at peak performance. Now is the time to schedule your spring tune-up. Call today!

Mr. Rebecca Smith
123 Main Street
Anytown USA 12345

OTHER PRODUCTS / SERVICES

REBECCA, ENJOY HEATING & COOLING ON YOUR TERMS.
Introducing Our New **WI-FI THERMOSTAT**
It does more than control the temperature of your home. It manages your entire comfort system... with remote access via phone or tablet. Call for more details!

\$50 OFF
Wi-Fi Thermostat
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YOUR OFFER HERE

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Rebecca,
XYZ Heating & Cooling offers more than just Heating & A/C. Systems. We offer a complete line of home comfort accessories. Give us a call today to find out what we can do for your home. Take advantage of **YOUR OFFER HERE!**

WI-FI THERMOSTAT FEATURES:

- Remote Access
- Smart Learning
- Filter Change
- Weather Data

OTHER XYZ SERVICES:

- Central Heat and Coolness
- Indoor Air Quality
- Air Purifier Systems
- Humidifiers
- Dehumidifiers
- UV Lights

EFFICIENCY | RELIABILITY | PEACE OF MIND | QUALITY SERVICE

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Anytown USA 12345

FALL TUNE-UP

REBECCA,
IT'S TIME FOR YOUR FALL TUNE-UP!
Your system's fall tune-up is crucial for keeping your system running at peak efficiency when the temperatures fall. Call today to schedule your check-up!

YOUR OFFER HERE

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www.xyzheatingandcooling.com

YOUR OFFER HERE

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

Rebecca,
Your system has been hard at work all summer. Now it's time to prepare for the cooler temperatures, indoor air pollution rises during the cooler months. It's important to make sure your system is running at peak performance. Now is the time to schedule your fall tune-up. Call today!

EFFICIENCY | RELIABILITY | PEACE OF MIND | QUALITY SERVICE

Mr. Rebecca Smith
123 Main Street
Anytown USA 12345

HOLIDAY

Rebecca,
Merry Christmas
AND HAPPY NEW YEAR

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

Rebecca,
The entire staff and management at XYZ Heating & Cooling would like to wish you and your family a happy holiday season!

XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

Mr. Rebecca Smith
123 Main Street
Anytown USA 12345

ANNIVERSARY CHECK-UP (alternate option)

happy Anniversary

Rebecca, It's been one year since your system installation and it's time for a check-up! Call today to schedule!

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888-555-1234
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Rebecca,
Our records indicate that it's been one year since we installed your Heating and/or Air Conditioning unit! It's important that we perform a 12 month check-up on your unit. Please call and schedule your yearly check-up today!

WE APPRECIATE YOUR BUSINESS!

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