



SmartLeads USA

DIRECT MAIL TECHNOLOGY

HVAC LIFE-CYCLE TEMPLATES

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

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DIRECT MAIL TECHNOLOGY

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SAMPLE SERVICE FLIGHT

THANK YOU

Rebecca,
THANK YOU.
We appreciate your business!

XYZ
HEATING & COOLING
888-555-1234

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

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HEATING & COOLING
888-555-1234

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 remember XYZ Heating & Cooling.

WE APPRECIATE YOUR BUSINESS!

EFFICIENCY | RELIABILITY | PEACE OF MIND | QUALITY SERVICE

Mrs. Rebecca Smith
123 Main Street
Anytown USA 12345

FINANCING

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

CALL TODAY TO SEE
IF YOU QUALIFY!

XYZ
HEATING & COOLING
888-555-1234

\$200
INSTANT CASH REBATE
On New System Installation

XYZ
HEATING & COOLING
888-555-1234

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!

EFFICIENCY | RELIABILITY | PEACE OF MIND | QUALITY SERVICE

Mrs. 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!

XYZ
HEATING & COOLING
888-555-1234

YOUR OFFER HERE

YOUR OFFER HERE

XYZ
HEATING & COOLING
888-555-1234

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!

EFFICIENCY | RELIABILITY | PEACE OF MIND | QUALITY SERVICE

Mrs. 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 info!

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

XYZ
HEATING & COOLING
888-555-1234

YOUR OFFER HERE

XYZ
HEATING & COOLING
888-555-1234

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
- Zoning
- Mobile App
- Weather Data

OTHER XYZ SERVICES:

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

EFFICIENCY | RELIABILITY | PEACE OF MIND | QUALITY SERVICE

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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!

XYZ
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888-555-1234

YOUR OFFER HERE

YOUR OFFER HERE

XYZ
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888-555-1234

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

Mrs. Rebecca Smith
123 Main Street
Anytown USA 12345

HOLIDAY

Rebecca,
Merry Christmas
AND HAPPY NEW YEAR

XYZ
HEATING & COOLING
888-555-1234

2019

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

EFFICIENCY | RELIABILITY | PEACE OF MIND | QUALITY SERVICE

Mrs. Rebecca Smith
123 Main Street
Anytown USA 12345

FINANCING 2
(alternate option)

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

NEW SYSTEM FINANCING

60
EQUAL PAYMENTS
0% INTEREST

XYZ
HEATING & COOLING
888-555-1234

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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www.xyzheatingandcooling.com

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

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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

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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

EFFICIENCY | RELIABILITY | PEACE OF MIND | QUALITY SERVICE

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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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
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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!

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YOUR OFFER HERE

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Rebecca,
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WI-FI THERMOSTAT FEATURES:

- Remote Access
- Smart Learning
- Geotagging
- Weather Data

OTHER XYZ SERVICES:

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

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FALL TUNE-UP



REBECCA,
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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!

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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

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123 Main Street
Anytown USA 12345

HOLIDAY



Rebecca,
Merry Christmas
AND HAPPY NEW YEAR

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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!

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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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\$25 OFF
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XYZ
HEATING & COOLING
888-555-1234
www.xyzheatingandcooling.com

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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