



SmartleadsUSA, LLC

For more information regarding HVAC direct mail templates, contact: [artteam@smartleadsusa.net](mailto:artteam@smartleadsusa.net)

# 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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**XYZ**  
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
- Mobile Control
- 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

Mrs. Rebecca Smith  
123 Main Street  
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!

**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 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

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

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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