



*A/C Quality Bulletin* is your monthly guide to the latest updates on program news, events, and resources available to participating contractors.

### Spotlight on Services

#### 2008 Cumulative Commercial Services

1st Quarter: 55,500 tons  
2nd Quarter: 134,100 tons  
3rd Quarter: 62,400 tons and counting...

#### 2008 Cumulative Residential Services

1st Quarter: 17,700 systems  
2nd Quarter: 36,700 systems  
3rd Quarter: 19,500 systems and counting...

**What's your contribution?**

## Program News and Updates...

### Important Notice:

#### Commercial Early Retirement Phasing Out of A/C Quality

A/C Quality's continuing focus on valuable energy savings through HVAC quality installation and maintenance has recently changed: **Commercial Early Retirement (ER) equipment incentives will no longer be processed through A/C Quality.**

Reservations and/or extensions for Commercial ER incentives are no longer available. All reservations and extension requests were due by July 31st.

Please note that A/C Quality Services (refrigerant charge adjustment, coil cleaning, and duct test/sealing) and Residential ER activities remain valuable components to the program and will continue to be an emphasis.

### What does this mean for you?

Here is your chance to use your A/C Quality Services and Residential ER expertise to enjoy benefits beyond program incentives. Providing services to your customers will help you to:

- Assist in selling preventative maintenance agreements and lock in future business;
- Help increase customer satisfaction and referrals;
- Increase business during shoulder seasons;
- Improve technical accuracy and reduce callbacks.

In addition, the program has a wide array of marketing support available to you to promote your involvement: **customizable promotional pieces**, a **comprehensive website** with customer educational tools and calculators, plus **matching funds** to help cover the cost of program-related marketing.

For more information about Commercial ER incentives or how to utilize A/C Quality's resources, call the Contact Center at: 800-378-7503 or visit the website at: [www.ac-quality.com](http://www.ac-quality.com).

## Other Important Updates...

### A/C Quality Consumer Awareness Reaches Record High

Summer 2008 has been a hot one: high temperatures, combined with promotions such as SCE's A/C Tune Up, have resulted in a record number of A/C Quality consumer inquiries and website traffic at [www.ac-quality.com](http://www.ac-quality.com).

June alone brought the highest number of website traffic ever:

- **Over 6,700 unique visitors** viewed the website during the month (compared to 1,100 in June 2007);
- **Residential and commercial consumer inquiries peaked at 650** — or 219 in just one week!

As inquiries come in, the program fields referrals to participating contractors. This summer's jump in consumer awareness may result in more business opportunities for you — so keep up the good work!

If you have any questions about how you can further enhance consumer awareness with A/C Quality marketing support, contact [marketing@ac-quality.com](mailto:marketing@ac-quality.com).

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Questions about A/C Quality resources for contractors? Contact us at:

[contractor@ac-quality.com](mailto:contractor@ac-quality.com) or 800-378-7503