

Focus On Comfort

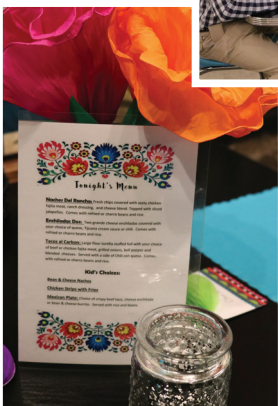
SPRING/SUMMER 2018

We're not comfortable until you are!
McWILLIAMS & SON
HEATING AND AIR CONDITIONING



Father & Daughter Date Night

On Monday, February 12th the employees of McWilliams and Son took their daughters on a date night! We sponsored a daddy/daughter dinner at **Café del Rio** in Lufkin and the dads looked like they had more fun than the daughters! We encouraged our technicians to dress up, get their daughters a flower and take them out to dinner on us! We had over 90% participation from our team! It was a fun night and enjoyed by everyone!



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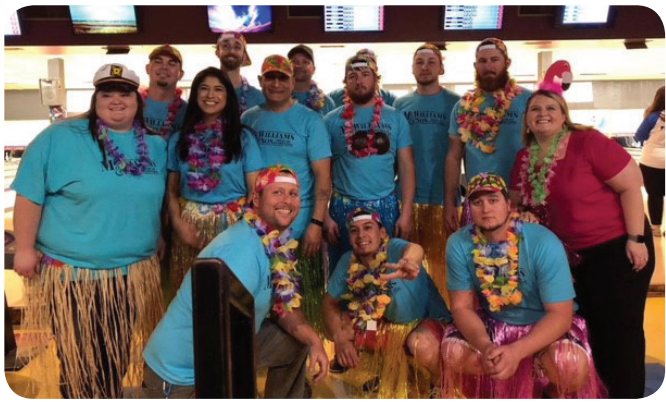


McWILLIAMS & SON HEATING AND AIR CONDITIONING

Community CORNER



McWilliams & Son loved being a part of "Touch-A-Truck" that supported Junior League of Lufkin. We brought in a caricature artist to capture the fun of the event!



The McWilliams team supported Angelina County Junior Achievement's annual "Pins and Pineapples Bowl-a-Thon" event in February.



McWilliams & Son was proud to be a "Station Partner" for Angelina's Beautiful/Clean Clay shoot at Pines Gun Club.

Ugly Sweater Contest

McWilliams ran this contest last Nov/Dec and the employee with the most votes won a \$500 donation from McWilliams & Son to the charity of their choice. The winner was **John Guerrero** playing for the **Pregnancy Help Center**.

Our Winner!



Jessica Padilla playing for Harold's House.



Brad Pesek playing for Junior Achievement of East Texas.



Amanda Hodges playing for the Mosaic Center.



Billy Dicks playing for Nacogdoches United Way.



Marlena Phillips playing for Winnie Berry Pet Adoption Center.



Crystal Williams playing for Angelina Beautiful Clean.



Kristen Strapps playing for Joe W. Elliott House.



Mike Grey playing for Boys and Girls Club of East Texas.

Trim Down Your Energy Bills with These "Cool" Hot Weather Habits



Homeowners concerned about the cost of comfort this summer don't have to sweat it — these tips will keep you cool throughout the season!

- Have a cooling professional perform a routine check on your cooling system once a year.
- Try to minimize the number of times that doors to the outside are opened, which allows cool air to escape.
- Close the curtains. Close drapes and shades on windows during the day to keep heat from the sun out of your house (particularly on windows with an eastern and western exposure). In the evening opening drapes and shades allows heat to escape through the windows.
- Replace old appliances that seem to "last forever." They may cost homeowners more than they realize in extra power bills. Updating your old energy-intensive appliance with the latest generation models can save you up to \$150 a year on your utility bill.
- Replace standard air filters once a month. Dirty filters restrict airflow, forcing the system to have to work harder than necessary.
- Do not run a central air conditioner when the outdoor air temperature is below 70° F. Operating a residential air conditioner in cool temperatures may cause premature compressor failure. Instead, ventilate your home by opening windows.

Call us today to learn how you can improve your home comfort while reducing your energy costs!

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The Heart of Comfort



We are off to a beautiful summer in the piney woods of east Texas! This is peak season for those of us in the home comfort business so it's the perfect time for my team to put into place their training, work on the goals they set and seeking out opportunities to better serve you. We've been doing just that in these first few months of 2018.

Comfort is all relative, right? What makes one person comfortable is probably a lot different than what makes you comfortable. What I do know is that my team needs to be intentional about providing comfort on whatever level each of our client's desire; really giving our clients an Experience unlike any other!

For 2018, I chose a "team motto" if you will, a slogan that my team knows is how we will provide whole home comfort and better ourselves for 2018, **"The Experience: Don't deliver a product, deliver an experience!"**

"Be Intentional" was our motto for 2017 so as I created this year's theme I really wanted us to be INTENTIONAL about proving top-notch client service. Service that really connected with our clients on a different level; a true experience unlike you've never had with another company. We wanted clients to feel like they are a part of our family and valued. We wanted to leave you WOWED.

Many companies can fix your heating and air conditioning system, but we are much more than that. We are your go-to team of professionals. From our office team that answer the phone, to our service technicians diagnosing the issue to our install crews we are striving to be the best client service you've ever gotten! We are in the client service business and take much pride in striving to be the best.

Our business was built on dedication and trustworthy work. My grandpa was retired from the US Navy and worked hard his entire life. He built our company with just good, honest hard work, something that sometimes seems lost on today's younger generation. I remember as a little boy hearing hand-held radios buzzing all times of the day and night as my grandpa and my dad were taking service calls on the weekends and evenings. I learned then, it's about being there for your clients.

We train our team each and every day on something. New technology for this or that, new and innovative ways to reach out to our clients and what they need, and re-training them on good client service skills. We want them to feel empowered to do what it takes to keep you comfortable in your home, day or night!

Here is to 2018 and INTENTIONALLY making it an awesome summer and your interaction with us truly an experience to remember! We want to impress you with our client service and follow through. I feel like we have the best team in the nation ready and waiting to impress you with traditional yet innovative ways! I want to encourage you to be intentional about aspects of your life in 2018. I promise, when we are intentional about goals we set, we are rewarded with goodness and grace from the Lord.

***The heart of comfort starts at where your home is.
Be Intentional. Be Blessed.***

Trey McWilliams

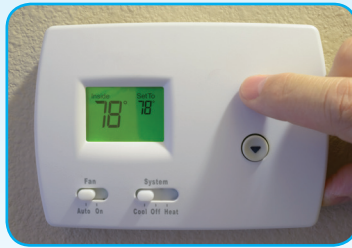


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SAVE MONEY ON COOLING THIS SUMMER

With cooling systems working harder to handle rising temperatures, summer is the ideal time to focus on ways to save energy, and save money on cooling.

- ☀️ Set your thermostat on the highest comfortable setting. If you're leaving for the day, turn it up a couple of degrees. Don't turn your cooling system off unless you'll be gone for an extended period of time.



- ☀️ Close blinds, drapes and shades during the hottest part of the day to keep the sun's rays from heating your house.



- ☀️ Clean or change your filters monthly. Dirty filters can increase operating costs.

- ☀️ Use a ceiling fan or portable fan to supplement your air conditioning. A fan can make you feel three to four degrees cooler so you can set your thermostat a few degrees higher and save on cooling costs. Use in occupied rooms since fans cool people, not rooms.



- ☀️ Choose a high-efficiency AC with a Seasonal Energy Efficiency Ratio (SEER) of 14 or greater. Not only will your AC be more efficient, you could also be eligible for rebates.

- ☀️ Closely monitor older air conditioning equipment – especially temperature settings, hours of operation and filter condition.

- ☀️ Properly insulate your home. In existing homes, wall insulation may be too expensive to install, so concentrate on attic and floor insulation.



- ☀️ Switch your central air conditioning to "auto" for better cooling and humidity control and costs you less than keeping the system switched "on" continuously.

In Texas, aim for the following insulation levels:

- Ceiling: R-19 or R-30
- Wall: R-11 in frame wall, R-5 in CBS walls
- Floor: R-11 (suspended frame only)

Easy **BBQ** Cilantro Lime Shrimp

Preparation

1. Mix all ingredients except shrimp in a bowl
2. Peel and de-vein shrimp
3. Place shrimp in bowl & mix well to cover them all in marinade mixture
4. Marinate for 30 min to an hour
5. Place shrimps on skewers and BBQ over medium heat until cooked (about 3 min per side)

Ingredients

- 1 lb Shrimp
- 1/3 bunch of chopped Cilantro
- Juice of 3 Limes
- Zest of 1 Lime
- 1 Jalapeno, seeded & minced
- 3 Garlic Cloves, minced
- 1/4 teaspoon Salt
- 1/4 teaspoon Pepper
- 1/4 teaspoon Cumin
- 2 tablespoons Olive Oil



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McWILLIAMS & SON

HEATING AND AIR CONDITIONING

918 E. Denman Avenue
Lufkin, TX 75901

805 S.E. Stallings Dr. Suite 3
Nacogdoches, TX, 75965

888-762-0166

www.mcwilliamsandson.com

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