

# VINCENT'S NEWS

## The 'Van-Go' Gallery

*OWNER'S CORNER***64 Years of Excellence!**

**Best Residential HVAC Company**  
**Best Plumbing Company**

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**Did you know...**

...for the 3<sup>rd</sup> year in a row, VHP was voted the “Best Residential HVAC Company” and “Best Plumbing Company” in the Times Herald’s community choice awards? Thank you for your vote!

**THROUGH MY EYES**

I want to begin by apologizing to everyone that was frustrated by the missing words in the June and July word search – at least those are the puzzles with that problem that I know about. While only a few readers took the time to communicate the issue, I assume they represented many others who let it go, probably not thinking it worth their time or that it would make a difference. But feedback is important and can make a difference - and not just in puzzles - as I

“Wherever you see a ‘Vincent’s Van Go’ you know the job will be a work of art.”



Dawn has become an important team member on the phone and dispatching since she joined us last August..

*Continued Page 3***RETHINKING HVAC SYSTEM EFFICIENCY**

Imagine a world in which replacing your car means going to the auto dealership and selecting a new engine to be installed in your current car. Instead of driving up in your old car and driving off in a new one, you would arrange to have the dealer remove your old motor and replace it with the one you chose.

You would still have the old exhaust system, the old tires, the old transmission, the old fuel system, etc. Is there any way that you would believe you’d get the miles per gallon (MPG) efficiency rating with your ‘new’ car that the new engine is advertised to deliver? Plus I don’t think you’d

be very satisfied with your car.

And yet, a similar thing happens when you replace your HVAC and no one thinks twice about it. Except in this case the ‘motor’ is the furnace and air conditioner, but you are left with your old duct work and registers.

Here’s the problem: no matter how highly your new furnace or AC is rated, how much comfort and energy efficiency is promised – the MPG in this analogy - depends on the entire HVAC system including the ductwork. For the purposes of this article, I will focus on the furnace, but the same principles apply for your air

*Continued Page 2*

## ...Rethinking HVAC... (Continued from Pg. 1)

conditioning system.

So, if your furnace is rated to produce heat at 96% AFUE efficiency, your system isn't 96% efficient – just your furnace is. You would have to analyze your furnace along with the ductwork to get your system efficiency rating.

According to the National Comfort Institute out of Sheffield Ohio, the typical duct system in America delivers only 58% of its rated capacity to where it is intended to go. This is from data collected from tens of thousands of systems from across the U.S.

In other words, when your furnace makes heat, 42% is misdirected or lost. The result is a loss of comfort and it can mean higher fuel bills.

This means that while your furnace could be making heat at 96% efficiency, roughly 1/3 of it isn't going to where you want it. The heat energy may still be in your house, but it is effectively lost. So instead of your furnace running for 20

minutes an hour to keep your house at temperature, it takes 30 minutes due to system loss. And that is just for 1 hour. Correcting the system ductwork typically improves energy efficiency and comfort.

### Causes of misdirected or lost system performance:

- Air flow problems
- Poorly designed duct work
- Restrictive registers
- Leaky, unsealed duct work
- Uninsulated duct work
- Restrictive furnace filters

### ...and these causes due to lack of maintenance:

- Dirty filters
- Dirty furnace blower wheel
- Furnace blower set on the wrong fan speed

*(These last three causes can be addressed with regular professional maintenance.)*

Back to my original car analogy, I am not saying that the duct work needs to be replaced every time you upgrade your furnace or AC – although in some cases it

may need to be. Sometimes corrections to your duct system can fix most of your problems – and maybe improve your system from earning a flunking grade to a passing grade.

Last month, I shared that we are adding new technology that measures the total HVAC system – including the duct work. This gives us better tools to help you get the most from your HVAC system. We are incorporating this on our maintenance visits. This will help us identify some of the problems that I listed above that cause you to lose system capacity so we can correct them.

So, whether we're talking about your furnace or air conditioner, there are many reasons why regular annual maintenance is so important to keep both your HVAC equipment and your HVAC system operating as efficiently as possible.

– Daniel Squires

## What Our Clients Are Saying...



“Vincent's has come through for us again! We highly recommend Vincent's Heating and Plumbing. We have relied on them for years. All of the technicians are friendly and informative. They have a great team!”

- Dave & Regina Moran, Kimball

## Through My Eyes (Continued from Pg. 1)

will explain.

Creating the word search has always been at the end of the process of putting an issue of Vincent's News together. After coming up with the topic and the list of words, I put them into an online word search generator and out pops the puzzle that ends up being published. I also save the solution for the word search in case someone gets stumped.

There is just one problem with my 'word search process': I didn't include a step to verify that all the words in the list were in the puzzle. I just assumed that if I did all the other steps that the puzzle would have all the words. My process lacked 'quality control'. I have fixed this oversight with this issue and also going forward. I have added the simple step of cross-checking the solution with the word list. Further, I will add the solution to the pdf of the issue when I post it online at [www.VHPinc.com/gallery](http://www.VHPinc.com/gallery) as a convenience to you.

So how did it happen? Was there a problem with the app that I used? Was it 'human error' – i.e., my mistake? I don't know – but regardless, it won't happen again, because I have corrected the process.

Processes are important in order to deliver a quality product or service every time. At Vincent's Heating & Plumbing, we have processes for everything we do, in the office and in the field. Plus, we continually correct and 'tweak' our processes to improve them. And, of course, the reason we know when we

need to improve our process is when a mistake is made - or something doesn't go as well as it should – to avoid similar results in the future.

This is why I'm glad for those that let me know about the missing words – it let me know I needed to fix my process. I'm also glad when a customer lets us know when we've 'missed the mark' in our service or in the delivery of the service. First, because it gives us a chance to address the issue so we can make things right, and second, so we can 'fix our process'.

**Processes are important in order to deliver a quality product or service every time.**

Our goal is that you are more than satisfied in your dealings with Vincent's Heating & Plumbing. That's why we have written satisfaction guarantees for both our service jobs and our installation jobs. This is how you know we are committed to your satisfaction. It's also how you know that it is worth your time to let us know when we come up short. We stand behind our work and we'll do what is needed to make things right. I want you to know that you'll be heard and that we don't take you for granted.

I'm grateful when you're patient with us when we need to make things right. And I'm thankful that you give us the opportunity to serve you.

– Daniel Squires



Vincent's Heating & Plumbing is proud to install Amana equipment, made in the USA.

## European Cities - Amsterdam to Helsinki

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Past issues are available in PDF format online in the Van Go Gallery at:  
[VHPinc.com/gallery](http://VHPinc.com/gallery)

After the July 2023 issue, the PDF format also has the Word Search solution

W O J R V B T K E A B R X J K G C F T B	Amsterdam
L D X Y R N E D D D N B A Y F I M I O S R	Antwerp
D B X U H N A U S O M I Z R X C G G E A	Athens
Q U G T G R B X A L E T R S V F W L P T	Barcelona
A E B O G R O M I E H C S M N N D S A I	Belgrade
S N L L O K S J S C N E N E I E H U D S	Berlin
F O E V I T J X I R B A L E R N H O U L	Birmingham
C B N F E N K N T A R E Y S R A G T B A	Bratislava
H I T R C H G R U B N I D E I O H H A V	Bruges
K N D L X M U S L E S S U R B N L C A A	Brussels
F A D T J F B E R L I N Y E X M K F U M	Bucharest
M L W W K T J C O P E N H A G E N I H B	Budapest
U D K N H A M B U R G E E C A S Q D U E	Cologne
I L A R V R Z D Q B S W J U R Y I O Y G	Copenhagen
L R R J B Q S K W H T A G P D T N Z Y V	Dublin
F D P R E W T N A E J K L M Z X B Y X S	Dubrovnik
	Edinburgh
	Florence
	Frankfurt
	Hamburg
	Helsinki

## Humor Section

**www.vhpinc.com**

*The Most Reasons to be Your Best Choice*

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**Now that's good news!**



**"LET US NOT BECOME WEARY IN DOING GOOD,  
FOR AT THE PROPER TIME WE WILL REAP  
A HARVEST IF WE DO NOT GIVE UP."**

**PAUL'S LETTER TO THE GALATIANS 6:9**

Introducing the



S-SERIES



## Side Discharge Central Air Conditioner

**SLIM**

The Amana S-Series has a space-saving small profile that is less than 1/3 the size of a standard AC condenser.

**SMART**

The Amana smart thermostat lets you control your AC with all of your smart devices - including voice control.

**SOUND**

Say goodbye to a noisy outdoor unit, you'll enjoy peace and quiet inside and out with the Amana S-Series AC.

**SAVINGS**

The inverter technology increases energy efficiency by up to 30% or more to help lower your electric bill.



## Upgrade to the Amana S-Series AC & Get a \$900 Instant Rebate!

Or Instead of the Rebate Choose A Special Financing Option\*:

- 12 Months with No Interest / No Payments Financing
- 9.99% Reduced APR Financing with a Low Payment

\* The special financing option will also extend to a furnace, water heater and other package accessories when bundled with an Amana S-Series Air Conditioner.

To take advantage of this offer call  
**Vincent's Heating & Plumbing at (888) 985-7103**

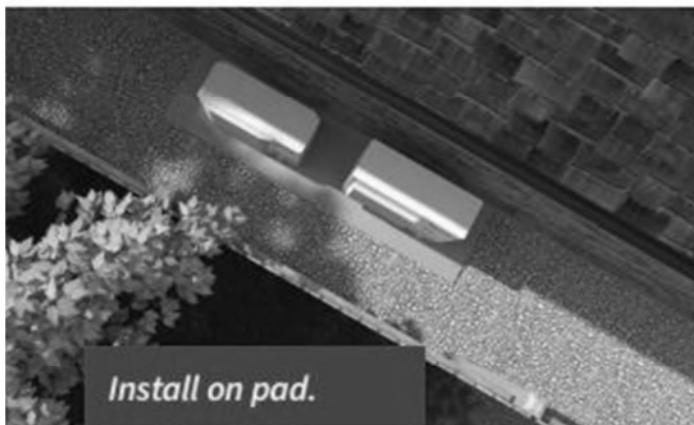
Upgrade Promotion Expires 8/31/2023 - See photos on reverse side —→

# The Amana S-Series AC looks great installed...

Slim, yet flexible.

- **Slim style + small footprint =**

- Flexibility in design and installation to meet demands of most projects.
- Install on pad or as a wall mount.
- Will support zero lot line and small patio/backyard spaces.



See reverse side for a special offer.

# 6 Reasons Why You Shouldn't Neglect Your Heating & Cooling System

Your furnace & AC system are marvelous pieces of engineering, but just like your car, it needs regular maintenance to ensure it is safe, performing well, and will give you years of service. That's why in your equipment owner's manual it urges you to have it professionally serviced every year.

Here are 6 potential consequences when your HVAC equipment is neglected:

- 1) **Loss of system performance.** A system that gets dirty and plugs up won't perform well. A dirty system will have to work harder to keep you comfortable. This results in higher gas and electric bills. And while you may not notice the diminished performance in mild weather, it may not be able to keep you comfortable in extreme heat and extreme cold temperatures. System cleaning is an important part of yearly maintenance.
- 2) **More frequent equipment breakdowns and repair costs.** Continuing from reason one, when a system works harder it puts more stress on the parts. This will cause premature failure of the parts in your system. That's why manufacturers will not cover parts under warranty that fail when the system is not maintained. *Hint: keep service records of yearly maintenance to protect your manufacturer's equipment warranty. We keep this record for VHP Club members.*
- 3) **Years of equipment life can be lost.** The life of the furnace heat exchanger or the AC compressor will be shortened due to the stress and excess heat when your equipment has to work harder. Typically, this results in early equipment replacement.
- 4) **Equipment failures can result in lost work hours and inconvenience.** How much is your time worth to pay for service calls that may have been avoided with regular maintenance?
- 5) **When equipment fails in extreme weather, it can be dangerous, and your home can be put at risk.** Every winter we face dangerous, below zero temperatures. This puts even more stress on equipment that can cause it to fail. This can lead to property damage and compromise your personal safety.
- 6) **Neglected equipment can be unsafe.** Your furnace uses an explosive gas to create a fire to make heat, and as a byproduct creates deadly carbon monoxide gas. What could possibly go wrong? - a lot of things that need to be checked yearly to avoid putting you and your family in danger!



Before this AC condenser was serviced it was putting stress on the system and had decreased performance. The difference system maintenance makes is amazing!

**How Do You End Heating & Cooling System Neglect?  
Turn Over for the Easy Solution**



**VincentsHeatingPlumbing.com (810) 985-7103**

...continued from front side.

## **How To Avoid The Consequences Of Heating & Cooling System Neglect**

It's easy. Get a maintenance agreement that provides annual service. This will make certain your system gets the attention that it needs like clockwork. You won't have to worry about anything. You can put taking care of your system on auto-pilot because we keep track of when your equipment needs service, automatically schedule it, and then notify you when a tech can come to perform the annual service.

**Our Enhanced Service Plan (ESP) does that and more. In addition to taking care of the scheduling and providing annual maintenance. ESP clients also enjoy these benefits:**

- **Priority Service:** ESP clients get preferential treatment - typically same-day service - even in sub-zero, freezing temperatures or in extreme heat when demand for service is high.
- **Peace of Mind Protection for Your Family & Home:** Having annual safety and maintenance visits performed by a professional will keep you and your family safe plus head-off potential problems that in time might put your family at risk.
- **Save Money:** Regular maintenance can save energy and thereby lower your utility bills. Also, as a ESP Client you get discounts on repairs and maintenance items (like filters), reduced emergency service charges, and even an annual \$50 cashier's certificate toward an eventual replacement. Your Enhanced Service Plan fees can be less than that of a repair.
- **Longer Equipment Life:** Regular maintenance helps your system work less hard, thereby avoiding the factors that add extra stress and shorten the life of your HVAC equipment.

"Michael from VHP has done the maintenance on my AC for years. I am sure this is why my AC has lasted and is in its 19th year. The VHP Club is a great value." - Sally Smith , St Clair

## **Don't Wait - Start Giving Your HVAC Equipment the Care it Needs Today!**

**Call and set up an visit to have your HVAC equipment or water heater serviced - only \$199.20 each\*.**

**- OR -**

**Save Money: Upgrade to VHP's Enhanced Service Plan and pay only \$149.80 each - a \$50 Savings each!**

No Long-Term Contracts - You May Cancel At Any Time!

**CALL TO GET STARTED TODAY - ASK FOR THE 'ESP BUNDLE'**

**CALL (810) 985-7103** Office Hours 7am-6pm Monday-Friday, 8am-2pm Saturday

**VincentsHeatingPlumbing.com**

\* SEMCO Customers Are Eligible For A \$50 Furnace or Boiler Tune-Up Rebate

# **Three “Brutal” Reasons Why You Should Have Your Furnace’s Ductwork Cleaned.**

**(Not intended for the squeamish)**

## **Reason # 1 - Picture yourself taking deep breaths from your vacuum cleaner’s bag -- just before you empty it!**

As awful as this sounds, it gives you an accurate picture of what the air you breathe is like after it passes through the crud and decaying material in your furnace’s ductwork.

That’s because your ductwork is a lot like your vacuum cleaner. And if you think about it, the main difference is that your vacuum only runs a few minutes each day compared to the hours on end that your furnace fan runs. Every time your furnace runs, things are sucked into your ductwork. Things like dust, pet hair, cooking grease, cigarette smoke and other debris that will stay in your ductwork -- until they eventually breakdown and are released back into the air stream for you and your family to breathe.

Anyone who has ever cleaned underneath or behind their refrigerator knows just how much gunk a fan will collect. So if you want to know what’s in the dark depths of your ductwork, just look in your vacuum cleaner -- and see what you’re breathing, too. This alone is reason enough to get your ducts emptied.

## **Reason # 2 - Maybe you just “*thought*” the cat ran away....**

This sounds extreme, but you wouldn’t believe what we find in ductwork. I can’t say we’ve found anything as large as a cat, but we have seen everything else imaginable. Everything from long forgotten victims of *De-Con* to lost pet turtles that now only resemble small ashtrays.

You see, even though you’re the best housekeeper in the world, what about the person who lived in the house before you? Unless it’s a new house, you don’t know what stuff remains in the ductwork from the previous owners... stuff that depends entirely on what their hygiene, housecleaning and smoking habits were (not to mention how they took care of their pets). In most cases it’s probably better that you don’t know.

You can be certain that if your furnace ductwork isn’t clean, you’re breathing air that passes through the accumulated dust and crud from everyone (and everything) that has ever lived there. I hope this unpleasant picture doesn’t make you swear-off breathing completely -- remember, it’s still safe to exhale. All is not lost: this debris will be totally removed when you have your system cleaned!

## **Reason # 3 - The “*Mushroom Theory*” and “*Mutant Rabbits*”!**

The mushroom theory usually compares the “essentials of mushroom growing” with how politicians treat you. Everyone knows that the best place to grow any type of mold, fungus, or bacteria is in a dark moist environment where it can feed on decaying organic matter. Amazingly, this is also pretty descriptive of the conditions inside ductwork located in a damp basement or crawl-space. In most cases, unclean ductwork is a perfect place to start a little fungus farm.

Not only will dirty ductwork act as a breeding ground for unwanted bacteria and mold, it also acts as a gathering place for everything else that enters a home. Things like pesticides, lead, chemicals and other such unhealthy particles. These unwanted substances enter the house through open windows or are tracked in, and upon entering, bind with household dust. Unfortunately, once in the house and sucked into your ducts, nature has no way of dealing with these potential health time-bombs. In fact, the pollution that gets trapped in your home today is 5 times that of outdoor levels. You need to picture all those soft, fluffy, little “dust



*bunnies*" living in your ducts as having large claws and nasty teeth. Teeth that can really take a bite out of your family's health if you don't deal with them.

### **Can duct cleaning really solve these nasty problems?**

You bet it can. Although we won't promise to find your long lost cat or turtle, we will promise that you will breathe better and healthier by having us clean your ducts properly. You see, when we clean your ducts, we do the job right. We use state-of-the-art equipment specifically designed for home duct cleaning. And, we don't rush it. We take the time needed -- most jobs will take a day to clean the duct system correctly.

We clean everything in all the round and square pipes of both the hot air supplies and the cold air returns. To do this we use a RotoBrush machine that has rapidly spinning brushes at the end of a powerful vacuum hose to scrub the ducts clean and immediately suck any dust or debris into the waiting vacuum. Plus we have a video camera in the ductwork at the same time to make certain we are able to do the job right. This process gets everything out of your ducts, guaranteeing you a sanitary and clean air passage when we're done.



Also, as filthy, messy, and grimy as this tedious process is, you won't have to worry about your home getting dirty because of it. When we're done, you probably wouldn't even know that we had been there, except that you'll breathe easier because we pulled out all the junk that you can't get to on your own. As an extra bonus, duct cleaning has the added benefit of cutting down on the furniture dusting that everyone enjoys so much.

### **Don't spend hundreds of dollars annually to clean your carpets & home -- then totally forget all the dirt in your duct system!**

It never stops to amaze me how many people will get the carpets cleaned and not even consider their ductwork which is typically much dirtier. Since most duct systems contain enough sheet metal to completely enclose an average bedroom, imagine one whole room in your house totally caked with grime and you'll have a pretty good idea how much junk your duct system can contain.

### **Isn't it time you breathed easier about your home's air quality?**

For all the above benefits, and peace of mind that having your ducts cleaned right will provide you and your family, why not get it done now? We are so sure that you will be satisfied with the work -- and results, that we offer a money-back guarantee based on your satisfaction. Let **Vincent's Heating and Plumbing** make sure that your homes air system is clean and healthy! Just call **(810) 985-7103** to set up and appointment to get your air ducts cleaned and start breathing cleaner air. - Daniel Squires

P.S. Are you sure your clothes dryer vents are clean? We also offer clothes dryer vent cleaning using our RotoBrush Dryer Vent Cleaning system.

**For more information visit us at [VHPinc.com/ductcleaning](http://VHPinc.com/ductcleaning)**

**Invest in Having Your Ductwork Cleaned & Have Your Clothes Dryer Vent Cleaned at No Extra Charge - a \$192 Value!**

**Schedule a free quote today. Ask for the "August Duct Cleaning Promotion"**

**Vincent's Heating & Plumbing, Inc.**

**(810) 985-7103**

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