

HOMESENSE

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Smart and simple ways to enrich your home living

Fall 2009

\$3.00

MONEY WISE

Is Your House Off Balance?

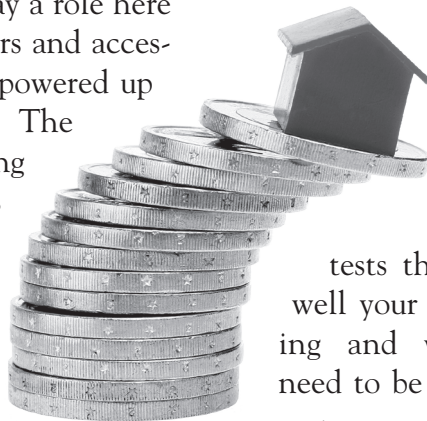
All rooms are not alike. Some are warmer when you'd rather they be cool, some are cooler when you'd rather they be warm. How is this happening? A number of variables could be having an impact. For example, direct exposure to sunlight heats up a room – good in winter, not so good in summer.

Electronics could play a role here if high-speed computers and accessories are plugged in, powered up and producing heat. The height of the ceiling has an impact, as does the type of flooring. Why, even the number of people in the room can raise its temperature.

No, all rooms are not alike, but that doesn't mean the level of comfort can't be the same. And that calls for an understanding of the variables, along with an assessment of how well your home comfort system balances the different needs and efficiently delivers the warm or cool air you desire.

How to get Balanced? The first steps for balancing the air on your own is to make sure:

- Return vents are open
- Windows are properly closed
- Clean or replace your air filter on a regular schedule



You may also want to have your home comfort system evaluated by a professional. Air balancing and air diagnostics can pinpoint inefficient areas and provide solutions. These are tests that determine how well your system is performing and what adjustments need to be made.

The effectiveness of your system depends on the amount of airflow. A certified technician can measure this airflow and see how the system is performing. He can then make a diagnosis to repair and balance the duct system for maximum performance.

If you have rooms that are too warm or too cold, just give us a call and we can evaluate your home, or just ask us about it when we are performing your Fall tune-up.

MY WORD

Connections

By Juan Cardona

Hello Friend,



That shift you notice in the weather is not your imagination; it's your calendar. Yes, change is in the air. Of course, as I watch everything going on out there, I can't help but think it's not just the season that's changing – but the whole world!

We sure are living in interesting times. Whether you're Twittering or texting, friending folks on Facebook, or getting LinkedIn to MySpace, we've got lots of ways to talk about what's on our minds. So what's our two cents worth on some of the big issues of the day?

Let's take healthcare. However the debate on policies and programs turn out, we've got our own connection to your family's health and wellbeing, and issue number one is the quality of your indoor air. Heating systems that get cranked up after a long hibernation can be a breeding ground for contaminants, including deadly carbon monoxide. Give us a call for a pre-season check and let us help make sure your family keeps breathing safely.

What about the state of the *continued on page 4*

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Your Quick Call **Comfort Hotline:**

304-776-4565

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Protect Your Home From Burglary

According to reports by the FBI and studies by State Farm Insurance, a home is burglarized every 15 seconds. Even worse, many of these burglaries take place in broad daylight because this is when a home is most likely to be vacant. So while you're at work or your children are at school, your home could be a criminal's target.

Fortunately, break-ins are one of the most preventable crimes. Being alert to surroundings and taking a few precautionary security measures can help keep your home and family safe.

- ☑ **Use automatic timers.** Timers can be set to turn on and off lights, radios and televisions at varying times of the day. Also use them when on vacation or away for an extended period of time to give burglars the impression that someone is home.
- ☑ **Illuminate the front and backyard areas.** Darkness is one of a burglar's best friends. Doorways and the rear of the house should be lit with cost-effective, low-voltage lighting to minimize dark spaces.
- ☑ **Trim trees and shrubs.** If overgrown, these areas serve as the perfect hiding places for burglars and allow them to work undetected.

SEASONAL SHIFT

Five Fall Fix-Ups to Create Gorgeous, Green Grass for Spring

The leaves are falling, it's football season and the air is turning crisp. But that's no excuse to ignore your lawn. Now is the time to get rid of weeds and bugs, nourish the grass for winter, and plan for a beautiful spring.

Many lawns have damage from the hot summer months, and you need to repair this damage and nourish the grass and root system for a long, cold winter.

The best part? It only takes five simple steps to protect the lawn all winter long and create gorgeous, green grass when the weather warms up again:

- 1) **Let the leaves be your guide.** When the leaves start to turn, it's time to fix up the lawn. Don't wait to plan for the lawn's winter care until the first frost hits or the temperature drops below 45 degrees. It will be too late to tackle bugs and weeds, and the problems can literally multiply for the coming spring.
- 2) **Give the lawn a winter coat.** Apply a winterizer, available in almost any local gardening store. Winterizing the yard will strengthen the root system and give the lawn the vital nutrients it needs to rejuvenate from the stress of summer heat and to survive the cold winter months.
- 3) **Eliminate weeds before winter.** Weeds not only germinate in the fall, but they also

can leave behind seeds that will germinate in the spring. Applying a weed control in the fall will kill weeds in the lawn and reduce the number that pop up in the spring.

- 4) **Ban the bugs.** Fall weather conditions are ideal for insect survival. Once the temperatures get really cold, many of those insects will search for shelter in your home. Applying an insect control

will keep your yard safe in the fall and your home protected in the winter.

- 5) **Re-seed for a lush lawn.** Fall is great time to patch up those bare spots or overseed the lawn. Use quality, weed-free grass seed to sow the lawn or fill in bare spots to avoid planting weeds from the start, since some grass seeds inadvertently have weeds already in the mix.

With these five simple steps, you can fix up your lawn this fall and be back to enjoying the football game in record time. And when spring arrives, you'll have a lawn worthy of a college bowl game.

...it only takes **five simple steps** to **protect the lawn** all winter long...

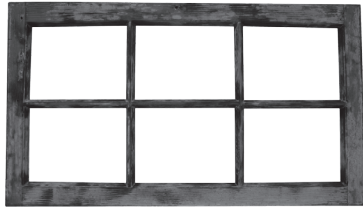
“Quotable”

“Autumn is a second Spring when every leaf is a flower.”
- Albert Camus

Environmentally Responsible Improvements

With cooler weather back on the way, now's the time for homeowners to plan for home improvement projects before the chill of winter sets in. And, since heating and cooling account for 44% of the average home's total energy use (according to the U.S. Department of Energy), it makes sense to find energy efficient solutions.

One way is to replace old and leaky windows with energy efficient models that can bring a significant return on investment when you consider today's high energy prices. Plus, saving energy is good for your wallet *and* the environment.



You can also reduce your environmental impact by considering the full product life-cycle of your purchase. That means taking into account materials, manufacturing, use, recycling and disposal. So how does that apply to windows? Well, here are a few points to consider:

❖ **Choose windows that are made from recycled or renewable materials.** For

example, windows are available that are made from a highly sustainable composite material that blends the best attributes of thermoplastics and wood fibers – much of it reclaimed directly from the manufacturer's plant operations.

❖ **Energy efficient windows** make a big difference in your heating and cooling bills. Look for the National Fenestration Rating Council (NFRC) label; it means its performance is certified. Also look for U-value (lower is better.) A U-value of .35 or below is recommended.

❖ **Shop by performance not price.** Shop around for quality windows that enhance the beauty of your home based on long-term value, not price. Saving a few dollars now could mean another replacement project just a few years down the road.

For more information on choosing energy efficient windows, visit www.energystar.gov.

DID YOU KNOW?

- A man named Charles Osborne had the hiccups for approximately sixty-nine years.
- There are six fictional characters that have stars on Hollywood's "Walk of Fame."
- Kermit the Frog was named after Kermit Scott, a childhood friend of creator Jim Henson, who became a professor of philosophy at Purdue University.
- The average America online user spends 70 minutes a day online.
- 96% of people put the peanut butter on first when making a peanut butter and jelly sandwich.



5 Steps to Easy Interior Renovation

Looking for a Fall weekend project? HGTVPro.com, offers five solid interior renovation tips that can easily be done in a weekend.

- 1) **First Impression:** Rip up dated tiles or worn carpet and replace it with clean, fresh, easy-to-maintain wood flooring. The room will be brighter, more elegant and easily customizable with a gorgeous throw rug, or a custom stain job.
- 2) **Kitchen Face-Lift:** Kitchen renovations are one of the best ways to add value to a home. Change the look of the island with some decorative pine beadboard paneling and it can give the whole room a new look.
- 3) **Clean up the Bathroom:** Create a fun, whimsical rest stop by decorating following a theme: Install beadboard paneling at chair-rail level, then top off the look with whitewashed wooden shelves displaying favorite seashells and driftwood for a beach look.
- 4) **Dine in Style:** Add another layer of style to the dining room – picture frame moulding. Just below the chair rail, install round moulding pieces, cut to create a square or rectangle on the wall. Paint the frames an accent color, and get ready for the compliments to roll in!
- 5) **A fun office?** Customize the office with photos lining the walls and trophies and other memorabilia originally displayed. Use the entire room to get your job done.

MY WORD (...from page 1)

economy? The “new normal” has us thinking that spending money we don't have on what we don't need is a thing of the past. What's even more important now is the high value placed on quality products and superior service from people you trust.

That's what you'll find with us, and we hope you'll call us when you need us. We saw quite a few of you this summer – on service calls to keep you cool, calm and collected. And we'll be here as the days turn colder, just waiting to see you again.

Juan Cardona

Juan Cardona

P.S. Make sure to call and schedule your Fall tune-up before the cold season sets in. It will keep your system running more efficiently, keep your heating bills down, and help prevent an unwanted breakdown this winter.

HomePoints

In cooler weather, leaving south-facing windows unobstructed can help heat your home through natural solar energy.

Some Things Are Just Better Au Naturel...

Like environment friendly Bio-Clean®. It destroys blockages and odors in your plumbing system naturally – and helps prevent future drainage problems.

But it's only available through your plumber. So call **JC Heating & Cooling at 304-776-4565** for your Bio-Clean® today.

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WIRED

- More house fires are caused by faulty wiring than any other source...

Sadly, many could've been prevented with a simple **home wiring check**. Wires get loose; Circuit breakers get dirty; Water gets where it shouldn't. There are many reasons...

But the **ONLY** reason people don't have a wiring safety check is they don't think about it. Until it's too late.

Call us to make sure your home is safe. A quick call to us can save your home... and maybe a lot more.

Call **JC Heating & Cooling** today at **304-776-4565**.

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Could Your Home Be Making You Sick?

Lots of things you can't even see may be affecting your family's health – mold, pet dander, household cleaners, dust mites, carpet fibers and more.

Any of these culprits can cause allergies, asthma, and other respiratory reactions.

We share your concern for your family's health, safety, and comfort. That's why we invite you to call us for an **Healthy Air Review**. We'll identify

any indoor air concerns and offer recommendations for improvement.

The air in your home may not be as safe as you think, so let us give it a closer look.

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• COOLING
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