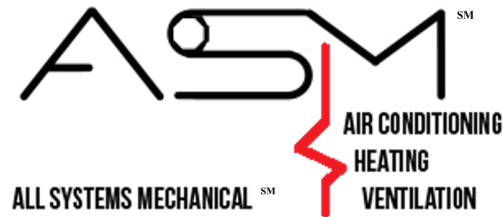


The next four pages are excerpts from a real 12 page ASM Program report. Yours will be customized to your own specific project needs.

Click the button to get started on your report now!

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ASM's HVAC Design and Consultation ProgramSM

The purpose of this program is simple - to empower you with the basic, insider-information required to make a well-informed, educated decision on your heating and air conditioning project.

Unfortunately, the HVAC industry can be ripe with dishonesty and mistrust - it is our hope that we can change this. To do that, our goal is to empower you - the consumer - with the same information that we have as professional contractors, leveling the playing field, and hopefully building a more trustworthy, enjoyable industry for both sides.

This information will be provided in two parts: first, the consultation report itself, which includes important information that pertains to your specific heating and air conditioning project, and second, we have provided you with a brief explanation of the report's components, what this information means to you and your project, and most importantly, tips on how to use this information to negotiate a fair price, and make a more informed decision on your HVAC project.

PART I - The Report

Based on your geographical area, the size of your home, and the answers to the questions you have provided, we've made the following observations and/or recommendations:

1. Project Completion Time

Based on the information you have provided, it is our estimate that your project should take around **1 Day** to complete. This information will be important later, as it will help us calculate the estimated labor costs for your installation.

2. Estimated System Size, SEER Rating, and AFUE Rating

Based on the information that you provided, we estimate that a heating and/or air conditioning system that is of the following size and efficiency rating would work best for your project:

Air Conditioner (size in tonnage and recommended SEER rating): **3 ton(s) and 14 SEER Air Conditioner**

Furnace (minimum BTU and recommended AFUE rating): **80K BTU and 80% AFUE Furnace**

Important notes based on your selections:

- Although the reason why this is so will be discussed in more detail later, it is important to properly

- size your air conditioner or furnace, both for energy usage and proper cooling and heating.
- Based on the answers you provided, as well as our experience and observations, if an air conditioner is installed, it may not be worth the additional money to purchase an air conditioner higher than a value of 16 SEER in your area. Purchasing a high-SEER unit may not provide an adequate return on your investment in the long-term.
 - Any furnace recommendations are based on a gas furnace. **Tip:** If natural gas is not available in your area, you can have your HVAC contractor install a “propane conversion kit” to modify a gas furnace for use with propane. This kit typically costs around \$45 - \$55, and takes just minutes to install. It will include a new expansion valve that is made for use with the propane molecule.
-

3. Wholesale Contractor’s Price for Your Requested Brand and Model of Equipment:

Per your request, here is the current wholesale contractor’s pricing for the equipment you selected:

Carrier 24ACC4 3 ton(s) and 14 SEER Air Conditioner \$1,649.70
Carrier-58STA 88K BTU and 80% AFUE Furnace \$683.25

4. ASM’s Recommendation on Equipment for Your Home:

Based on our experience, as well as the information you have provided, we would recommend the following equipment for your project:

N4A536GKC Day & Night, 14 SEER, Performance Air Conditioning System 3 ton(s) and 14 SEER Air Conditioner \$1,160.90
N8MSL0902120A DAY & NIGHT 80% AFUE SINGLE-STAGE GAS FURNACE (PCS BLOWER) \$485.37

- We have recommended Day & Night equipment for your project. This is based solely on our experience - feel free to use other brands as you see fit. We are in no way beholden to Day & Night, but base this assessment simply on our own experience. In other words, we were not paid to say this or promote this product in any way.
 - If Day & Night is not available in your area, then Goodman or Daiken are also reliable, reasonably priced brands that you can use.
 - Day & Night is made by United Technologies, which also makes Carrier, Bryant, and Payne. However, Day & Night is more reasonably priced than Carrier, despite featuring most of the same internal components, including Aspen coils. In our experience, they are rugged, reliable, and their customer service is top notch (for later down the line).
-

5. Average Labor Costs in Your Area.

Based on the location you have selected, the average price of labor for an experienced HVAC Technician in your area is estimated at **Texas: \$20.10 / hr**

Average cost for a 2-man HVAC team, per day: **\$321.60**

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6. Estimated Total Cost to a Contractor for the Completion of Your Project (i.e. what the contractor’s expenses are to complete your job):

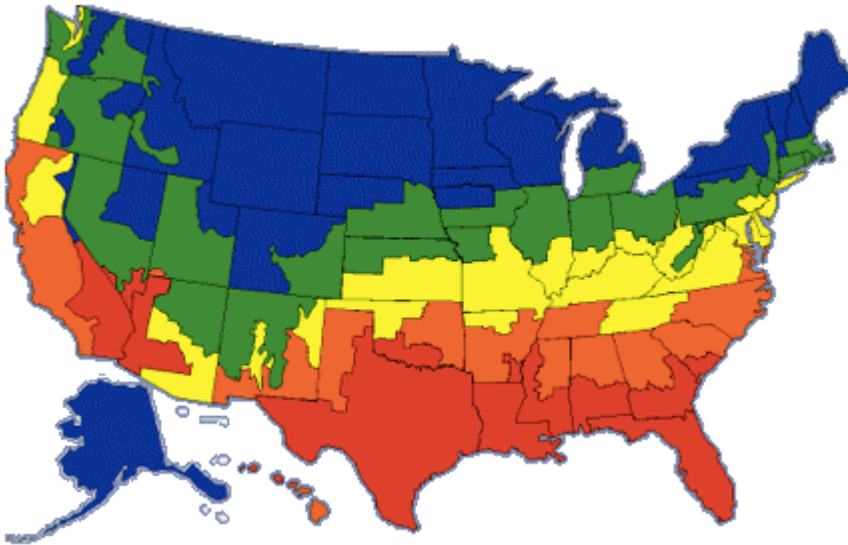
In this section, we will take the information previously discussed, add supplemental information based on some of the answers you provided, and incorporate it into an equation that will allow us to come up with an estimated cost of installation for your furnace and/or air conditioner. It will factor in the price of equipment, estimated labor costs, additional materials, as well as other factors, such as general liability and workman’s compensation insurance. In short, this section will be an estimate of what the contractor is actually paying to complete your project. Let’s get started:

- a. Price of the equipment you have selected:
 - Carrier 24ACC4 3 ton(s) and 14 SEER Air Conditioner **\$1,649.70**
 - Carrier 58STA 88K BTU and 80% AFUE Furnace **\$683.25**
- b. Total estimated labor cost for your project: **\$321.60**
- c. Estimated price of ductwork (including additional labor and material requirements):
\$0.00
- d. Estimated cost of miscellaneous materials (gas, materials, and other expenses):
\$912.00
- e. Estimated General Liability Insurance, Workman’s Compensation Insurance, and other miscellaneous administrative fees, etc.:
\$681.00
- f. Estimated total cost to a contractor for your project:
\$4,247.55

Fair Price Calculation (Based on the Information You Provided)		
Profit Margin for Contractor	Proposed Price	Fair Price ?
10%	\$4,672.31	Too Low; look elsewhere
20%	\$5,097.06	Too LOW; quality may suffer.
30%	\$5,521.82	LOW, but fair
40%	\$5,946.57	FAIR
50%	\$6,371.33	HIGH FAIR(ASM’s typical price)
60%	\$6,796.08	SLIGHTLY HIGH.
70%	\$7,220.84	Too HIGH; look elsewhere.

For instance, a furnace with an AFUE rating of 85%, would mean that 85% of its fuel is transferred directly into usable energy that is utilized to heat your home, and the remaining 15% is lost through the exhaust flue as thermal waste.

Tonnage (“Tons”) - Proper Air Conditioner Sizing



Central air conditioners come in a variety of sizes, and the size is measured in “tons.” Now, contrary to what you might think, the tonnage of an air conditioning unit is not actually based on its weight. A “ton” is a measure of an air conditioner’s ability to cool your home.

For instance, one ton is the ability of your air conditioner to cool 12,000 BTUs (British Thermal Units) in an hour. Likewise, a “2-ton” central air conditioner is able to cool 24,000 BTUs per hour. So, this then begs the question: what is a BTU? A BTU is the amount of energy required to heat or cool one pound of water by one degree Fahrenheit. So, a 1-ton air conditioner can cool 12,000 pounds of water by one degree Fahrenheit, every hour. The higher the tonnage, the more cooling ability that your air conditioner will have.

Selecting an air conditioner that is properly sized for your home and region is one of the most important things that you will do on this project. Although getting into sizing calculations is outside the scope of this report, it is still important to have a decent estimate on size, and to know some things about a properly sized air conditioner. First, an undersized air conditioner will run continuously, increasing your electric bill and putting undue wear and tear on your unit - decreasing its service life. Second, an oversized air conditioner will not run long enough, and will “short-cycle,” meaning that it never completes a full cooling cycle, as it was designed to do. This will also decrease the efficiency of the unit, and increase electricity usage. As such, it is important to get the size of your air conditioner just right.

Tips: If you live in a humid area, it might be advantageous to size your air conditioner slightly small. This will allow your AC to run a little bit longer per cycle, which will, in turn, remove more humidity, making it more comfortable in your house at a higher temperature. **This has already been factored into the estimated size calculations in your report, based on the location you selected.** However, the estimate provided is a guideline to point you in the right direction - it would be a good idea to consult with your chosen contractor before making your final decision.

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