

George's HomeComfort EXPRESS

A NEWSLETTER PUBLISHED BY GEORGE STROHM, INC., LEBANON, PA, PA1607

SPREAD COSTS WITH OUR MONTHLY BUDGET PLAN.

With heating season approaching, there is still time to sign up for our monthly payment plan which runs from now through May, 2010. Many of our customers are on this plan, which spreads costs over the entire season with equal monthly payments. There is no additional cost for this service, in fact you receive a 5 cents per gallon discount!

Payments are calculated based on your estimated fuel oil usage for the season.

For details, call
273-0843



WELCOME TO THE FALL 2009 EDITION OF GEORGE'S HOME COMFORT EXPRESS.

We are devoting some of the space in this issue to the topic of home improvement. Many of you have chosen to improve the residence where you live, instead of buying a new home.

If you fit this mold, and you are not adept at fixing up things yourself, it is likely that you will engage the services of a contractor for home repairs or remodeling. If you do this here's some advice for you – Make sure, for your own protection, that the contractor is registered with the Attorney General's office of State of Pennsylvania. As of July 1st of this year, Pennsylvania Home Improvement Contractors who perform jobs valued at \$500 or more must be registered, show a signed contract, and disclose evidence in their advertising and promotional messages and materials.

For the record George Strohm Inc. is number PA001607.

GET IN THE HABIT OF VISITING [www. GeorgeStrohm.com](http://www.GeorgeStrohm.com) REGULARLY

Our website is updated monthly with News and Advice, money saving tips and specials.
Put a monthly visit on your calendar.



LOOK INSIDE

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"BEST" HOME IMPROVEMENT: RE-MODEL YOUR BATHROOM OR KITCHEN



Greg Weaver, Master Plumber at George Strohm, Inc.

Considering the state of the economy, it's no surprise that homeowners are doing more improving these days rather than going through the expense of moving. We've helped many of our customers deal with their bathroom and kitchen remodeling.

If you're going to upgrade, a focus on these key rooms in your home make the most sense. When you decide to remodel, we suggest you call us for a consultation.

"Plumbing plans, along with cabinetry design, flooring and electrical work, have to be built into your plan at the early stage," says Strohm Master Plumber Greg Weaver. "There is a lot of detail and coordination, plus issues like ventilation, moisture protection, sizing requirements, inspections, etc have to be addressed. When you **"Let George do it!"** it means we coordinate the whole project for you, including working with the other trades involved in each project (for instance we do a lot of projects with Pat Brewer Carpentry in Cleona) and other resources."

Weaver notes that many older customers are having bathrooms re-done due to special needs. "We do a lot of bathrooms that involve installation of grab bars for tubs and showers, shower seating, and other necessary changes. In some cases we can set up the job so it easily accommodates special needs later on. If you're considering remodeling, start with a call to us. We have the experience to help identify exactly the right solution to your problem."

A sparkling new bathroom or kitchen can literally transform the whole house and add value for years to come.

TEN TIPS TO GET READY FOR WINTER



First is, of course, to schedule a heating system check up (yes **"Let George do it!"**). But there are also some simple things you can do on your own. Here are ten ideas to keep your family safe and warm inside, and save energy this winter when it's cold outside:

- Seal off unused rooms by closing registers and shutting doors tightly. Caution: Do not seal off more than 20% of your living space. The operating efficiency of your furnace could be affected.
 - Change your furnace filter. Doing this regularly increases operating efficiency, reduces the chance of a breakdown and improves air quality in your home. If you need help with this, ask about it when you **"Let George do it!"** during your fall tune up.
 - Keep your thermostat low. Each extra degree can add 4% to 5% to your heating bill, depending on the age of your furnace. If you leave the house for a period of time, or over the weekend, lower it by 5 degrees.
 - Invest in a programmable thermostat. Your temperature can be lower automatically while you sleep. Need advice. Ask us.
 - Have your fireplace checked. A yearly professional check is essential. Burn only well-seasoned hardwoods in the fireplace.
 - Do not place furniture in front of heating registers.
 - Remove garden hoses from outside faucets and store. Frozen hoses can cause pipes to burst.
 - Check weather stripping and caulking. Eliminating drafts can significantly improve efficiency and comfort.
 - Open draperies on sunny days. Close them at night to keep out the cold.
 - Have winter supplies readily available. If you get snow, make sure you have salt, snow shovels with curved blades (to protect your back) and other supplies on hand. Check the batteries in your flashlights.
- Winter will be here before we know it. Together we'll be ready.

SPECIAL SUPPORT THE TROOPS FUNDRAISER PLANNED FOR NOVEMBER 14TH.



Mark your calendars and get your dancing shoes ready! On Saturday, November 14th, George Strohm Inc. supports Central Pennsylvania Supports The Troops, headed by Strohm customer Wanda Bechtold, for a Mickey Santora Oldies Party, catered by Elaine's Catering at the Prescott Fire Hall. Tickets are \$20 each and include a hot buffet dinner and an evening of dancing. All proceeds will be used to buy and ship items to our Central Pennsylvania troops serving in Iraq and Afghanistan. For tickets and more information, call 717-273-0843.

As many of you know, George Strohm Incorporated was founded 55 years ago by founder George Strohm and his wife Helen. We've had the privilege of building the business from this foundation of quality, service, and value that still exists today.

One of our Anniversary highlights was a special remote all morning radio broadcast from the showroom of our good friends at APR Supply. Steve Todd of WQIC hosted the event, and many of our good customers and colleagues from the business community were on hand for the festivities, catered by All About You Catering in Lebanon. George Strohm himself was on hand too!

We held drawings for \$55.00 restaurant gift certificates that morning. Winners of the Certificates from the restaurants (all customers of George Strohm Inc.) included: Lester Bohn – Downtown Lounge; Sandy Tshudy – Quentin Tavern; Sundina Rhen – Gin Mill; Myra Curtin – Bluebird Inn; and Annamae Sholly – Quentin Haus.

We congratulate our winners...and thank all of you for being loyal customers.



George Strohm chats on-air with Steve Todd

With energy costs projected to increase dramatically next year, it's time to take a fresh look at your home comfort system to see if changes or adjustments can be made to lower your monthly electric bill and improve the quality of your indoor air at the same time.

Call us for a free consultation to discuss your specific home comfort system to see what changes or adjustments make sense for you. For instance:

- Tax rebates of up to \$2000 are available for installation of approved high efficiency oil or gas boilers, furnaces and air conditioning systems. The tax credit is over and above the monthly savings to your energy bill.
- Upgrade to a geothermal heating and air conditioning system or a solar hot water system and earn a 30% tax credit on the total cost of the system, including the installation by the Strohm team.



GAIN TAX CREDITS AND IMPROVE YOUR HOME AIR QUALITY. GO GREEN WITH GEORGE!

Many people associate pollution with big cities, with clogged highways and factories filling the air with smog. But in many cases the worst pollution can be found under your own roof at home. If you seek allergy relief you may be affected by pet dander, pollution brought in from outdoors, and mold and mildew.

George has been dealing with this for years, and can offer some practical solutions that provide relief. First, these are some simple things you can do: Forbid smoking in the house, keep windows closed to keep out pollen, and inspect pipes and faucets that could produce mold growth. There are a variety of solutions we can help you with such as evaluating your furnace filters for a higher efficiency rating, duct cleaning service, or evaluating the need for individual room air cleaners (caution: watch for machines that produce ozone).

We have also installed central humidifiers in the homes of many of our customers, and we have had excellent feedback regarding their effectiveness.

Want to learn more about this very important topic?

Call us at 717-273-0843.

GOT ALLERGIES? THINK ABOUT INDOOR AIR POLLUTION RELIEF FOR YOUR HOME.



Valuable Money Saving Coupons On Money Saving Products

WRITE TO ME:

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Lebanon, PA 17042
717-273-0843

OR EMAIL TO:

george@GeorgeStrohm.com
*Send us your email address and be
on the list for updates and special
offers from George Strohm, Inc!*

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