

**EBLAST**

**JOB NUMBER: 16-ICP-0038**

**DATE: 7/6/16**

Comfortmaker Product Excellence:

Version 1:

SUBJECT LINE: **Enjoy peace of mind all winter**

HEADLINE: **Have A Worry-Free Winter**

Comfortmaker® heating systems take the worry out of winter. They’re also designed with convenience in mind, when paired with the Observer® communicating control with Wi-Fi® capability that lets you remotely adjust your home comfort settings. Call [Dealer name] today to discover how Comfortmaker heating systems give you complete confidence that you’ll stay toasty all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.

*Wi-Fi® is a registered trademark of the Wi-Fi Alliance Corporation.*

Version 2:

SUBJECT LINE: **You deserve a worry-free winter**

HEADLINE: **Designed For Winter Peace Of Mind**

Comfortmaker® heating systems take the worry out of winter. They’re also designed with convenience in mind, when paired with the Observer® communicating control with Wi-Fi® capability that lets you remotely adjust your home comfort settings. Call [Dealer name] today to discover how Comfortmaker heating systems give you complete confidence that you’ll stay toasty all winter long.

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Comfortmaker Dealer Quality:

Version 1:

SUBJECT LINE: [Dealer name] **gives you peace of mind**

HEADLINE: **We’re Confident You’ll Stay Cozy**

Nothing gives you greater peace of mind than knowing that [Dealer name] is ready to help before the cold weather arrives. Whether you need a fall tune-up or a mid-winter emergency repair, [Dealer name] will take the worry out of winter. When you see our truck, you know that peace of mind just pulled in the driveway.

Call (555) 123-4567 or find us online at ABCHVAC.com.

Version 2:

SUBJECT LINE: [Dealer name] **takes the worry out of winter**

HEADLINE: **We’ll Help You Tackle Winter With Confidence**

Nothing gives you greater peace of mind than knowing that [Dealer name] is ready to help before the cold weather arrives. Whether you need a fall tune-up or a mid-winter emergency repair, [Dealer name] will take the worry out of winter. When you see our truck, you know that peace of mind just pulled in the driveway.

Call (555) 123-4567 or find us online at ABCHVAC.com.

Comfortmaker Service:

Version 1:

SUBJECT LINE: **A heating system tune-up takes the worry out of winter**

HEADLINE: **A Heating System Tune-Up Gives You Peace Of Mind**

Don’t spend the entire winter worrying about whether your heating system will keep you toasty. [Dealer name], your trained Comfortmaker® dealer, can perform a timely fall tune-up that might even help lower your winter heating bills. Call us today, and we’ll make sure your system performs worry-free all winter long so you can face the season with complete confidence.

Call (555) 123-4567 or find us online at ABCHVAC.com.

Version 2:

SUBJECT LINE: **Get a fall heating system tune-up for peace of mind**

HEADLINE: **Get A Tune-Up For A Worry-Free Winter**

Don’t spend the entire winter worrying about whether your heating system will keep you toasty. [Dealer name], your trained Comfortmaker® dealer, can perform a timely fall tune-up that might even help lower your winter heating bills. Call us today, and we’ll make sure your system performs worry-free all winter long so you can face the season with complete confidence.

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