

Winter 2019

E.T. LAWSON

Heating • Cooling • Plumbing • Electrical • Weatherization • Insulation

Peninsula (757) 722-1928 • Williamsburg (757) 229-2877 • Gloucester (804) 642-2161 • Norfolk (757) 491-1928 • www.etlawson.com

Personally Speaking

Celebrating 100 Years Looking Forward to 100 More

You can feel it in the air. It's not just high-quality home heating. It's a sense of comfort that runs much deeper: the peace-of-mind you feel when you know you made the right decision for your home and your family.

You might experience it when you learn your heating company also provides affordable, guaranteed plumbing and electrical services. Or you might feel it when you see how much our new insulation job has cut your heating and air-conditioning costs. Or when you realize those old cold spots are now a thing of the past...

That kind of comfort is what we at E.T. Lawson have been delivering to Tidewater customers for 100 years. But make no mistake. We're not a thing of the past. As our products, services, and specialties continue to evolve with the times, we are now more relevant and critical to your home comfort than ever!

All throughout 2018, we counted down the ways E.T. Lawson helps you save with our wide and still-growing menu of value-added home comfort services. In this newsletter, we will focus on a few of those, which I think really reflect what our company is all about.

We are about guaranteed savings, energy efficiency, and longtime customer satisfaction. More than any of that, though, we are about the safety of your family, your home and your community. For the past 100 years, we have been here to help protect all three.

As we celebrate our 100th anniversary (1919-2019), we are also looking ahead to another 100 years of safe, reliable, and affordable home comfort service — the kind you can feel every day, in any season — and the peace of mind that goes with it.

Sincerely,



Donald B. Allen, Jr.



100
YEARS

Introducing Airtemp Oil Furnaces

First in Quality, Reliability and Value



As Hampton Roads' first heating service department, E.T. Lawson has seen countless furnaces come and go over the decades, and we want our customers to experience only the best in home comfort. That means "the best" in terms of quality, reliability *and* value. Now, as we celebrate our 100th anniversary, we are excited to announce the latest addition to E.T. Lawson's still-growing menu of best-in-class home heating products: Airtemp Oil Furnaces.

Just like E.T. Lawson is first in home heating service, our new Airtemp Oil Furnaces are first in quality, reliability and value. That's because each system offers...

Quality Components

High-quality Beckett burners utilize the latest technology for clean combustion while the furnace's multi-speed blower motor provides greater energy efficiency and a more consistent airflow. Round that off with a wrap-around radiator for maximum heat transfer and an insulated 22-gauge steel cabinet for long-lasting strength and quiet operation.

Reliable Performance

Airtemp and E.T. Lawson are so confident in these furnaces that we offer each with a 10-year all-parts warranty *AND* a limited lifetime warranty for the furnace's heat exchanger. Plus, every E.T. Lawson customer enjoys the added reassurance of our No Lemon Policy, which states, "If the heat exchanger in the furnace fails, we will replace the entire furnace *at no charge*."

Valuable Energy Savings

Airtemp oil furnaces are designed, assembled and repeatedly tested in North America to ensure that long-term energy savings are achievable with each model. Of course, here at E.T. Lawson, we understand that there's much more to energy savings than a system's efficiency rating. That's why...



E.T. Lawson packages each Airtemp furnace we install with these value-added extras:

FREE Aeroseal Duct Sealing (\$1,995 value)

Designed to improve the performance of your furnace or air conditioner by up to 40% (read more on page 5)

FREE Five-Year Service Agreement (\$1,499.95 value)

Includes annual preventive maintenance, priority emergency service and free parts replacements

FREE Three-Year Protection Plan

We guarantee your per-gallon Ultra Heating Oil price will be 40 cents below the normal residential price for three full years.

\$500 Rebate for a New Furnace Installation

Made available through the Upgrade & Save – VA Energy Efficiency & Safety Rebate Program.



After 100 years, E.T. Lawson is proud to add Airtemp oil furnaces to our family of products. To get your free quote, just give us a call or mail back the enclosed reply card.



COOL COMFORT AND A HEATING HELPER WHENEVER, HOWEVER YOU NEED THEM

E.T. Lawson takes pride in delivering more than just affordable, reliable and efficient heating fuel and equipment services. Even before the calendar officially switches over to spring, we are here for all your air conditioning needs as well. Over the past 100 years, our customers have come to expect the best from each of our service departments, so we like to provide them with products that are every bit as versatile and punctual as we are.

INTRODUCING THE BOSCH IDS SYSTEM

The Bosch Inverter Ducted Split (IDS) System offers the best of both worlds: energy-efficient and affordable whole-home air conditioning for when it's hot and humid, PLUS low-cost heating solutions that work in tandem with your existing boiler or furnace.

TIMED TO PERFECTION

The Bosch IDS System uses variable-speed heating and cooling to meet your precise temperature needs without sudden spikes in energy use or the typical wear-and-tear that results from repeated starts and stops. Plus, it can reach your desired temperature faster than traditional air conditioning systems.

ON-DEMAND HEATING HELP

What's faster than fast? How about immediate? Electric heat can be added to the system's indoor air handler for additional on-demand heating to help keep your home cozy on the coldest winter nights.

**BOSCH**

Invented for life

MAXIMUM COMFORT AT A MINIMUM COST

The Bosch IDS comes equipped with an 18 SEER rating for premium heating and cooling efficiency. That means lower electricity costs and a comfier home all year-round.

NO ADDED CONTRACTOR COSTS

E.T. Lawson employs a team of in-house, licensed electricians to perform all the necessary hook-ups and load testing, so you won't have to pay anything extra or invite anyone else into your home to have the IDS installed.

FREE FIVE-YEAR SERVICE AGREEMENT (\$1,499.95 VALUE)

Call for your free quote today and you will also receive five years' worth of annual preventive maintenance, priority emergency service and parts replacements — all on us.

*FOR COOL COMFORT & HELPFUL HEAT, WHENEVER & HOWEVER YOU
NEED THEM, JUST CALL OR MAIL BACK THE ENCLOSED REPLY CARD*



SHARE & SAVE

As a local business, E.T. Lawson believes in the power of community. As we celebrate our 100th year of service to the Tidewater area, we want to thank our customers for helping our business grow. Whenever you refer a new customer to E.T. Lawson, we credit your account as follows:

- ✓ Refer a New Heating, Cooling, Plumbing or Electrical Customer = \$50
- ✓ Refer a New Ultra Heating Oil Customer = \$150
- ✓ Refer a Customer for a New HVAC System = \$250
- ✓ Refer a Customer for Weatherization Services = \$250
- ✓ Refer a Customer for Bathroom Remodeling = \$250
- ✓ Refer a Customer for a Generator = \$250

To make a referral, just give us a call or send back the enclosed reply card.

Satisfying Customers for 100 Years and Counting

E.T. Lawson is living proof that personalized service and a commitment to excellence can enable a local business to thrive for 100 years. But we couldn't do it without you, our loyal, longtime customers. Thank you all for your kind words and for continuing to count on E.T. Lawson for all your home comfort needs.

LAWSON AND ME IN OCTOBER

Mr. Allen, please read this email, as I believe you should know about the people at Lawson!!! Thank you.

Background: I am a very longtime customer of Lawson. I am almost 90 years old, live alone, and have no relatives in the area. So, given this, here's what happened in October 2018.

October 19: During a time when temps were going down to the low 40s at night, I found I had no heat. I called, and "Dave" was out here quickly. I'm too old to be as cold as I was, and Dave quickly and efficiently remedied the problem (a new oil filter that clogged after an oil delivery). I am very appreciative of his promptness and concern, and your office sending him so fast. I was COLD!

October 25: The sink in my bathroom clogged completely. I called for your plumber, who came out the same morning. His name is "Marcus" and he began work on the sink, which turned out to be more of a problem than "just a clog." Note that the bathroom is very tiny, just a sink and a toilet in close proximity. While working under the sink, Marcus's back went against the toilet, resulting in a potential flood because it is very old. He halted the flood, and showed me the new problem ... a big one. (Good thing that happened with him here, instead of with me alone.) I needed a new toilet due to the age/condition of the old one. I agreed, and Marcus suggested something I never knew about — a toilet for disabled people that is as high as the riser unit I had atop the old one. We agreed on Marcus securely installing a new toilet, as well as the process to fix old and corroded pipes under the sink.

This was on a Thursday, and Marcus said he was fully booked until the following Monday. That would have left me, at my age, alone, with a balance problem after a stroke, and having to get up during the night ... with only the main bathroom down the hall for four nights! Scenario for danger to me. Marcus excused himself for a few minutes, talked to his office, and somehow they re-arranged schedules so that all my problems would be fixed starting the next morning! Both Marcus and Mary, in your plumbing department, deserve the highest praise for their caring enough to DO SOMETHING to prevent very likely danger to me. The problems were fixed, starting before 9 am on Friday! Thank you, Marcus and Mary! You likely saved me from a bad fall!!!

October 30: My scheduled furnace maintenance was scheduled for today. Scenario: Since Hurricane Michael, the City had not picked up yard waste in my area, except very large items with a crane. Yard waste was piled by my good-hearted neighbors along almost the entire front of my yard, but included some huge piles (which they won't pick up) as well as three dead branches at least 12 feet long. Being resourceful and a tad stubborn, I decided to do something to those piles and branches so they'd be picked up next time around. I went out with a bagger and tools ... in my "walker with a seat" and tackled those piles, sitting frequently ... and I must admit to sitting in the walker many times while I broke up smaller branches and piled waste into the bags. Had made some progress, when along came Paul, from Lawson. I knew Paul from many prior visits for my furnace, and asked him if he would go into the house and do his work while I stayed out at my roadside project. He inquired about it, and found out that my intention was to saw up the long branches after I'd brought the piles under control.

Now here's the part you need to know! Paul finished the furnace inspection and dealt with whatever was needed to keep it in top condition, as always. When done, he walked out of my garage with a saw in his hand and sawed up the three very long limbs. As though that wasn't enough, Paul made quick work of bagging two packed bags of debris. Paul deserves the highest praise for his compassion in making short work of a job that would probably have taken me many more hours to do. To say I appreciate it is "the understatement of the year."

Mr. Allen, in this world of ours, too many times people are quick to complain and to ignore the needs of others. Your people are just the opposite. May God bless them ... and you for having people of this caliber at Lawson.

Sincerely,

Verna B., Virginia Beach



CLOSE TO PERFECT

Dear Mr. Allen,

Congratulations on your "Countdown to 100 years." Not many firms can make that statement!

I coined the phrase that "Life has its trials and tribulations, for if it didn't, life would be perfect, and absolutely nothing is perfect." However, it seems that you're rather close!

To reiterate, congratulations to your talented technicians, your personnel and to you!

-Mary Jo W.

SHOUT-OUT TO OUR FELLOW CENTENARIAN

All of us here at E.T. Lawson would like to send a very heartfelt thank you to our dear friend and longtime customer, Lida O. of Newport News, VA. We have many longtime customers, but to our knowledge, Lida is one of the few, if not the only customer we have who can match E.T. Lawson's claim of being 100 years old. Thank you for your loyalty and support over all these years, Lida. From one centenarian to another, we truly appreciate you.

Leave No Holes In Your Home Comfort

Fill the Gaps with Triple-A WinterizAAAation

At E.T. Lawson, we understand that buying a new boiler or furnace is a big decision. And like Mr. Allen said on page 1, we want you to be sure you make the right decision for your home and your family.

We also want to make sure that your home heating system continues to provide consistent and energy-efficient home comfort for many years to come. That means no cold spots, and that's one reason why we recommend our Triple-A Winterization services for all E.T. Lawson customers.

Whether you just had a new furnace put in or you're still happily saving energy dollars with the boiler we installed 15 years ago, you can save even more — and enjoy more consistent, longer-lasting comfort — with these winning winterization services.

AEROSEAL® DUCT SEALING

- ✓ Adhesive sealant fills holes and gaps in ductwork
- ✓ Boosts heating and air conditioning performance by up to 40%
- ✓ Reduces energy costs by as much as 20%
- ✓ Backed by a 10-year guarantee
- ✓ Included FREE with a new Airtemp furnace (see page 2)

AEROSEAL

ATTICAT® ATTIC INSULATION

- ✓ Creates durable barrier that won't lose its insulating power
- ✓ Meets ENERGY STAR® recommendation
- ✓ Reduces energy costs by as much as 20%
- ✓ Backed by a 5-year guarantee
- ✓ Qualifies for \$500 tax credit



AIRTIGHT™ CRAWL SPACE ENCAPSULATION

- ✓ Spray foam insulation fills all the nooks and crannies under a home
- ✓ Tightens the "shell," keeping warm air in and cold air out
- ✓ Conforms to your home's architectural design
- ✓ Reduces energy costs by as much as 40%
- ✓ Qualifies for \$500 tax credit



Don't wait for the temperatures to drop any lower. Start planning and preparing today. Let E.T. Lawson fortify your home against winter's worst. With our Triple-A Winterization services, you'll save money on energy costs and fill the gaps in your home comfort for years to come.

Visit ETLawson.com or send back the enclosed reply card to find out more about our home energy audits and other weatherization services.



AN IMPORTANT MESSAGE REGARDING FUEL SAFETY AND A RECENT NATURAL GAS DISASTER

On the evening of September 13, 2018, a series of natural gas leaks, fires and explosions devastated three communities in the Boston area. Over 130 homes were destroyed, more than a dozen people were injured, and most tragically, one teenager lost his life.

The disaster occurred when the natural gas utility accidentally over-pressurized the gas lines while performing planned upgrades. As a result, hundreds of people were displaced from their homes and thousands were left without a source of energy for their heating and cooking. Some natural gas customers converted back to heating oil, but many were still without heat at the start of winter.

Here at E.T. Lawson, our hearts go out to all those who have been impacted by this terrible and avoidable tragedy. Our thoughts are with them, as well as all the emergency service workers and heating oil companies that have aided in the recovery.

In light of these events, we'd like to share some important safety information for our customers.

Customer Safety Is Our Highest Priority

E.T. Lawson is proud of its excellent safety record. We only employ licensed and certified technicians who are well trained and fully committed to the safety of our customers and their homes. Additionally, we offer 24/7 emergency service and affordable service agreements that help ensure your heating system continues working safely and efficiently throughout the year.

If You Are a Heating Oil Customer...

Heating oil users can rest assured that the fuel we deliver is completely safe for your home and your community. Unlike natural gas, heating oil is stored safely on your property, and our automatic delivery service helps ensure it's available when you need it most. On the other hand, natural gas is transmitted by a pipeline system that could be susceptible to pressure issues like the one that occurred in Massachusetts.

If You Use Natural Gas Equipment...

As a full-service home comfort provider, E.T. Lawson services both oil and gas heating equipment. Though we do not deliver natural gas, our gas service plans are known as some of the best in the industry and can help reinforce your safety with an annual 30-point inspection and safety check. Most importantly, if you ever smell gas inside of your home, please leave the area immediately and call 9-1-1. Do not return to your home until a first responder says it's OK to do so, and do not use your natural gas equipment until E.T. Lawson has inspected it.

Whether you heat your home with natural gas or heating oil, you can rest easy knowing that E.T. Lawson has been serving the Tidewater area safely and reliably for 100 years. If you ever have any questions or concerns about your heating fuel or equipment, all you have to do is give us a call. We will gladly address your concerns and promptly respond to any issues. With E.T. Lawson, you are always in good hands.

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Take The Savings Even Further

At E.T. Lawson, we love saving you money! That's why we offer comprehensive service plans – so you get the most bang for your buck when it comes to home comfort. Although your heating system is a big part of your home comfort during the winter, don't forget to take care of the electrical and plumbing systems you rely on as well! Use these coupons below to save on these services!

MONEY SAVING COUPON

Save \$20 on your first plumbing or electrical service visit. Call Today!

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Cannot be combined with other offers

PLUMBING SAVINGS

Save \$50 off the purchase of a new Bradford White water heater

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ELECTRICAL SAVINGS

Save \$100 off the price of any electrical panel upgrade

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