

E. SMITH HEATING & AIR CONDITIONING: FALL FOCUS ON CUSTOMERS AND COMMUNITY



In its 57 years of serving East Cobb, E. Smith Heating & Air Conditioning has consistently focused on two core concerns: customers and community. This upcoming fall is no different. As the cooler months approach, E. Smith features special system maintenance and furnace offers for current and new customers. Also on the agenda is sponsorship of the Northeast Cobb YMCA Haunted Hustle Road Race to be held on October 26.

According to Debbie Abernathy, E. Smith vice president, many people don't think about the fact that their furnace actually works all year, not just in the cooler months. "The furnace fan also moves the air conditioned air," she explains. "So your furnace has already had a busy spring and summer. The filtering system has experienced a hot, dusty summer as well, which requires cleaning and filter changes. This type of maintenance helps keep your house cleaner with less allergens and less impeded air flow for system efficiency and utility bill savings."

To help East Cobbers keep their families safe with good air quality in their homes this fall, E. Smith is offering customer incentives for system maintenance. During the month of October, E. Smith will perform a comprehensive check on your furnace for \$79 for one furnace and \$50 for each additional unit. During November and December, the charge will be \$89 for the first furnace and \$60 for additional ones. Service appointments are scheduled between 8am and 7pm.

Other customer incentives include:

- Up to \$300 savings on a new Carrier ductless mini-split system;
- \$150 savings on a Carrier Infinity wi-5 thermostat;
- \$100 savings off a humidifier with new furnace or air conditioner purchase; and
- Financing for 72 months on qualifying systems, with approved credit.

Also this fall, E. Smith will help sponsor the Northeast Cobb YMCA Haunted Hustle Road Race on October 26, which begins in the YMCA parking lot located at 3010 Johnson Ferry Road next to Walmart. The 1 Mile Run/Walk starts at 8am, with the 5K Run/Walk and 10K Run/Walk starting at 8:30am. The race benefits the East Cobb Summer Feeding Program. Always community-minded, E. Smith continues to support not only the Cobb County YMCA, but also the CrossRoads Community Garden, the Center for Family Resources, the Earl and Rachel Smith Strand Theatre, and the Master Gardener Volunteers of Cobb County.

For more information about E. Smith Heating & Air Conditioning or to schedule a fall service appointment, call 770-422-1900 or visit www.esmithair.com.

ADVERTORIALS

Want your marketing story and company featured in an upcoming issue of the EAST COBBER? EAST COBBER is ready to tell your story in print and online.

By publishing an advertorial we can turn your expertise into story lines that shape opinions and compel people to action. We are dedicated to enhancing and celebrating East Cobb businesses.

An advertorial is an advertisement designed to simulate editorial content, while at the same time offering valid information to your prospective clients. Distinguish your company from your competition, with a powerful advertorial. For the discounted price of \$450, your half-page advertorial includes:

- 2-3 Paragraphs introducing your business to the community and highlighting your marketing message
- Copy editing and proofreading
- Guaranteed placement in the EAST COBBER magazine and on eastcobber.com
- We will also email you a link that will give your clients and prospective customers access to your advertorial
- Your advertorial gets posted on our social media channels reaching thousands more local prospects.

Stay one step ahead of your competition by ordering your advertorial today!
Contact us to receive more information on how strong advertorial messages can greatly improve your sales, while boosting your business to new levels.