

FREY HEATING & PLUMBING'S HOMESense

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for Winter Travel*
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Smart and simple ways to enrich your home living

Fall 2011

\$3.00

SEASONAL SHIFT

Taking Water Matters in to Your Own Hands

One of the biggest concerns our customers have is the quality of the water coming into their homes. In the 30 years we have been in business, this continues to be one of the most common concerns. Unfortunately, without expensive water tests, it is difficult to know, and even then the results may vary from day to day.

We believe the best option is to take matters into your own hands, which is why every home should be equipped with a whole house water filter to ensure you and your family have access to the cleanest

and freshest tasting water. These premium low-maintenance systems will provide better-than-bottled water from every tap in your home and are surprisingly affordable with a lifetime warranty on all parts. Imagine never having to buy expensive bottled water again.



In addition to water quality, we are also frequently asked about the best way of dealing with hard water. There are a ton of different softener/conditioners available on the market today. Most of which require constant maintenance, backwashing, and lugging

enormous bags of salt. We provide an alternative which require none of those. Our Pelican Salt-Free Systems treat hard water without the use of sodium or electricity. No heavy bags, no salt, and no more 'slimy' feeling. We believe this system is (by far) the best solu-

tion for our clients as well as the environment.

If you are interested in learning more about the benefits of installing a new Pelican Water System into your home, please contact **Frey Heating & Plumbing** today at 973-827-1213.

MY WORD

Our Service Promise to You

By Rich Russinko

We will stand by our work, and we will honor warranties and guarantees as stated in our literature.



For some businesses, good customer service is considered a thing of the past. That's not true for us, no matter what the task. There are certain promises we make to each and every one of our clients.

First of all, if we do the work, then we back it up. We will stand by our work, and we will honor warranties and guarantees as stated in our literature. You have our word that you will receive the work we have promised you.

Before we begin, we'll give you an estimate of costs and when we believe we will be able to complete the work. We feel that the work we do for you should be done according to schedule. We realize there are situations where

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Your **Quick Call** Comfort Hotline:

973-827-1213

FreyHeatingandPlumbing.com



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Prepare Your Vehicle Now for Winter Travel

Some people anxiously await the first few snowflakes of winter, while others dread below-zero mornings and icy commutes to work. No matter how you feel about the cold, the reality is that it can take its toll on your vehicle if you don't take the right precautions...

Motor Oil Musts Engines work harder in winter. That's because oils and greases become thicker when it's cold. Over time, friction and impeded fluid flow can contribute to engine wear. For cold months, you may want to consider synthetic oil rather than conventional motor oil.

Avoid Frostbite for Your Vehicle Make sure you check antifreeze levels and the effective working temperature of the product you're using. Otherwise you risk a cracked engine block, blown hoses and water pump failure from frozen, expanded water in your vehicle's systems.

Battery Basics As temperatures drop, so does the efficiency of the battery. In very cold weather, your battery's power output can be diminished to as little as 10 percent. Think about replacing your car battery sooner rather than later.

HEALTHWISE

The Hottest Idea In Hot Water... GO TANKLESS!

That large tank in your basement or utility space uses a lot of energy to keep all that water hot.

Tankless water heaters deliver instant hot water without wasting a drop! Your traditional water heater is wasting energy right now by heating water you aren't using. And while you're at work or running errands all day, the heater is still consuming energy. That large tank in your basement or utility space uses a lot of energy to keep all that water hot. In fact, heating water accounts for up to 30 percent of the average home's energy consumption.

As the name implies, tankless water heaters don't have a large tank to keep a reservoir of standby water ready when you need it. (They're also called "Demand" or "Instantaneous" water heaters.) There's no more heating water for hours on end, whether you're using it or not. Instead, when you turn the hot water handle, cold water travels through a pipe heated by a gas burner and heats the water right on the spot.

Since the water is heated instantly, you get a continuous supply of hot water. No more mornings when, if you're the last to shower, it's a cold one!

Tankless water heaters are 20 to 50 percent more efficient than

storage-tank models. Homes using 40 gallons or less of hot water each day can conserve 24 to 34 percent in energy consumption. Those savings increase with the amount of the home's water consumption, particularly if a

tankless unit is installed for each hot water outlet.

There are several different models and sizes of tankless water heaters to choose from.

The type of tankless water heater you need depends on your home and family's hot water usage. We'll factor in the number of hot water faucets, your appliances, your usage patterns, even the types of showerheads you use, and find the perfect model matchup.

Call us today to make an appointment with a licensed, professional technician that will help determine if a tankless water heater is right for your home and lifestyle. Why wait? *Don't* wait; call now at 973-827-1213.

conserve
24% to 34%
in energy
consumption

"Quotable"

*Autumn is a second spring
when every leaf is a flower.*

-Albert Camus

Don't Let Autumn Fool You

Autumn can be a beautiful time, but don't be fooled into putting off seasonal chores just because those cool, sunny days are lingering. Winter is coming and you need to be ready!

Start Outside

Put the hoses away, and shut off the faucets. Be sure to run all the water out of the faucet until the pressure releases to frostproof it.

Check your outdoor heating and air-conditioning unit to be sure there's at least 18 inches of clearance around it. Clear away leaves, weeds, and other debris that can pile up. Plant a tree or two. Trees – especially evergreens – can block sun in the summertime and provide a windbreak in the winter.

Move Inside

As the weather begins to cool, it's time to move indoors and



make sure all those inside tasks are done before the chill hits. Begin by caulking the doors and windows. Close the fireplace damper (unless you're going to spend an evening enjoying the warm glow of a wood fire). Adjust your ceiling fan blades to move in a clockwise direction, pushing warm air down from the ceiling. Your air returns should be changed so that the high ones are closed and the ones near the floor are open. Carbon monoxide and smoke alarms should be tested as well.

Going Down?

In the basement or other utility area, be sure the furnace filter is changed, and check the water heater for leaks. Now, before the cold weather really settles in, call for your fall service appointment from us. You'll want your equipment operating at optimum levels to keep your house warm and toasty all winter long.



Flood Insurance

The problem of flooding has been splashed across the front pages over the last few years.

Much of the destruction inflicted by Hurricanes Katrina and Irene was due to flooding and storm surge. There are few areas of the country where flooding will probably never be a concern.

Flooding is usually not covered by standard homeowner's insurance. To determine if you need flood insurance, learn more about the flood history of the area in which you live. Local government offices can probably help you with this information. If the potential for flooding exists, consider purchasing a policy that covers both your home and your belongings.

Independent insurance agents sell flood insurance policies, but they can also be purchased from carriers who are under contract with the Federal Insurance Administration, part of the Federal Emergency Management Agency. Visit: www.fema.gov/business/nfip/index for more information. This insurance is available only when your local government has adopted adequate flood-plain management in accordance with the regulations of the program.

WHAT OUR CUSTOMERS ARE SAYING...

"I want to compliment everybody involved in handling my service call this morning. I am extremely happy with the promptness with which my call was handled as well as the excellent work done by your technician."

—Unsolicited, DF, Sussex

"I have Frey Heating and Plumbing complete a furnace tune up each year as well as several plumbing projects. They always show up as scheduled, are very professional, and do excellent work. I highly recommend them. You will not be disappointed." —Unsolicited, Web-based Testimonial

MY WORD (...from page 1)

we may not be able to get parts, and when this happens, we'll be up front with you about what we're doing and when we hope to be able to finish the job.

Last of all, but very importantly, we will provide all this service in a pleasant and courteous manner. Old-fashioned, friendly service is still very much in style with us.

Best regards,

Rich Russinko

Rich Russinko

PS Thanks to all of you who have recommended us to your relatives, friends, and neighbors. We appreciate your vote of confidence and pledge to care for these "VIPs" as well as we care for you.

HomePoints

Try to cut down on the use of kitchen and bathroom fans during cool weather. These fans cool the air and waste household heat.

More Hot Water, More Energy Savings?

Really, there's a way.

It's called the Forever Hot Water system, and it lets you enjoy an endless supply of steaming water whenever you want – and reduces your energy bills to boot!

How? With traditional water heaters, you pay to reheat the same water again and again – even when you're not using it.

With Forever Hot Water you pay to heat the water when you need it. And it never runs out! So call us today and find out how you can start enjoying endless hot water – and energy savings!

**Frey Heating &
Plumbing at
973-827-1213**



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Cool Cash.

Let Us Pay You for Your
Old Heating System.

Isn't it time your heating system paid you back for all the extra dollars you've spent on repairs and energy overpayment?

With a new home comfort system from us, we'll write you a check for \$200 for your old one! No matter the age or brand – or if it even runs! Plus...

You'll get energy efficient savings every month and no repair bills for 3 years. Cash in and heat up. Give us a call today.

Frey Heating & Plumbing at 973-827-1213

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If your mailing address is not correct, please call us!

HOMESENSE