

HVAC Service Contractors Boost Revenues by Selling Purifans

Tap the IAQ Market Today

Purifan is the Ideal Air Cleaner to Sell to All Your Customers



The Purifan is a patented, 2,000 CFM air cleaner that installs exactly like a ceiling fan. It filters all the air in a 20 x 20 x 8 foot room through five-stage filters every 90 seconds. That is 40 air changes per hour to remove allergens, dust, smoke and odors.

Purifans are ideal for homes, offices, day-cares, schools, nursing homes, medical offices, pet stores and any business with a dust, allergy, smoke or odor problem.

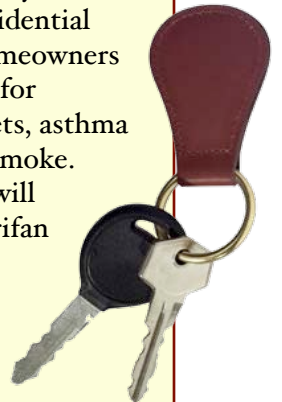
Dealers make good margins and the entire marketing plan is in the FREE REPORT.

Turnkey Business Plan

Every HVAC Dealer or Service company can boost revenues by implementing the Purifan Turnkey Marketing Plan. This Free Report lays out a step-by-step plan to add a substantial new sales and margins to any HVAC service business. Up to \$5,000 per month or more!

The plan shows you how to tap into the residential markets to sell homeowners a great air cleaner for allergies, odors, pets, asthma or even cigarette smoke. These customers will love their new Purifan so much they will recommend it to friends, neighbors, relatives and coworkers which will boost your sales even further.

Order Your HVAC Plan at www.purifan.com by using the Contact Us Form.



PURIFAN IS LOOKING FOR HVAC DEALERS WHO CARE ABOUT INDOOR AIR QUALITY

One of the biggest markets for HVAC companies is the growing interest from residential and commercial customers for ways to improve their Indoor Air Quality.

Many homeowners now understand the importance of filtering out harmful allergens, dust, gasses and other contaminants that are commonly found in the indoor air in most



homes and commercial buildings.

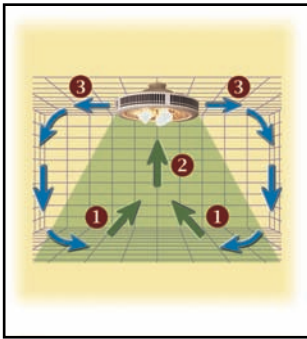
Purifans are totally quiet, very effective, low cost and the filters last 9 to 12 months in non-smoking homes. Every time one of your HVAC service technicians enters a customer's home or business, they leave behind the Sales Packet we have developed specifically for HVAC companies. This is a turnkey plan.

HVAC SERVICE COMPANIES BOOST SALES WITH PURIFANS

THE MARKETING PROGRAM IS EASY TO IMPLEMENT AND LOW-COST



Schools Two Purifans per Classroom



Airflow is a key to why the Purifan captures more dust, allergens and odors.

When an HVAC Company starts their marketing program they do the following key steps.

1 - Order 3, 6 or 12 Purifans and get them installed in several highly visible locations like their lobby, in area pharmacies, or in public waiting rooms.

2 - They prepare a custom letter from the Owner or Company to go in their literature packets for Homes and Offices.

3 - You can do a mass mailing to their past customer lists announcing they are a new local dealer for the Purifan, the World's Best Indoor Air Cleaner for Homes, Offices and Schools.

4 - You have your technicians leave literature at the start of every service call, and offer the

customer the DVD to watch while they do their service.

5 - A letter from your company offers a FREE 10-day trial in their home or office. They are asked to call you to schedule an installation.

6 - Customers take 7 to 10 days to study the literature and check out the Purifan website.

7 - When they call, installs are completed and typically close in 7-10 days. They can involve additional unit orders for the customer or their friends.

8 - Customer Referral Program generates more sales from neighbors, friends and coworkers.

Very few customers return their Purifans. They can tell the difference in the air in 24 hours. They breathe easier and the air smells better and lighter.

PURIFAN HAS EARNED ELEVEN PATENTS

Rugged Design has a Lifetime Warranty - The entire unit spins at 200-225 RPM like the blades of a ceiling fan.

Easy-to-change hidden filters capture dust, pollen, mold and odors, last 9-12 months in most homes - MSRP \$40

Totally Quiet Operation - a major product advantage for bedrooms, TV rooms, offices and schools.



Purifan uses a ceiling fan motor and mounting system. You can use 3/4 inch down-rods to lower the Purifan. It uses 1/2 amp or 60 watts

Filtered Air goes in all 360 degrees delivering fresh air to every part of the room. Moves 2,000 CFM of air like a ceiling fan

Optional light kits can add class and style to residential and commercial installations

Ceiling Fan Motor has 3-Speeds and Light Controls. Can have wall switches or wireless controls like a ceiling fan.

MSRP is \$360 or \$370 but with motor and installation charges the typical installed price is about \$500 to \$550 each.

TWENTY-SIX MILLION PEOPLE STILL SMOKE IN THEIR HOMES



One of the regular buyers of Purifans are households with smokers. The Purifan is used in Casinos, Bingo Halls, Bars, Restaurants and Clubs. So it is a great product to put in a home with a smoker. It is a common occurrence for middle age children to buy Purifans for their parent's home, to reduce the odors that bother grandchildren's asthma or allergies.

MORE INFORMATION AT WWW.PURIFAN.COM

HVAC SERVICE COMPANIES BOOST SALES WITH PURIFANS

THE WORLD IS GETTING MORE CONCERNED ABOUT WELLNESS

Allergies can be a terrible curse on someone's life and their health. They can get daily headaches, congestion, runny nose and itchy eyes. They take medicines that deteriorate their performance at work or school. They don't sleep well, which also has an impact on their performance at work or school.

Reducing allergens sufficiently to really reduce the symptoms takes at least 10 or 12 Air Changes per Hour. The Purifan can provide 40 Air Changes per Hour in a 20 x 20 x 8 foot room.

Purifan uses safe filter media and activated charcoal to reduce odors and gasses. The Purifan is quieter than a ceiling fan, but still provides the air motion of a ceiling fan.

Purifans can also be sold as a floor standing models that look like a pole lamp and are 7 feet tall. This model is ideal for high ceilings, offices, hotel rooms or older homes where installing a ceiling fan could be expensive or problematical.

The Purifan is a great addition to anyone's bedroom, children's room, TV room, kitchen, pet

area or basement. They work great on pet dander and odors and even on cigarette smoke odors.

Purifan customers typically start with one unit, but it is not uncommon to sell a customer 3, 4 or even 5 units.

The reduction in dust is noticed by all customers. Those with allergies can report significant improvements in their health. Some report that spouses and pets stop snoring, stop snoring. These happy customers create referral sales.



COMPANIES ARE INVESTING MORE IN OFFICE WELLNESS PROGRAMS



Many Companies and Businesses are interested in Employee Wellness Programs to

keep employees healthy, at work and lower their use of health care insurance programs.

The Purifan Office Wellness Program can reduce employee absenteeism up to 50% in some offices. Employees feel better and perform better. In shared offices cubicles, Purifans can reduce the spread of common contagious illnesses like seasonal colds, flu and respiratory illnesses.

The payback for employers can be substantial when all the cost savings are considered.

Employees who feel better and avoid illnesses will use less health care, lowering the costs that drive up the insurance premiums every year. We have reports of 70% less inhaler use, and employees who stop taking \$500 per month worth of allergy medicines after the Purifans were installed.

Even computers, copiers and LCD projectors perform better and last longer if you reduce the dust that clogs them up and causes heat and performance problems in common office technology.

INDOOR AIR IS A KEY CONTRIBUTOR TO ALLERGIES AND ASTHMA



Many studies have proven that reducing exposure to microscopic airborne allergen particles can eliminate allergy and asthma symptoms. In public schools, installing Purifans help reduce sick days for students by as much as 61%. Inhaler use dropped by 70% and students test scores went up the first year. Children who feel better learn more in school.

MORE INFORMATION AT WWW.PURIFAN.COM

HVAC Companies Can Add \$5,000 per Truck



Step 1 - The Service Tech goes on a typical residential or commercial service call. They have pre-stuffed packets in their truck for residential and commercial applications.

Step 2 - When they check in with the customer they hand them

the packet and say, "This is a great new Indoor Air Cleaner most of our customers really love. You may want to check our FREE Trial Program.

Step 3 - Before they leave, they say, "I have a DVD in the truck, do you want me to leave you one?"

Step 4 - Customer reviews the packet over the next few days or weeks and calls to sign up for the 10-day Free Trial.

Step 5 - A Tech installs the Purifan, and many customers order 2 or 3 more and recommend it to friends.



Why This Idea Works!

- 1 - They Trust Their HVAC Company
- 2 - They Will Love the Purifan Product
- 3 - They Will Recommend It To Friends
- 4 - They Need One at Their Office
- 5 - It Works in Schools & Day-Cares
- 6 - It is Great for Dusty Businesses
- 7 - It is Great for Smoking Odors
- 8 - It Solves Common Odor Problems
- 9 - The Purifan is Super-Quiet
- 10 - The Purifan Moves Air Like a Fan
- 11 - You Get Recurring Filter Revenue
- 12 - It Uses only 60 watts of Energy
- 13 - It Comes with a Lifetime Warranty
- 14 - Dealers Make Good Margins
- 15 - It is Easy to Install and Maintain



224 E Douglas #500, Wichita, KS 67202

HVAC Service Companies Can Add \$5,000 Per Month Per Service Truck Selling the Patented Purifan Clean Air System in Homes, Businesses, Offices, Day-Cares, Bars, Restaurants Nursing Homes and Schools. Review the Free Turn-key Business Plan. Add \$500 to \$25,000 Per Sale!

Become a Purifan Dealer in Your Local Market