



# Around *the* House

Home improvement news compliments of Maeser Master Services  
maeser.com • 502-266-6546 Fall 2016

## Relying on Our Earth to Heat and Cool Our Home

### A case for geothermal

Regardless of the weather or season, the ground temperature is a consistent 55°. The ground beneath our feet is cooler than the summer air temperature and warmer than the winter air temperature, so using geothermal as a heat source allows the ground heat to be transferred to and from your home. According to the Environmental Protection Agency (EPA), the geothermal system is the most environmentally clean, cost effective, and energy efficient space conditioning system available.

The geothermal system is more efficient than traditional systems because the system doesn't have to work as hard to achieve its set temperature, thereby saving you money. Where a fossil fuel furnace may be 78-90 percent efficient, a geothermal heat pump is about 400 percent efficient. Also, this does not take into account the benefit of the free hot water during the summer months and the low maintenance and long life expectancy. Homeowners can expect to save 40 to 70 percent in heating costs and 30 to 50 percent in cooling costs compared to conventional systems. Geothermal heating and cooling systems not only save money on energy bills but also help create a better world. Through the use of sustainable energy sources, the warmth of the earth by the sun, geothermal helps conserve our planet's non-renewable reserves of fossil fuels.

The initial investment of a geothermal system is normally greater than a conventional system. However, when you consider the operating cost for the heating, cooling, hot water, the federal tax credit, and potential utility rebates, this quickly offsets the initial difference in purchase price.

Give one of Maeser's Home Comfort Consultants a call to learn all the details of a geothermal system and how you can take advantage of the earth to heat and cool your home.



**EXPIRED**  
**ALERT:** As of the writing of this newsletter, the 30% federal tax credit expires December 31, 2016. However, until then, the federal tax credit can be used on new or existing homes, and a principal residence or second home.

## Ask us about our Carefree Maintenance Partner Plan!

Save 15% on all plumbing, heating and cooling repairs and 5% on heating and cooling equipment and bathroom remodels.

**Maeser**  
*Bath* Design Studio

## Featured Bathroom Remodel

Our customer wanted a larger bathroom, so we gutted the old bathroom and expanded into a closet area. This bathroom remodel has some beautiful amenities, such as: a large shower with floating corner seat, glass mosaic feature strip that continues throughout the whole bathroom, a heated floor, two custom-made floating vanities with granite counter tops and vessel bowls. We installed a medicine cabinet with electrical outlets, a wall-mount toilet and a free-standing tub. Visit our web site to see all of our remodels, <https://maeser.com/bathroom-design-portfolio>.

Call and make an appointment to visit the  
Maeser Bath Design Studio at

11101 Electron Drive, Louisville, KY 40299  
(502) 266-6546

Hours: M-F 9:00 – 4:30 After hours by appointment only.

See examples of lighting, flooring, tile, shower walls, counter tops, custom-made vanities, fixtures, mirrors, and much more.



Free estimates!



## QUACKS

### • Maeser Master Services

It started with a toolbox and a truck over 40 years ago! Family owned and operated since 1975.

### • Carefree Maintenance Partner Plan

As a Maintenance Plan member, you will receive a 15% discount on all plumbing, heating and cooling repairs and a 5% discount on heating and cooling equipment and bathroom remodels. See coupon on back.

### • Fall Furnace Maintenance

Get a comprehensive Precision Furnace Tune Up to prevent the inconvenience and expense of a furnace breakdown. A neglected furnace can cost you money in lost efficiency, breakdowns, and a shorter lifespan of your heating system. Call Maeser for a tune up today!

### • Need a Filter Change?

Filters should be changed monthly unless instructions advise otherwise.

### • Maeser on Great Day Live

On Tuesday, October 18 at 9-10 a.m., Great Day Live on WHAS11 will be featuring Maeser at our Bath Design Studio. Tune in for prizes!!

### • Refer a friend. Get \$30 credit!

Refer a family member or friend who has never used Maeser before. When they schedule an appointment, they will receive \$30 off any repair and you will receive a \$30 Maeser credit. Unlimited friends? Unlimited credits! Redeem your credits by 12/31/16.

### • Looking for licensed techs.

Do you know a licensed plumbing or HVAC technician who might like to work for us? Do you know someone who might be interested in learning a trade? Tell them to call us or apply in person.

**EXPIRED**

## Serving Louisville quality Pure Tap® Ohio River water

Louisville has two treatment plants that use the Ohio River as its source, the B. E. Payne Water Treatment Plant and the Crescent Hill Filtration Plant. They provide pure tap® water to more than 850,000 people in Louisville Metro, Spencer, parts of Bullitt, Nelson, Shelby, and Oldham counties every day.

Our water treatment plants are recognized as two of the top 15 in the United States by the Partnership for Safe Drinking Water. This award conveys that the two plants have the highest level of performance and yield water quality that surpasses the mandatory federal standards. With over 200 tests conducted a day, Louisville pure tap® assures it's safe and high quality and meets and exceeds the Environmental Protection Agency's strict health standards. So feel free to drink water straight out of your faucet. Cheers!



## Prehistoric Furnace Contest

### WIN a FREE Furnace!

Is your furnace from the Stone Age? We're searching for the oldest furnace in the Louisville area. Enter to win a free furnace and your mammoth energy bills will become extinct. It's easy! Just go to <https://maeser.com> to enter and get more details or fill out this form and mail it to: Maeser, 11101 Electron Drive, Louisville, KY 40299.



Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone No. \_\_\_\_\_

Approximate age of the unit: \_\_\_\_\_

Do you own the home at this address?  Yes  No  
Entrants must indicate agreement with the following:  I have read and agree to abide by the contest entry rules. (See the web site.)

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Check out Great Day Live on WHAS11 for the kick off!** You may also win air filters for a year or other fabulous prizes. Hurry! Contest ends November 8.

## Avocado Mish Mash

- Ingredients:**
- 1 avocado
  - 15 oz. can garbanzo beans drained and rinsed
  - fresh lemon juice
  - salt, pepper & red pepper flakes to taste

### Directions:

In a medium bowl, mash the drained garbanzo beans, keeping the mixture course.

Add the avocado, lemon juice, salt, pepper, and red pepper flakes. Mix together.

Spread on toast, make a sandwich with tomatoes, or use as a dip for your choice of vegetables or crackers. Store in an airtight container for about two days in the refrigerator.



## "Just Ducky" Services

### Plumbing

- Back Flow Preventers
- Drain Water Lines
- Drain Cleaning
- Emergency Plumbing Repairs
- Faucet Installation
- Fixture Replacement
- Garbage Disposals
- Gas Piping Repairs
- Sump Pump Flooding Prevention
- Water Heating

### Heating and Cooling

- Air Cleaners
- Air Conditioning
- Indoor Air Quality Systems
- Furnaces
- Geothermal
- Heat Pumps
- Humidifiers
- Roof Top Units
- Unit Heaters
- Zone Control Comfort Solutions

### Complete Bathroom and Aging-In-Place Remodels

Visit our **Maeser Bath Design Studio!**

11101 Electron Drive, 40299

Financing Available

**502-266-6546**

[www.maeser.com](http://www.maeser.com)

## Expecting guests this holiday season?



'Tis the season for home improvement!  
Plumbing, heating or bathroom remodeling



Is your furnace prehistoric?

Enter to Win a Free Furnace!  
See inside for details.



**502-266-6546 • [maeser.com](http://maeser.com)**

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