

KELLAM MECHANICAL'S HOMESense

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That Pay Off*
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Smart and simple ways to enrich your home living

Spring 2011

\$3.00

SEASONAL SHIFT

The Highs and Lows of Home Comfort

Cooling your home can take quite a bit of your cold, hard cash. And the air conditioner itself – based on its age, condition and energy-efficiency rating – has a lot to do with whether you're spending more or less.

Central air conditioners are not created equal, and you see the differences in the SEER, a rating standard for "seasonal energy efficiency ratio". The higher the SEER, the better the energy efficiency.

Air conditioners are significant investments for any home. Plus, there's the operational costs. Overall, you'll want to look for a balanced investment – comparing the air conditioner's cost with your monthly operational savings. Here's your range of options:

- **High/Low** – Yes, they cost more upfront, but they also save more. Many homeowners prefer the logic of a higher upfront cost that saves them months after on their energy dollars. For high-efficiency central air conditioners, you'll look for 16 to 23 SEER.

- **Mid** – When you see SEER 14.5 to 17, you're in mid-range efficiency for central air conditioners. They're priced a little lower than the higher efficiency units and have a few less benefits. If you're replacing an air conditioner that's more than 12 to 15 years old, this would seem like top of the line by comparison.
- **Low/High** – Minimum energy efficiency comes in a 13 to 14.5 SEER air conditioner. The lower initial cost won't bring as high a level of savings on the operational costs, but many homeowners on a tight budget will consider this to be a good value.

What's right for your home? Give us a call or email us at scottkellam@kellammechanical.com to get our free report *Maximizing Energy Efficiency*. As a customer of **Kellam Mechanical**, we'd also be glad to come out and give you a free Energy Survey. Just give us a call.

MY WORD

The Future

By Scott Kellam

Hello Friends,
Do you ever get the feeling that real life sometimes seems a little more like science fiction?



Our smartphones are smarter than we are. Our cars tell us where to go – and will even caution us if we've made a turn they didn't recommend. Wherever we go, we can carry as many books with us as we want, without breaking a sweat, thanks to eBook readers. Yes, time and technology marches on. In a lot of ways, that's a good thing.

In this business, for example, we have seen incredible advances in home comfort systems over the years. For someone like me, who truly appreciates equipment that is the top of its kind, I'm impressed all the time by improvements in energy efficiency, convenience and comfort. And I love to see the faces of happy customers when they first "feel" this difference in their own homes.

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Your Quick Call Comfort Hotline:

757-430-0358

www.kellammechanical.com

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Go Geothermal

Why not use the earth to comfort your home? Using the constant temperatures below the earth's surface you can save you up to 80% of your heating and cooling costs by installing a geothermal heating and cooling system. This high efficient system uses electricity to move heat and cool air, not to produce it.

EPA Research – According to the EPA, geothermal systems “are the most energy efficient, environmentally clean and cost effective systems available today.” Geothermal systems do not create combustible gas emissions, which reduces your carbon footprint and eliminates harmful health effects.

Durability – The geothermal system will last about 25 years. You don't see that kind of quality engineering in conventional systems.

Savings – *With your energy bill savings combined with the 30% tax credit, your new geothermal system will cost less to install and operate than a conventional system!* This is the ultimate earth friendly and affordable choice. It is a smart person's system.

Call 430-0358 for your free earth friendly quote.

MONEYWISE

Home Improvements That Pay Off (or Turn Off)

Home values have slumped and the stock market is a rocky ride, but some investments can still increase value while enriching your quality of life. Certain home improvements are likely to improve the value of your home – and, hopefully, make it more attractive to a buyer down the road. But strategy helps – because some home improvements don't improve home value and can even lessen the ability to sell.

Some home improvements don't improve home value and can even less the ability to sell.

So where's the payoff and what's the turn off? Most experts say making changes in the kitchen and bathroom are a “go” and can earn homeowners an 80% and upward return on investment for remodeling projects.

Kitchen Remodeling – The kitchen is the center of family activity and the most-used room in the house. Some of the areas where you can give attention are new plumbing fixtures, energy-efficient appliances, solid surface countertops, tile flooring and recessed lighting.

Bathroom Remodeling – Investments in a bathroom remodel are also viewed favorably. You can start with the plumbing where it is and replace outdated fixtures, maybe tub and toilet too. Other areas include updated lighting, tile floors and vanity.

Outdoors – Adding a deck or patio yields a good return – a covered patio in particular.

Landscaping is still a great bet too. It adds value and can be done with limited budget. Also, landscaping in the front adds that ever-attractive “curb appeal” that will impress your friends and neighbors and entice a future buyer.

Some areas of improvement, however, don't tend to yield a good return on investment. What areas are a “no”? A swimming pool could deter a significant pool of future buyers.

Also, while an outdoor kitchen is attractive and enjoyable, it's not the way to cook up a higher home value. Look for the “home value” caution flag in these areas too: converting a garage into a family room and converting a spare bedroom to an office.

Another upside of making home improvements now is that the cost may be less, starting with a low interest rate on a home equity line of credit. Additionally, contractors that aren't as busy as they once were may offer a discounted price, and home building materials that aren't as much in demand may be available at a better price.

“Quotable”

“If we had no winter, the spring would not be so pleasant; if we did not sometimes taste of adversity, prosperity would not be so welcome.”

– Anne Bradstreet

Poison Prevention Begins with Smart Practices

As you spruce up your lawn or garden for the greener days to come, you'll find many elements that you'd be pleased to see eradicated – like weeds and pests. But the poisons and chemicals that take care of business at hand can cause serious problems if they end up where they're not intended.

Following these guidelines from the Home Safety Council can help keep your family and your pets safe:

- **Read the labels of products you buy and keep in your home.** If you see the words, "Caution," "Warning," "Danger," "Poison" or "Keep Out of Reach of Children," be very careful.
- **Store poisons in a place where children cannot see or touch them.** Use child safety locks. Products you should keep locked up include: pesticides, automotive fluids, charcoal lighter, paint thinner, antifreeze and turpentine. Ideally, hazardous products should be stored in a locking cabinet.
- **Keep products in the container they came in.** Do not put them in a different bottle or jar.
- **Do not mix products together** because their contents could react together with dangerous results.
- **Gasoline is very dangerous inside a home or garage.** Gasoline vapors can explode with just a tiny spark. Never bring or use gasoline indoors. Use it as motor fuel only. If you must keep gasoline at home, use a special safety container.
- When using harsh products, **follow directions.** For example, use gloves, eye goggles and masks if the label says so.
- Pesticides to kill bugs, mice and rats are extremely dangerous. If possible, **have a professional help you.**
- **Mix insect sprays outdoors, away from areas used by your family and pets.**
- **Pool chemicals are poisonous and can catch on fire.** Store and use pool chemicals according to the manufacturer's directions. Keep them tightly covered in the containers they came in. Keep them dry and away from other chemicals and products.

DID YOU KNOW?

- The phrase "sleep tight" derives from the fact that early mattresses were filled with straw and held up with rope stretched across the bedframe. A tight sleep was a comfortable sleep.
- The liquid inside young coconuts can be used as substitute for blood plasma.
- A raisin dropped in a fresh glass of soda will bounce up and down continually from the bottom of the glass to the top.
- An ostrich's eye is bigger than its brain.



Optimize Your Indoor Air Quality

You no longer have to continue to live with poor air quality in your home. Optimize the air you breathe by eliminating exposure to germs, allergens and harmful pollutants. With the extensive measures we take these days to seal our homes to increase efficiency, we need to consider balancing our air for good health.

Consider having an Air Advice measuring device set in your home to gather data over a 3 day period. It will detect the levels of humidity, bacteria, pet dander, excessive dryness or moisture, mold spores, airborne contaminants, particles and other unwanted pollutants or harmful gases that cause illness, asthma and allergies.

With your detailed report we can provide solutions to improve your living conditions and with spring blooms upon us our sinuses and lungs could use some pure and healthy indoor air relief.

Call 430-0358 today for your indoor air quality solutions.

MY WORD (...from page 1)

If your system is showing signs of age, we'll be glad to talk with you about some terrific options. Just give us a call.

In the meantime, we're committed to helping you keep your current system

operating at its best – and regular tune-ups are the best way we can help make that happen.

If you'll call and schedule your spring tune-up, we'll get someone out and help you get ready for the warmer days that are on their way.

Best wishes for an enjoyable season. Looking forward to hearing from you soon.



Scott Kellam

P.S. Know someone who wants up to \$1,900.00 back in rebates and tax credits?

Tell 'em Kellam

HomePoints
Cooking with a microwave uses two-thirds less energy than your stove.



TUNE-UP TIME! It is time for your system spring cleaning to prepare for the upcoming cooling season. Get ahead of the heat and get set up with our maintenance program. Your investment of \$144.00 gives you back immediate savings with the following lifestyle energy benefits:

- Reduced utility bills
- Priority demand service
- Longer equipment life
- \$49.00 demand service diagnostic fee (\$30.00 savings)
- Reduced system failure rates
- 15% discount on replaced parts
- Higher efficient system operation
- \$250.00 toward new system
- \$250.00 toward Indoor Air Quality products

Know someone who deserves energy savings?

Kellam Mechanical, Inc.

Tell 'em Kellam
757-430-0358

“Being a proponent of businesses that support the community like Kellam Mechanical we had the occasion to call on you for help when our a/c went “belly up”. Having worked with you and Kellam as event sponsors for Virginia Beach Clean Events, there was no question who to call. Within an hour of our call to you, Jon was at our door inspecting the unit. Jon completely evaluated the system, provided me with our options so we could make an informed decision. He was quick and very professional about every aspect of his job. He made sure to clean all components checking as he reassembled the unit and it up and running again. The measure of a successful company is in how the customer feels after the sale or service. Jon and Kellam Mechanical exceeded every expectation. Thank you so much for your work and having the foresight to have great people on staff. We felt as though you cared.” —Dan B.

It's time to get comfortable.
YORK

Kellam Mechanical
Tell 'em Kellam
Heating • Air Conditioning • Electrical
2536 Horse Pasture Road
Virginia Beach, VA 23453
Lic# 391344

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

HOMESENSE