





TIPPING POINT COMMUNICATIONS



Isaac Heating & Air Conditioning Social Media Calendar: August, 2016

Date	Facebook Content	Twitter Content
8/1/16	<p>Think green! Isaac's tankless water heaters eliminate more than 85% of flue gas wasted by standard water heaters and reduce carbon dioxide emissions by at least 420 lbs. per unit per year. Visit http://bit.ly/29BxxJO for more information.</p>	<p>Isaac's tankless water heaters are a green and cost effective choice for your family. Visit http://bit.ly/29BxxJO for more information. #GreenLiving</p>
8/4/16	<p>Having sensitivities to the air within your own house? An air cleaner might be just what you need. http://bit.ly/29E9KvW</p>	<p>Allergens, dust, and bacteria? An air cleaner might be just what you need. http://bit.ly/29E9KvW</p>
8/6/16	<p>Heat and humidity can lead to a summer thunderstorm. Simple steps can prepare you in case you're out of power for a long time.</p> <p>6 Key Ways To Be Ready for a Power Outage</p> <ol style="list-style-type: none"> 1. Have flashlights available and know where they are. If they can be easily found in the dark, you've placed them in good locations. 2. Make sure each flashlight has working batteries. Check and replace flashlight batteries when you change your smoke detector batteries at each time change. 3. Have a cooler or two ready. If it's winter, you can take food from your refrigerator and freezer, put it in a cooler, and place it outside to keep it fresh longer. 4. Have a sump pump back-up system. Even if you don't have a standby generator, there are water- and battery-powered back-up systems available for your sump pump. A must-have for finished basements. Isaac Plumbing Services can provide these systems. 5. Keep some canned goods and non-perishable food handy. In case of a longer-lasting outage, it's a good safety measure to keep food on hand that won't spoil as part of your emergency supplies. And remember: a hand can opener works anytime. 6. Know how to open your power garage door(s) manually. Garage doors that run on electricity can be opened manually, but it's good to know how to release them prior to the outage. Remember, it's going to be dark out there! 	<p>See the key ways to be ready for a summer power outage</p> <p>6 Key Ways To Be Ready for a Power Outage</p> <ol style="list-style-type: none"> 1. Have flashlights available and know where they are. If they can be easily found in the dark, you've placed them in good locations. 2. Make sure each flashlight has working batteries. Check and replace flashlight batteries when you change your smoke detector batteries at each time change. 3. Have a cooler or two ready. If it's winter, you can take food from your refrigerator and freezer, put it in a cooler, and place it outside to keep it fresh longer. 4. Have a sump pump back-up system. Even if you don't have a standby generator, there are water- and battery-powered back-up systems available for your sump pump. A must-have for finished basements. Isaac Plumbing Services can provide these systems. 5. Keep some canned goods and non-perishable food handy. In case of a longer-lasting outage, it's a good safety measure to keep food on hand that won't spoil as part of your emergency supplies. And remember: a hand can opener works anytime. 6. Know how to open your power garage door(s) manually. Garage doors that run on electricity can be opened manually, but it's good to know how to release them prior to the outage. Remember, it's going to be dark out there!

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<p>8/11/16</p>	<p>Heating & Air Conditioning Tip: Heat pumps can reduce your heating and cooling bill anywhere from 25 to 40 percent. See how Isaac can make a difference http://bit.ly/29fUeG9</p> 	<p>Heat pumps can reduce your heating and cooling bill anywhere from 25 to 40 percent. See how Isaac can make a difference http://bit.ly/29fUeG9</p> 
<p>8/15/16</p>	<p>Watch your Rochester Red Wings take on the Buffalo Bisons this weekend! Get your tickets here: http://atmilb.com/1P3eNAw</p>	<p>Watch your #ROC @RocRedWings take on the Buffalo Bisons this weekend! http://atmilb.com/1P3eNAw</p>
<p>8/19/16</p>	<p>Warm cords, discolored outlets, or lightbulbs that blow more often than others? It may be time for an electrical safety inspection. http://bit.ly/29qRFAX</p> 	<p>Warm cords, discolored outlets, or lightbulbs that blow more often than others? It may be time for an electrical safety inspection. #SafetyFirst http://bit.ly/29qRFAX</p> 

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<p>8/21/16</p>	<p style="text-align: center;">\$150 off Attic Insulation and Air Sealing Solution!</p> <p style="text-align: center;">Insulation package includes 10" of cellulose (R-36), baffles and air sealing.</p> <p style="text-align: center;"></p> <p style="text-align: center;">Prior sales excluded. May not be combined with other offers. One coupon per household per visit. Offer expires 10/1/2016.</p> <p>Air leakage into and out of your house represents about 40% of energy loss in a typical home. Save energy today!</p>	<p style="text-align: center;">\$150 off Attic Insulation and Air Sealing Solution!</p> <p style="text-align: center;">Insulation package includes 10" of cellulose (R-36), baffles and air sealing.</p> <p style="text-align: center;"></p> <p style="text-align: center;">Prior sales excluded. May not be combined with other offers. One coupon per household per visit. Offer expires 10/1/2016.</p> <p>Receive \$150 off an insulation package and save energy today!</p>
<p>8/24/16</p>	<p>Our technicians don't just fix the symptoms; we go to the root of the problem to ensure that it's corrected. #IsaacDifference http://www.isaacheating.com/</p>	<p>Our technicians don't just fix the symptoms; we go to the root of the problem to ensure that it's corrected. #IsaacDifference http://www.isaacheating.com/</p>
<p>8/27/16</p>	<p>Isaac's planned maintenance programs will help you inventory equipment, create coverage plans, and deliver operation reports of your HVAC systems. http://bit.ly/293Bnjm</p>	<p>Check out the advantages of Isaac's planned maintenance programs. http://bit.ly/293Bnjm</p>

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8/30/16



A Service Plan Delivers peace of mind, protection, and savings!

With Gold Seal protection from Isaac, the advantages quickly add up:

- Yearly precision tune-up, safety inspection, and cleaning
- 100% coverage of service call charges and most parts and labor
- No overtime charges
- 24/7 priority service

With a Gold Seal plan, you guard against surprise expenses, know your furnace is running at peak efficiency, and have greater assurance that your family and home will be warm, comfortable, and safe this winter.

Ask your local Isaac office about Gold Seal protection and other service plan options.



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