

Survey of Major Yellow Pages Advertisers *

Air Duct (& Vent) Cleaning

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Air Duct Cleaning Service Residential/Commercial/Industrial Air Ducts & Returns Cleaned & Sanitized Reduces/Removes Mold, Mildew & Funguses Helps Allergy & Respiratory Problems Reduces Energy Costs Air Quality Testing Certified Lab Analysis Consulting/Testing/Remediation Source Removal Furnace Cleaning Deodorizing / Sanitizing HVAC Cleaning Building Assessment Surveys HEPA Filtration	Chimney Sweep Service "Scrub, Vacuum & Clean the Entire System" Hospitals / Schools / Restaurants "Total Cleaning & Restoration" Clean Air Handling Unit, Filters, Coil Compartment, Fan Housing, Humidifiers, AC Units, etc. "Achieve a Cleaner, Safer Indoor Environment" HVAC System Sales, Service & Repair (Details) Flex Duct Replacement Dust Control (Less Dusting) Cleaning of Metal, Flex or Fiberglass Ducts Hi-Rise Units Care Facilities	BENEFITS – Removes Mold, Fungus, Viruses, Bacteria, Allergens, Mildew, Dust Mites, Hair, Irritants, Dust, Pollen, Dander, etc. Eliminate Airborne Pollutants. Reduce Respiratory Illness. Etc. Flues/Stacks of Every Type "Protect Your Family From Illness" Preventative Maintenance Programs "We Remove the Dirt, Not Cover It Up or Rearrange It" Prolongs the Life of HVAC Systems Smoke Elimination / Odor Control Insulation Removal Dryer Vents / Furnace Flues / Chimneys "Allergy & Asthma Relief" HVAC Video Inspections Antibacterial Sanitizer & Duct Sealer Remove Asthma-Causing Contaminants
Confidence Factors:	Years in Business No Mess Left Service Guarantees Licensed (#) / Insured / Bonded All Uniformed Employees Member of BBB OSHA/EPA Compliance (7-Day) Emergency Service	No Harsh Chemicals No Pesticides Locally Owned & Operated American Industrial Hygiene Assn EPA Approved Sanitizer Advanced Truck-Mounted Units ASCS / EPA Tech on Staff "Air Quality Professionals"	Member/Certified by NADCA Certified by IICR Modern & Powerful Equipment No Subcontractors "Honest Upfront Pricing" Family Owned & Operated CISA Certified Negative Air Pressure System
Convenience Factors:	Days/Hours to Call Credit Cards Website/E-Mail Address Toll-Free Number Fax Number	Free Inspections Free Written Bids Areas Served/Multi Locations Free Estimates / Phone Quotes Savings at Website	Invitation to Visit Website Inducement to Visit Website Radio Dispatched Trucks Some Price Information in Ad
Special Services or Extras:	"Many Clients See Improved Health Afterwards" Fireplace Cleaning Instant Credit Available	Senior Citizen Discounts Military Discount "Custom Cleaning Requests Welcome"	Carpet, Rug, Upholstery Cleaning Improve AC Performance – Lowers Cost "Rotobrush Cleaning System"
Typical Related Headings:	Air Conditioning Chimney Cleaning	Air Conditioning Repair	Heating Contractors