

**EBLAST**

**JOB NUMBER: 16-ICP-0038**

**DATE: 7/6/16**

KeepRite Product Excellence:

Version 1:

SUBJECT LINE: **Your KeepRite dealer provides pro-quality comfort**

HEADLINE: **Professional Winter Comfort**

[Dealer name] recommends KeepRite® heating products for their proven performance. They offer cutting-edge products, like the Observer® communicating control with Wi-Fi® capability that lets you remotely adjust your home comfort settings. Call us today, and learn why [Dealer name] trusts KeepRite heating products to keep you cozy all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.

*Wi-Fi® is a registered trademark of the Wi-Fi Alliance Corporation.*

Version 2:

SUBJECT LINE: **Call your KeepRite dealer for professional winter comfort**

HEADLINE: **Pro-Quality Comfort**

[Dealer name] recommends KeepRite® heating products for their proven performance. They offer cutting-edge products, like the Observer® communicating control with Wi-Fi® capability that lets you remotely adjust your home comfort settings. Call us today, and learn why [Dealer name] trusts KeepRite heating products to keep you cozy all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.

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KeepRite Dealer Quality:

Version 1:

SUBJECT LINE:  **[Dealer name] can keep you comfortable this winter**

HEADLINE: **We Know How To Keep You Cozy**

As your KeepRite® dealer, [Dealer name] are the proven pros who know how to keep you comfortable this winter. Whether you need a fall tune-up to get ready for winter or a mid-winter emergency repair, [Dealer name] will always respond with pride and professionalism. Call us today, and discover why the pros recommend KeepRite heating systems to keep you comfortable all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.

Version 2:

SUBJECT LINE: **Get professional winter comfort from [Dealer name]**

HEADLINE: **Let The Pros Handle It**

As your KeepRite® dealer, [Dealer name] are the proven pros who know how to keep you comfortable this winter. Whether you need a fall tune-up to get ready for winter or a mid-winter emergency repair, [Dealer name] will always respond with pride and professionalism. Call us today, and discover why the pros recommend KeepRite heating systems to keep you comfortable all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.

KeepRite Service:

Version 1:

SUBJECT LINE: **Here’s a professional tip for winter comfort**

HEADLINE: **Let The Pros Do A Fall Heating System Tune-Up**

Before winter gets brutal, you need to make sure your heating system is up to the challenge. [Dealer name], your trained KeepRite® dealer, can perform a timely fall tune-up that might even help lower your winter heating bills. Call us today, and the KeepRite pros will make sure you stay comfortable all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.

Version 2:

SUBJECT LINE: **The professional way to get ready for winter**

HEADLINE: **Let The Pros Do A Fall Heating System Tune-Up**

Before winter gets brutal, you need to make sure your heating system is up to the challenge. [Dealer name], your trained KeepRite® dealer, can perform a timely fall tune-up that might even help lower your winter heating bills. Call us today, and the KeepRite pros will make sure you stay comfortable all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.