

Ideal Plumbing, Heating, Air & Electrical prides itself on a tradition of exceeding customer expectations. From the most complex installation to routine service and maintenance, Ideal has the tools, people and products to provide a quality job that fits your lifestyle and budget.



Don & Melissa Teemsma  
Owners

Serving San Diego since 1960

## Plumbing Services

- Water Heaters
- Drain Stoppages
- Faucets - Kitchen & Bath
- Toilets
- Sprinkler Repairs
- Pressure Regulators
- Garbage Disposals
- Slab Leaks
- Camera Inspection of Drain Systems

John Doe  
1234 Everglade St  
San Diego CA 92120

## ALERT! Don't miss out on up to \$4,300.00 in tax credits and rebates!

You may ask yourself, "why buy now if the pay back from energy savings is a long time in coming?" Answer: You substantially reduce your payback period with these rebates.

### Federal Tax Credits of up to \$1,500.00

Federal Tax Credits are good for 2009/2010 tax years. If you haven't got your credit yet, you may be passing up a great chance to save BIG. The Federal Tax Credit expires December 31, 2010! Act now!

Consider this: a \$5,000 invoice nets out at \$3,500. What can get better than that? Answer: more rebates! Read on for more information.

### SDGE Rebates:

Furnaces 92% efficiency: **\$200.00 rebate** (now through the end of the year).

### State of California Rebate:

Appliance Rebate Program: Rebates for heating and A/C up to **\$1,300**. Rebates are rewarded on a first come, first serve basis! Act now! For more information call Ideal or visit <http://www.cash4appliances.org>

### Manufactures Rebates:

Many appliance manufacturers have incentive rebate programs where you can receive **between \$100 - \$1300**.

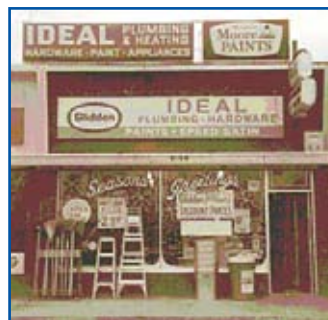
These rebates add up to more BIG savings! Now is the time – don't miss out!

### Financing

If you're interested in payment plans, most manufacturers help with financing OAC.

Your personal comfort has never been easier to obtain through reliable products with proven technology. For more information, please contact us to evaluate your needs.

## PLUMBING HEATING & A/C ELECTRICAL REMODELING



Ideal has been  
committed to service  
with a smile since  
**1960**

1960 ————— 2010



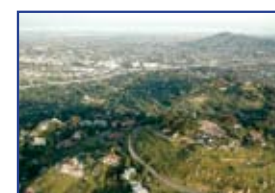
### Ideal in the Community

It's not a coincidence San Diego is nicknamed America's Finest City. With so many attractions and natural beauty, San Diegans are fortunate to live in such a fine place. Ideal believes in giving back to the community – after all we've been in the San Diego community for 50 years and have enjoyed much of what this city has to offer.

Some non-profit organizations such as the Mt. Helix Park



cost nearly \$10,000 per month to maintain and keep open. Not to mention, they receive no government funding to decrease the cost. Below the stunning view, amphitheatre, and greenery sit two rooms. Ideal recently helped convert these areas at Mt. Helix Park into an office and green room. To make sure the rooms are at just the right temperature, Ideal donated labor and materials to add a heating and air conditioning system.



recreational features of the area. Recently, Ideal helped repair the flume watering system, a pump, electrical, and outdoor lighting along the walkway. Ideal's support helps sustain these wonderful resources we can all enjoy.

Ideal also supports Mission Trails Regional Park through their Business Friends Program. The park covers approximately 5,800 acres of land that gives locals the opportunity to explore the cultural, historical, and recreational features of the area. Recently, Ideal helped repair the flume watering system, a pump, electrical, and outdoor lighting along the walkway. Ideal's support helps sustain these wonderful resources we can all enjoy.

To donate your time or resources to a local park, contact (619) 588-4901 or visit [www.mthelixpark.org](http://www.mthelixpark.org). For Mission Trails Regional Park, contact (619) 668-3280 or e-mail [mtrp@mtrp.org](mailto:mtrp@mtrp.org)

Source: <http://www.mthelixpark.org>

### Faces of Ideal

Can you believe it? It's been 50 years since Ideal first started serving the local area. Ideal's roots go back to plumbing and heating, but over the years have expanded to also include air conditioning, electrical, plus kitchen and bathroom remodeling.

Ideal is well-staffed with outstanding, talented people who love the industry and the people they serve. Along with five family members, thirty-four additional employees are part of Ideal's work family.

Ideal has several long-time employees - we hope you have been lucky enough to meet some of them!

#### Bill, 10 years

If you've ever visited Ideal's store, you probably met one of Ideal's best ambassadors of good will – Mr. Bill. Bill helps those who want to do it themselves. He will get you the right part and if you need it, he will even show you how to do it.



#### Jose, 29 years

Jose is one of Ideal's talented and experienced plumbers. He can clear the most challenging drains and he always gives service with a smile. Jose has become more than an employee – he is like family to many of us.



#### Todd, 24 years

As a farm boy from Nebraska, Todd grew up learning how to fix anything and everything on the family farm. He's our secret weapon when it comes to getting difficult things done and solving challenges. He can fix anything mechanical, whether it's plumbing, heating, air, or electrical.



#### Jeff, 8 years

8 years ago Ideal acquired Call Doug Electric, a second generation family-owned electrical contracting company. As primary owner of Call Doug Electric, Jeff brings a background in residential electrical and lighting design and has added solar electrical and energy efficiency programs to Ideal's resume.



## Discounts and Dollar Saving Deals!

Present at time of purchase. Cannot be combined with any other offer.

**Plumbing, Heating,  
Air & Electrical**  
**\$20 off**  
any service call  
Expires 12-31-2010 Fall 2010

**Water Heater  
Installation**  
**\$50 off**  
Expires 12-31-2010 Fall 2010

**New Electrical  
Ceiling Fan**  
**\$349 Special**  
Standard white 5 blade fan, fan rated box. Installation on existing circuitry.  
Expires 12-31-2010 Fall 2010

**Fall Furnace  
Inspection**  
Includes new filter. We guarantee that if your furnace breaks down within six months of your inspection, we will credit 100% of the inspection price toward the repair or replacement of the system.  
**\$89**  
Expires 12-31-2010 Fall 2010

## Heating & Air Conditioning

### Today's Weather Report!

We can't do much about the earth's outdoor hot, cold, or humid weather – it's simply beyond our capacity to influence. The good news is **York®** has the technology you need to successfully

control indoor temperatures, humidity, and air quality. Your indoor environment can be set to your perfect climate. Gone are the days when this technology is out of reach from most household budgets. With federal and manufacture rebates, a new **York®** system may be more affordable than you might think.

Some ways we achieve indoor weather control are through:

#### Zoning:

Zoning is done by installing motorized dampers in your duct work. With these controls you can heat or cool individual rooms. This is easier to do when building a new home, but it can be done as a retrofit to most homes. Zoning saves you money by only heating or cooling the rooms you use.

#### Humidity Control:

Not done often, but when done you can bring the perfect humidity for you or your home's needs. Properly adjusted humidity may be the perfect remedy for dry eyes, skin, or sore throats. Proper humidity control can also protect household furniture, antiques, paintings, and wood floors.

#### Thermostats:

A digital thermostat can be one of the most beneficial improvements you can use to enhance your system. Just set your thermostat to your most comfortable settings and the temperature will come on and go off as you require. Some thermostats can even have an outdoor sensor installed so you can conveniently know the outdoor temperature.

#### Indoor Air Quality:

This is a growing concern for many of us. Products like specialty air filtration and ultra violet (UV) lights can remove allergens, viruses, mold, and other harmful pollutants from the air. Feel confident and breathe easy with a quality system in your home.



## Electrical Services

### The Benefits of Choosing Photovoltaic (Solar)

If San Diego Gas & Electric is your utility provider, and you have unobstructed roof or ground space, you may be a good candidate for Photovoltaic (Solar Electrical).

**Photovoltaic (P.V.) can dramatically lower your long-term energy costs.**



**P.V. can help move our country toward energy independence.**



**A 30% federal tax credit can offset the cost of your new P.V. system, less California rebates received.**



Call for a free evaluation to determine if Photovoltaic (Solar Electrical) is part of your future!

**619.583.7963**



### Ideal's Kitchen and Bathroom Dreams do come true

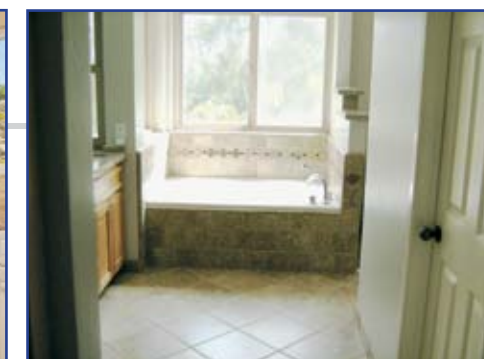
Many know Ideal does plumbing, heating, air and electrical, but did you know we also do kitchen and bathroom remodeling?

Whether you're looking to install new bathroom countertops and sinks, or get that dream kitchen you've always wanted, Ideal's Remodeling division has the skills and people you need to help you. Our experienced remodeling department can help inspire, craft, and design a plan that will best meet your wants and needs.

If you need more inspiration, come in to Ideal's showroom and design center. Browse around our kitchens and bathroom where you can get ideas for colors, lighting, material, layout, appliances, and fixtures.

Call us today to schedule your free in-home estimate.

Just to give you a taste of our Remodeling Services:



**Call us today to schedule your free in-home estimate 619.583.7963 or visit our showroom at 5161 Waring Rd. San Diego 92120**

### Ideal's "Show & Tell" – Receive a \$100 Ideal Gift Certificate!

If you've had one of our technicians out recently, you've probably heard of our special "Show & Tell" promotion. We are giving away (20) \$100 Ideal Gift Certificates, good for any service, repair, installation, or parts. Here's how it works:

1. At the end of your service call, our technician will leave you a flyer with a special number on it.
2. Bring the flyer in to our showroom to check if yours is the winning number! Stick around for a "Show & Tell" while you're there.
3. Even if your numbers don't match up, you'll receive a coupon for a Fosters Freeze® medium soft serve cone.

Ideal's "Show & Tell" runs September 1, 2010 – November 15, 2010. Join us for the fun!

