

UltraCool — Continued from page 13

honestly."

In today's very competitive business world, Neil is a bit of a throwback. He makes a habit of knowing a customer's first name, of understanding their needs, of responding to problems as quickly as possible. He makes a habit of driving his company to be the best. Little wonder more and more customers are getting into the habit of calling UltraCool.

Business-wise he views things from a different perspective. "Revenue and operating cash flow are obviously important," he says, "but so is having integrity about how you conduct your day-to-day business."

Superior products and service

Without regular maintenance, an air conditioner can lose about five percent of its original efficiency, for each year of operation. After a few years of service, a 16-SEER unit will function like a 13-SEER. The good news is that most of that lost efficiency can be recovered through regular maintenance.

"Studies have shown that regular tune-ups to a unit help maintain up to 95 percent of its original efficiency," says Neil. "The cost of a tune-up is recovered quickly in the savings you see in your energy bill. Plus, a properly serviced air conditioner does a better job of dehumidifying your home."

The company sells and services some of the top-brand names on the market: Trane, Rheem, Amana, Ruud, Carrier, Lennox, GE and Bryant, among others. It also has a product line specifically designed to reduce airborne contaminants.

For example, Trane's CleanEffects system can remove up to 99.98 percent of airborne allergens that pass through the filter, making it eight times more effective than a standard filter. Ultraviolet lights can be added to a new system to clean and sanitize the coil. "The ultraviolet light goes to work immediately to clean the indoor coil and the air that passes through the system," says Neil. "By keeping the coil clean, it adds years of quality energy efficiency to your system, with little or no maintenance."

Getting the most for your money

A true comfort system has numerous components, and a complete matched system gives you the most for your money. Replacing one or two parts in an existing system does not necessarily guarantee that it will be reliable and efficient down the road. That's why it is important to consult with a specialist from UltraCool who will explain the variables and the options of replacement when installing a new unit.

"Everyone has different needs, and we want to make sure our customers understand and recognize their options," says Neil. "A true energy-efficient home comfort system is a very wise investment that will pay for itself many times over."

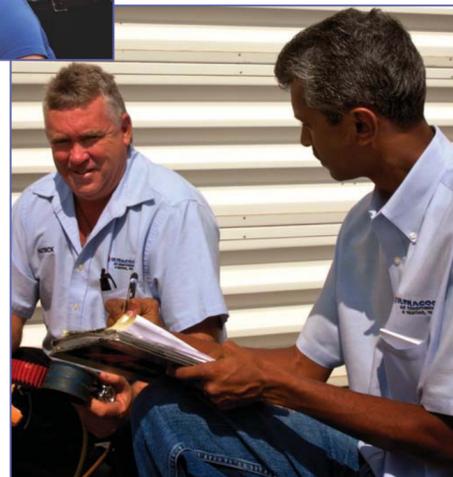
The UltraCool philosophy is to provide the best product, at the best price, with the best service. It's the way Neil and all his employees do business. And, when you call the company — day or night — you will talk to a person, not a machine.



ABOVE: Neil Singh, the company owner, discusses various options with another satisfied customer.



Top row left to right: Stephen Dandrade, Neil Singh, David Lowell, Patrick Munde. Bottom row left to right: John Perkins and Lori Montiel.



From left: Patrick Munde and Neil Singh discuss the daily service call schedule.

That's a rarity. So too, is UltraCool Air Conditioning and Heating.

Experience the difference, and call them today. As Neil says: "At the end of the day, what matters most is that we have done our job to the best of our ability. We want neighbor telling neighbor, because word of mouth is the best form of advertising."

CALL (954) 452-8101
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Cliff's Pools and Patios

The 'smart' choice for pool and patio upgrades

Hot summer days and cool, refreshing water is a perfect match. If the highest quality work, superior customer service and very affordable prices are your goal, there is only one company to call - Cliff's Pools and Patios, 10178 NW 47th St., Sunrise.

Owned by Cliff and D'Alma Freyman, the company has moved into a position as a leader in affordable makeovers, specializing in pool, patio and pavers remodeling and resurfacing.

You may be surprised at just how affordable a pool upgrade can be, but you'll never be surprised at the professionalism of every company employee.

The relationships that Cliff and D'Alma maintain with manufacturers assure an excellent product. Their integrity assures

repeat customers — reflected in the countless letters of appreciation adorning the company's walls. "Our customer satisfaction rating is 99 percent, and we are appreciative of those kind comments," says Cliff. "It's a response to the way we do business; always placing the customer first."

A pool is a great attraction for family and friends, but swimming is also a great way to stay in shape. Call it group "therapy" at its finest - - relaxing, refreshing and available at a moment's notice.

Superior options...superior staff

One thing about Cliff's Pools and Patios is that customers can choose from an incredible range of options. Whether it's a standard pool and patio upgrade, resurface or one that looks like it was created for a Hollywood movie, it can be yours —



Cliff's Pools and Patios offer a superior selection of pool and spa tiles, all types of pavers and travertine marble and beautiful decorative concrete coatings.

customized and designed to meet every need and budget.

Cliff's Pools and Patios is one of the few local pool companies to offer a superior selection of pool and spa tiles, all types of pavers and travertine marble and beautiful decorative concrete coatings. It really is a one-stop shop for all types of pool and patio upgrades.

But it doesn't stop there. The company can also be contracted for driveway resurfacing.

All the technicians at Cliff's Pools and Patios are full-time employees. All jobs are supervised, and second rate, or cutting corners is never an alternative.

Pools, patios, driveways

We are the resurfacing experts

"We offer the widest variety of pool surfaces - Diamond Brite, Gem, Pearls, Marquis, and custom pebble surfaces with lifetime warranties," says Cliff. "We are the resurfacing experts."

Today's pool surfaces go far beyond standard white Marcite surfaces. The company's skilled professionals can dramatically influence the illusion of a pool's water, with over 100 surfaces of varying color and aggregate types to create "art" in a pool.

"We also offer a large variety of pool tile, custom lighting, salt chlorinating systems, pool heaters, water features,

pool equipment and pool service & repairs," says Cliff.

His company also offers the widest range of patio and driveway resurfacing and remodeling options in the industry. Standard pavers, custom precast and artistic pavers are unique and can create any atmosphere — from modern to rustic to resort style. Plus, the company offers travertine marble applications, including standard 6 x 12-inch custom French patterns for a borderless "vanishing edge" effect.

Easy maintenance

The company also offers the widest variety of decorative concrete coatings, which is good news for those who prefer easy maintenance and freedom from bugs and weeds, commonly associated with pavers. "These coatings include spray decks, in a variety of colors and patterns, to custom Uro-tile systems styled in stone effects, tile and French patterns," says Cliff. "Our exclusive "Marble Tec" simulates natural stone and marble. It's very easy to maintain, beautiful and is long lasting.

Cliff's Pools and Patios also offer unique overlay systems that effectively address existing structural cracks in patios, decks and driveways.

Summer is here. It's time to make the smart choice. Call Cliff's Pools and Patios for a consultation.



You can make your pool go from mundane to amazing by calling Cliff's Pools and Patios, the resurfacing experts.

CALL (877) 933-POOL • VISIT CliffsPools.com