



## ACE & SONS INSULATION, INC.

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Dear Valued Customer,

Thank you for giving us the opportunity to price the insulating of your home. Ace & Sons Insulation wants to earn your business and we would like to illustrate the advantages of selecting us as your insulation provider. When you choose Ace & Sons to add Energy Control cellulose insulation to your home you can . . .

- **Receive up to a \$1500 REDUCTION on your federal tax bill!** A federal tax credit is available for 30% of the material cost when you add insulation to your home between January 01, 1999 and December 31, 2010. Unlike a tax deduction, a tax credit is a \$dollar for \$dollar reduction in your taxes.
- **Receive up to a \$150 REDUCTION on your Michigan tax bill!** A state tax credit is available for 10% of the cost (up to a maximum of \$150 if filing jointly) when you add insulation to your home during tax years 2009 through 2011.
- **Receive up to a \$600 REBATE from DTE Energy/MichCon when you add insulation to your attic!** DTE Energy/MichCon is offering up to a \$600 rebate for adding at least R-19 or 6" of insulation to an attic with less than R-24 or 8" of insulation. Add above grade wall insulation to your home and receive up to a \$350 rebate from DTE Energy/MichCon. Maximum rebates (up to 50% of the cost) are received with MichCon supplied heat, DTE Energy powered central air, and an energy survey/audit.
- **Increase the R-value between your ceiling and attic by up to 178% or more! Increase the R-value of your walls by up to 443%!** Adding 9 inches of Energy Control cellulose insulation to your attic over an already existing 6 inches of fiberglass would increase the R-value from 19.2 to 53.4. Adding 3.5 inches of Energy Control cellulose insulation to exterior walls without insulation would increase the R-value from 3 to 16.3. The higher the R-value the better the thermal resistance and the slower the rate of heat loss. If there is no existing insulation in your attic the reduction in the rate of heat loss will be even greater!
- **Reduce your current heating bills by up to 50% and save on future energy price increases!** Some Ace & Sons Insulation customers have had their current heating bills reduced by up to 50%. You may not only save money on your current and future heating bills, you may save on future energy price hikes. In the past ten years natural gas prices for the Michigan consumer have risen at an average annual rate of 9%. Meanwhile, the stock market (S&P 500 index) has fallen at an average annual rate of -2% for the same time period (9/1999 - 10/2009). Which is a better investment?!
- **Save money now, pay later!** Ace & Sons Insulation accepts Visa, MasterCard, Discover and American Express or 6 months same as cash. We offer senior discounts as well as a customer referral bonus. The Michigan State Housing Development Authority (MSHDA) offers low interest home improvement loans for eligible homeowners and landlords. Interest on home improvement loans may be tax deductible.
- **Experience quality of life improvements!** Cellulose insulation stops hot or cold air leakage 35% better than fiberglass which will allow you stay warmer in the winter and cooler in the summer. Cellulose insulation's sound deadening properties reduce the infiltration of outside noises. Adding cellulose insulation to your attic helps protect against ice damming in gutters. Energy Control cellulose insulation is flame retarding, mold resisting, insect repelling, as well as an environmentally friendly "green" product.
- **Experience excellence in customer satisfaction! - Over 30,000 happy customers**  
Ace & Sons installs insulation right the first time. We do not use subcontractors, we offer year round installation, and we provide invisible installation on aluminum, brick or vinyl siding. Our cellulose insulation is guaranteed not to settle and carries a lifetime warranty. Finally, Ace & Sons will provide an infrared thermal scan after installation to ensure full coverage.

When you add it up, adding cellulose insulation through Ace & Sons can pay for itself. Please give us a call at 1-888-500-4ACE or 734-374-2883. Ace & Sons Insulation, Inc. wants to do what it takes to earn your business.

• Residential/Commercial • Workmanship Guaranteed • Licensed & Insured • Michigan License #65428 •

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## *Attic Insulation*

*(Addition of 9 inches of Cellulose)*

- \$1.00 per sq. ft. Initial Cost
- \$0.50 DTE/MichCon Rebate
  - \$0.15 Federal Tax Credit
  - \$0.10 State Tax Credit
- 

\$0.25 per sq. ft.

Your Final  
Cost!



INSULATION, INC.  
Always been green, always will be.