

# THE CALM BEFORE, DURING & AFTER THE STORM.

*Protect your investment and  
your family with a  
Carrier automatic home generator.*



Turn to the Experts.™



SAVE MONEY NOW

AND

HEADACHES LATER.

The \$300 worth of groceries in the fridge. The work-from-home lifestyle. The feeling of security during severe weather, high winds, natural disasters or random power grid failure. These are just some of the reasons why more Americans than ever are getting a Carrier automatic home generators installed for their homes.

And you should know that there are three things you can do as a homebuyer at the new construction phase to make your home generator-ready and save **an average of \$3000 in future costs**.\* So even if you're not quite sure you need a generator today, you can take the steps to make adding one in the future as simple as possible.

*\* Savings information based on contractor surveys of average retail and installation costs.*

*step*

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## **Ask us to extend the gas line and wiring**

While lines are being plumbed for your new home, bring the gas line closer to the house and cap it off, so it's already in position for a future generator. Without this bit of foresight, you could be faced with a much steeper cost to install a generator down the road.



*step*

# 2

## **Request a load center with motor actuator**

Generators require a means to transfer electricity. Having a load center with motor actuator installed and wired at the pre-construction phase keeps all the electrical controls at one centralized location, making it more intuitive to use.



*step*

3

## Have us install the generator

Now, you're just a simple installation away from 24-hour peace of mind. And if added during the new construction phase, it can be rolled right into your mortgage.

Ask to sit down with us for more information on which model size best suits your needs.



## Why you should add a Carrier automatic home generator:

1 Thousands of dollars cheaper than if you try to add one later

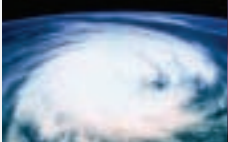
2 Can roll cost into your mortgage

3 Protects you from the costly inconveniences of a power outage (i.e., food spoilage or potential home damage)

**And even just a handful of recent power outages have cost billions of dollars to homeowners and businesses.**

Where	When	Why	Without power
U.S./Canada	2003	Grid Failure	50 million
CA	Summer '06	Grid Failure	1.7 million
St. Louis, MO	July '06	Storms	700,000
Buffalo, NY	October '06	Snow	400,000
WA/OR	December '06	Storms	1.5 million
St. Louis, MO	December '06	Ice/Snow	720,000
OK/MO	January '07	Ice	500,000
IA/IL	February '07	Snow	330,000

*For more examples, search 'list power outages' at wikipedia.org.*



## NATURAL CAUSES OF POWER OUTAGES

Hurricanes

Wildfires

Tornadoes

Ice storms

Mudslides

Severe thunderstorms

Heat waves

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And the U.S. power grid  
isn't getting any younger.

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**50 million people** were without power when a massive power outage wreaked havoc in the Northeast and Canada in 2003. And with people using electricity at an estimated 4 times faster than the country's ability to generate it, power is becoming increasingly less reliable.

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# Taken for granted until it's taken away.

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**You rely on these. These rely on electricity.**

Refrigerator	Television
Freezer	Computer
Security system	Landline
Garage door opener	Recharge cell phone
Sump pump	Recharge laptop
Backup sump pump	Lights
Air conditioner	Fans
Furnace	Computer servers
Well pump	Flood lights
Water softener	Porch lights
Water heater	Home office



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