

# HEIDLER, INC

Your Quick Call  
Comfort Hotline:

410-268-7191  
www.heidlerplumbing.com

## MY WORD

BY STEVEN HEIDLER &  
MICK HEIDLER



Dear  
Friends,

For a lot of families, fall ushers in a new "learning season." As kids head off to new classrooms and new experiences, sometimes you can't help remembering your own school days.

During my time in school, I learned some basics that have stuck with me year after year.

For example, there will always be someone who knows more than I do. And there will always be someone I can help.

Those two facts are a big part of running this business. The team around here is committed to learning more ways

...continued on page 4



### — HOME HEALTH —

## Water Damage Can Cost Thousands

**N**early 40% of all homeowners have reported they experienced losses due to water damage. However, insurance plans may not cover all types of water damage.

### Flood Damage vs. Water Damage

A heavy thunderstorm that leaked through a faulty window and damaged walls and flooring would likely be covered by a homeowner's policy as water damage.

Flood insurance would be needed for any water damage that occurred from rising water.

### Preventing Water Damage

Water damage, accounting for 25% of all insurance claims, can cause a host of problems, including structural damage, mold, mildew and a nice habitat for certain unwanted insects or other pests. So regularly inspect for damage:



- **Consider window coverings that divert rainwater** if you have basement windows.
- **Regularly clean out gutters and downspouts** so that rainwater can drain out and away from the home.
- **Check to see if there are any areas of pooling water on the property.** This could indicate a drainage issue and the grading of the property may need to be changed.
- **Inspect the roof, windows and doors for water entry points.** Sealing potential infiltration points can prevent water damage.
- **Use your nose.** Even if you can't see water damage, you may be able to smell it. The installation of a drain and sump pump system often remedies basement water problems.



— UPS & DOWNS —

## Stop Watching Your Money Go Down the Drain

**T**he sound of water running is the sound of your money going down the drain. Water heating can account for 14-20% of your energy bill each month. To reduce the cost:

- **Use less hot water.** Just one person uses 15-25 gallons of hot water for a bath, and up to 175 gallons a week for a shower. If you want to save and don't want a dirty family, cut that amount in half by using low pressure flow showerheads and faucets.
- **Turn down the thermostat on your water heater.** The factory setting is to demonstrate performance. But a setting of 115°F provides comfortable hot water for most uses – anything higher can waste energy and increase costs.
- **Insulate your water heater.** Insulate your older electric hot water storage tank and pipes, but be careful not to cover the thermostat. Insulate your older gas or oil hot water storage tank and pipes, but be careful not to cover the water heater's floor, top, thermostat or burner compartment; when in doubt, get professional help.

- **Buy a new, more efficient water heater.** Although most water heaters last 10-15 years, it's best to start shopping for a new one if yours is more than 7 years old. Doing some research before your heater fails will enable you to select one that most appropriately meets your needs.

### Does Your Plumbing Seem a Little “Dated?”

The march of time affects everything – even your household plumbing. As design and efficiency keep steadily moving forward, don't get left behind. Let **Heidler, Inc.** make your dreary bathroom or kitchen your dream room with the latest technology and styles. Just call **410-268-7191** today.

©2013

— DOLLARS MAKE SENSE —

## Repair or Replace? Which is it?

**B**roken appliances beg the question: repair or replace? Sometimes it's easy. If an appliance is new and the repair is covered by warranty, you call for a repair. Otherwise, the best option is determined by weighing several factors, starting with...



**Appliance Age:** The life expectancy of appliances typically falls within these ranges:

Refrigerator: 15-19 years  
Clothes Dryer: 13-14 years

— WEIRD SCIENCE —

### Grandma's Right!

**M**edical science is finally catching up with mothers and grandmothers in recognizing the healing properties of chicken soup. Several studies from respected institutions found that the heat, the liquid and the antibiotic activity of garlic (a common ingredient) can

erase symptoms and support the immune system. One bowl of soup provides water, electrolytes, calories and plenty of nutrients.

There's no actual “cure” for the common cold, so if you have the common cold, you'll just have to tough it out... and eat some of Grandma's soup!

## Secrets to a Longer Life



Clothes Washer: 11-13 years  
Dishwasher: 9-11 years  
Range, Electric: 12 years  
Range, Gas: 13 years  
Water Heater, Electric: 14 years  
Water Heater, Gas: 11-13 years

If the service life remaining is limited, replacement sounds logical. Or it could even be desirable if you've had your eye on new technology or new features now available. Yet if the appliance is merely "middle-aged," weigh that against...

**Cost of the Repair:** A repair fee that's more than half the cost of a new appliance is a reasonable guideline for replacement. Finding out, however, would likely cost a service call of, say, \$75-\$100. That's not a bad investment if a new appliance costs \$1,000 or more.

**Energy Efficiency:** Appliances have two costs – purchase price and operating price. Typically, the newer the appliance, the better the energy efficiency rating. So consider your options and see how soon reduced energy use can begin paying a return on your purchase investment.

### Get **\$25 Off** the Best Service We Can Bring On.

For your next plumbing repair, we'd like to make things easier on your wallet. So just clip this coupon for a \$25 savings on your repair bill. Then call us and we'll give you our best service. Call **Heidler, Inc. at 410-268-7191.**

©2013

**"Live life to the fullest,"** so the saying goes... but do you? Or more importantly, do you know how?

### You Are What You Eat

One of the most efficient ways to shed pounds is by monitoring your calorie intake; 2,000 calories is considered the average amount of calories a person should consume in a single day.

Foods such as beef, dark chocolate, antioxidants and foods with fiber and whole grains give

you more energy and better health.

### Worrying Can Wait

Optimism, laughing and strong relationships all help manage stress and the ability to overcome adversity, increasing life expectancy by 50%.

### Nighty-Night

Limit sleep time to between six-and-a-half to seven-and-a-half hours every night. Thirty-minute naps every day can also increase life expectancy by 37%.



## Common Sense for the Grocery Store

**A**s grocery prices continue to rise, it's important to find ways to save at the grocery store that do not ruin your taste buds. These tips can help you shop sensibly for your wallet and your stomach...

- **Avoid shopping hungry.** Impulse buying is a quick

way to decompose your wallet.

- **Plan ahead.** Exploiting your wallet could eventually put you in debt, so set a budget and don't exceed it. Make and stick to a list of what food your family needs for the week.
- **Popularity isn't everything.** Generic products will lead to better budgets in the long run. If two companies are selling identical products, pick the less expensive one.
- **Grocery stores scam savers.** Coupons will only result in savings if you were initially intending to buy that exact discounted item.

## MY WORD

...continued from page 1

that we can make your home more comfortable.

Sometimes we do this in a classroom setting of our own, but many times we learn as we serve. And that leads to the second part: we are committed to sharing our knowledge with you and are here to help whenever you have a concern. Just give us a call!

Sincerely,



Steven Heidler & Mick Heidler

P.S. Be sure to check out the discounts in this newsletter. If you can't use them, pass them on to someone who can. Thanks.

Scan Me!



Scan this QR Code with your mobile to add us to your address book.



# HEIDLER, INC

208 N. Taylor Avenue  
Annapolis, MD 21401

Have you had your gas log unit serviced yet?

Gas Log manufacturers suggest your log be inspected once a year.  
Call **Heidler, Inc.** today for your annual gas log check-up!

We will:

- Clean & inspect burners
- Clean & inspect logs
- Adjust & clean air/gas mixer
- Check pilot light/generator

\*Includes \$69.00 Dispatch Fee. Does not include repairs or parts.

- Check wiring and thermostat
- Check unit & piping for leaks
- Check log placement
- Cycle unit

We recommend a CO Detector installation for all clients with gas appliances. Ask our technician for details!



## Heidler, Inc.

(410) 268-7191

**Through October & November 2013 Only!**

(No other discounts apply.)

55 OF EVERY  
INSPECTION  
WILL BE  
DONATED TO  
THE  
LIGHTHOUSE  
SHELTER!  
OVER \$5500  
ALREADY  
DONATED!

## RE-OPENING ENVELOPES

It happens to the best of us – you get everything signed, sealed and ready to deliver, then realize the check you meant to include is still on the table. If you seal a “lick-type” envelope and then realize you forgot to include something, just place your sealed envelope in the freezer for an hour or two. It unseals easily.