



CAPITAL

HEATING • COOLING  
INDOOR AIR QUALITY

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# FURNACE BUYING GUIDE 5 THINGS TO KNOW BEFORE YOU BUY

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# LET'S GET STARTED

**If you've determined** it's time for a new furnace or your equipment is showing [signs of failure](#), there's no better time to buy a furnace, than when you have a furnace. Waiting for a complete furnace failure will leave you stressed out, under the gun to make a decision, and worst of all - out of time to research.

That's why we've designed this super helpful furnace buying guide to tell you all the important things you should consider before buying a new furnace:

## 1. NAME BRANDS

It's important to know that multiple brand names of furnaces are made by the same manufacturer. That means in many cases there's little to no difference in the actual equipment. In fact, in some cases the differences are so minor that the color or brand name is the only difference.

Staying true to the features you want, and not focusing on brand name is the best way to get the furnace that you really need.



Take a look at the major players in furnace manufacturers, and the brands they make:

FURNACE BRANDS:					
MADE BY:					



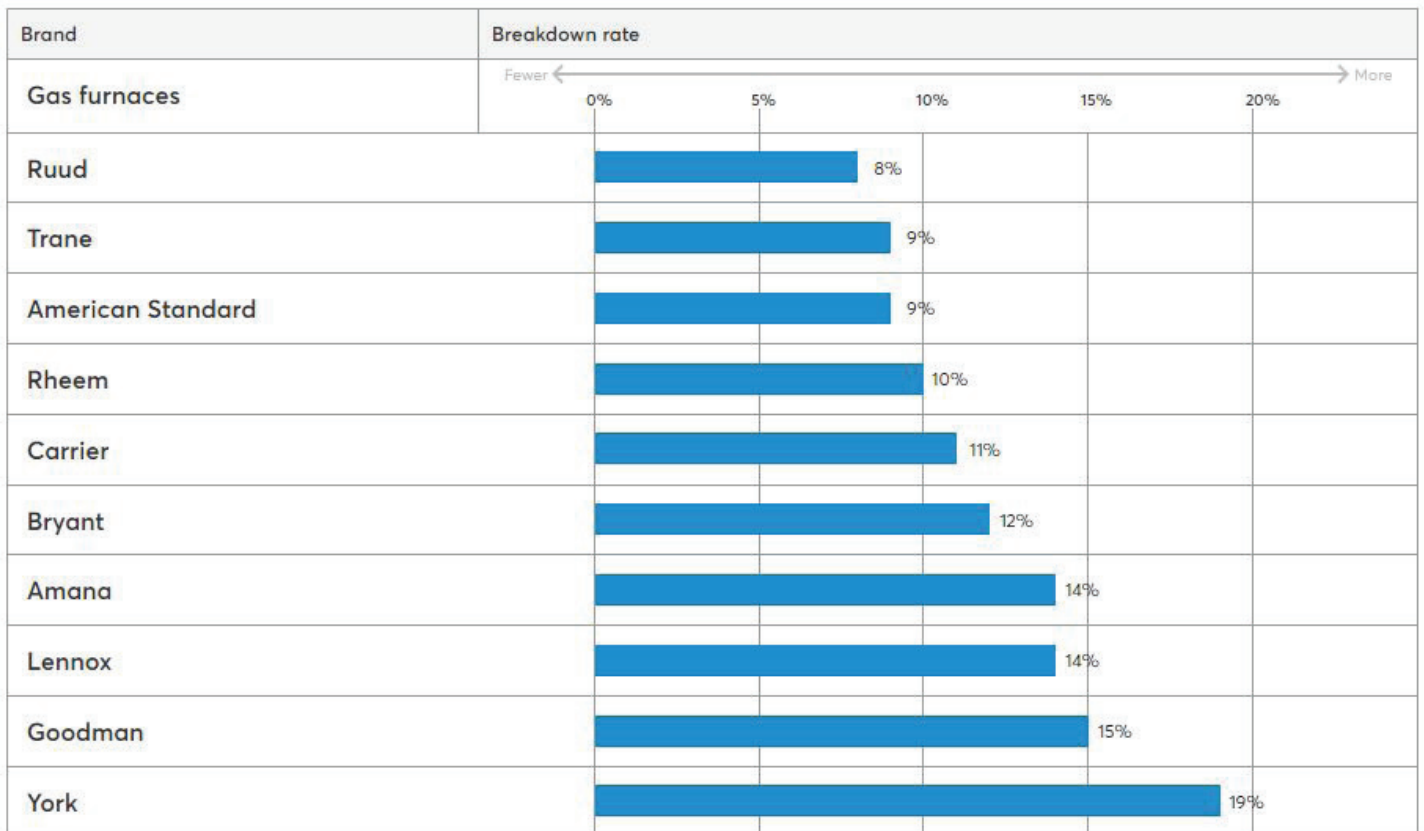


### 3. YOUR PRIORITIES

Before buying a new furnace, make a list of your priorities. What's most important to you? Reliability, energy bills, cost, comfort? This will help narrow your choices when it comes to choosing between features.

#### MOST AND LEAST RELIABLE

A new furnace should be reliable right? Keeping a pulse on product performance ratings is important to ensure you invest in a furnace that has a reputation for reliability. According to Consumer Reports, the top 4 most reliable furnace brands are Ruud, Trane, American Standard, and Rheem. Among the least reliable are York, Goodman, Lennox, and Amana. Consider the below breakdown rates when choosing a furnace:



Source: 2016 Spring Product Reliability Survey, Consumer Reports National Research Center.

## EFFICIENCY

The lowest efficiency allowed by law for new gas furnaces is 78 percent, and some new models achieve 97 percent, near-total efficiency. A new higher efficient furnace may cost more initially, but you can often recoup that additional cost through lower fuel bills over the life of the furnace, especially in regions such as the Northeast, and here in the Midwest, where the winters are harsh. [Furnace payback calculator.](#)

However, how quickly you recover the investment depends on more than just the furnace's efficiency. The climate, how well your home is insulated, the furnace's electrical usage, and your local gas and utility rates also affect payback times.

## ENERGY BILLS

As much as half of the energy used in your home goes to heating and cooling. So making smart decisions about your home's heating, ventilating, and air conditioning (HVAC) system can have a big impact on your utility bills. Keeping energy bills low requires equipment that operates efficiently and is kept clean. We recommend installing a high efficient furnace, and keeping up with routine furnace maintenance to keep heat bills low.

## 4. FURNACE INSTALLATION COSTS

The cost to have a new furnace installed depends on multiple factors including size and efficiency of the equipment, existing duct work, the caliber HVAC Company you choose, and the location of the furnace (is it located in an easy-to-access area like a traditional basement vs. a tight crawl space attic location, etc.) And, buyer beware that anyone can make something cheaper by cutting corners on warranties, permits, any duct work modifications, compatible thermostat installation, and removal of your old system. Be sure the final price includes these things, or you may see charges later.

In addition to the factors above, a little bargain hunting never hurts; so ask your comfort technician about any promotional financing, manufacturer incentives, or utility rebates available that could save you a few bucks!

*Buyer Beware! What to watch out for.*

Anyone can make something cheaper by cutting corners, so before making any comparisons, be sure your final furnace installation costs includes everything such as warranties, permits, any duct work modifications, thermostat installation, and removal of your old system. The proposal your comfort technician provides should outline exactly what is included and detail any additional fees.

[View sample proposal.](#)



## 5. CHOOSING A FURNACE INSTALLATION COMPANY

Last, but not least choosing a reputable HVAC company is by far the most important step in the furnace replacement process. Even the very best heating system will fail if it's not properly installed. Consider these things when choosing an HVAC company to install your new furnace:



**1. Licensed & Insured.** Ask to see their license and proof of insurance. Without proper insurance and licenses, you're pretty much on your own if there's an accident or failure.



**2. Reviews.** Learn from others' experiences by reading online reviews on sites like Google and Better Business Bureau.



**3. Guarantees.** After they collect your check, will they stand behind their work in the event of an issue? How do you know? Is it in writing?



**4. Warranties.** Your new furnace most likely comes with a manufacturer warranty. But who registers your new equipment to ensure it's covered if you have an issue? Many contractors skip this step, leaving you responsible for registering your own warranty. Choose a heating company that takes care of this for you.

WE HOPE THIS GUIDE HAS GIVEN YOU SOME GREAT INFORMATION.

The next step is to [request a free furnace replacement consultation](#) with one of our knowledgeable comfort technicians.

