

APPEL'S BENJAMIN FRANKLIN REWARDS PROGRAM

We've all heard the saying, "There's no such thing as a free lunch". But what if it isn't true? What if there is such a thing as a free lunch? I know, "must be too good to be true". Right? Wrong! What are we talking about anyway you ask? How about the easiest way to put some extra cash into your pocket, probably for doing what you've been doing already? Still don't know what we are talking about? We're talking about the new *Benjamin Franklin Rewards Program*.



The program is called the *Benjamin Franklin Rewards Program* because we put one hundred dollar bills (Benjamin Franklin is on this bank note) in your pocket for referrals. The first time you refer someone to us that purchases a heating or cooling unit we will pay you **\$100**. The next time it happens we will pay you **\$200**. Each time after that you will get **\$300**. Easy money, free lunch, whatever you want to call it. All that we ask you to do is to put your name on the back of the referral cards and give them to your friends, neighbors, coworkers, or family members who are in the market for new heating and cooling equipment. Ask them to mention the referral card when they call in for a price quote. *When they buy from Appel, you get the cash.* Easy money.

Reward Card #1



\$100 Referral Reward
(317) 846-0434

Reward Card #2



\$200 Referral Reward
(317) 846-0434

Reward Card #3



\$300 Referral Reward
(317) 846-0434