**EMAIL**

**Indoor Air Quality Email from Your Company**

[Subject Line:] You deserve the best indoor air quality an HVAC can provide!

[Pre-Text:] Remove allergens and possible infections from your air.

Hi [First Name],

The Unico System provides your home with the best indoor air quality available. Unico uses scientifically proven, top-rated equipment to add to your home. If allergens or infectious particles are a concern of yours, this is the right system.

A few ways Unico provides the best air quality are:

* **MERV 13 air filtration** – The Unico System has an air filter rated MERV 13, which filters out particles as small as 3 microns, including pollen, dust, and other allergens. MERV 13 is the standard hospitals use in their air systems. Because Unico is a compact system with small air registers, it traps more dust and allergens than traditional and mini-split systems.
* **Ultraviolet light** – UV light penetrates and kills harmful bacteria and viruses as it delivers clean air throughout your home. UV lights have been used in hospitals and water treatment plants for years, and now you can have the same benefits in your home.
* **Easy-to-use air filters** – Unico air filters are easy to change yourself. Keeping a clean air filter is the most important thing you can do for optimal indoor air quality. If you’d like to learn how to change the filter or would like us to change it, give us a call!

[CHOOSE FROM THE FOLLOWING:]

* If you’re interested in improved air quality in your home, call us to schedule a free quote.
* If you’re interested in improved air quality in your home, just let us know! Schedule your home installation soon.
* If you’re interested in any of these items, just let us know, and we can get them over to you and installed as soon as possible.

Have a great day,

[NAME, AND/OR COMPANY]

[EMAIL]

[PHONE]

[WEBSITE]