

**From:** Ken & Roz ( [REDACTED] )  
**To:** joej@rebelrefrigeration.com;  
**Date:** Tue, April 20, 2010 1:17:45 PM  
**Cc:**  
**Subject:** Re: Kenneth/Rosalind - Many benefited from my business gamble.

Hi Joe Johnson - last week we had your company install a new AC and Heating System. I'm sure if you look at your records you will find this was done and PAID IN FULL.

My husband and I would also like to congratulate your service men and the fantastic job they did in our home. Matt was the original service person and we would like to commend his professionalism and how he tending to our needs Please thank him again for us.

Thanks again, Rosalind/Ken [REDACTED]

----- Original Message -----

From: "Joe Johnson" <joej@rebelrefrigeration.com>

To: "Kenneth/Rosalind [REDACTED]"

Sent: Tuesday, April 20, 2010 9:44 AM

Subject: Kenneth/Rosalind - Many benefited from my business gamble.

> Dear Kenneth/Rosalind,

>

> A remarkable and historic event has taken  
> place recently here at Rebel Refrigeration.

>

> Just over 30 days ago I sent out an email  
> and a video letter explaining I was going to  
> take a huge business gamble and bulk  
> purchase a bunch of top brand name AC and  
> heating equipment and give it away at  
> at pricing discounts I had never, ever done.  
> This was only to keep our techs busy for the  
> next couple weeks.

>

> My industry associates, guys I have lunch with  
> from time to time, said I was foolish. I must  
> admit I was nervous that I had committed to such  
> a huge purchase during the off season.

>

> Unbelievably, I sold an absolute record number  
> of Air Conditioning installs that I had never  
> done before, ever in a 30 day period. My business  
> gamble paid off for many people, including us.  
> And to think I was just looking to keep our guys  
> busy for the next few weeks ... we have all worked  
> over time to get this all done. Yes, we worked twice  
> as hard for half the profit, but I'm not complaining

> one bit. I'll take it in this economy.  
>  
> Unfortunately, all good things come to an end. I'm  
> almost out of equipment and we are short on time because  
> the demand repair jobs are already starting to come in.  
> Soooo, the official end to this campaign is May 1st.  
> There is still time, but you must act before that  
> time. Yes, we'll still be able to get you special  
> pricing after, but nowhere near this good. It will  
> become too costly to offer it at such a low price.  
>  
> Call my office today at 702-734-7750 to schedule a  
> no cost visit with one of our system evaluators.  
>  
> Talk to you soon,  
>  
> Joe Johnson  
> Owner  
>  
> Rebel Refrigeration  
> 2630 S. Highland Drive  
> Las Vegas, NV 89109  
>  
> www.RebelRefrigeration.com  
> Phone: 702-734-7750  
> NCL # 46742  
>  
>  
> If you no longer wish to receive communication from us:  
> <http://autocontactor.com/app/r.asp?ID=1062281345&ARID=0&D=>  
>  
> To update your contact information:  
> <http://autocontactor.com/app/r.asp?c=1&ID=1062281345&D=>  
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