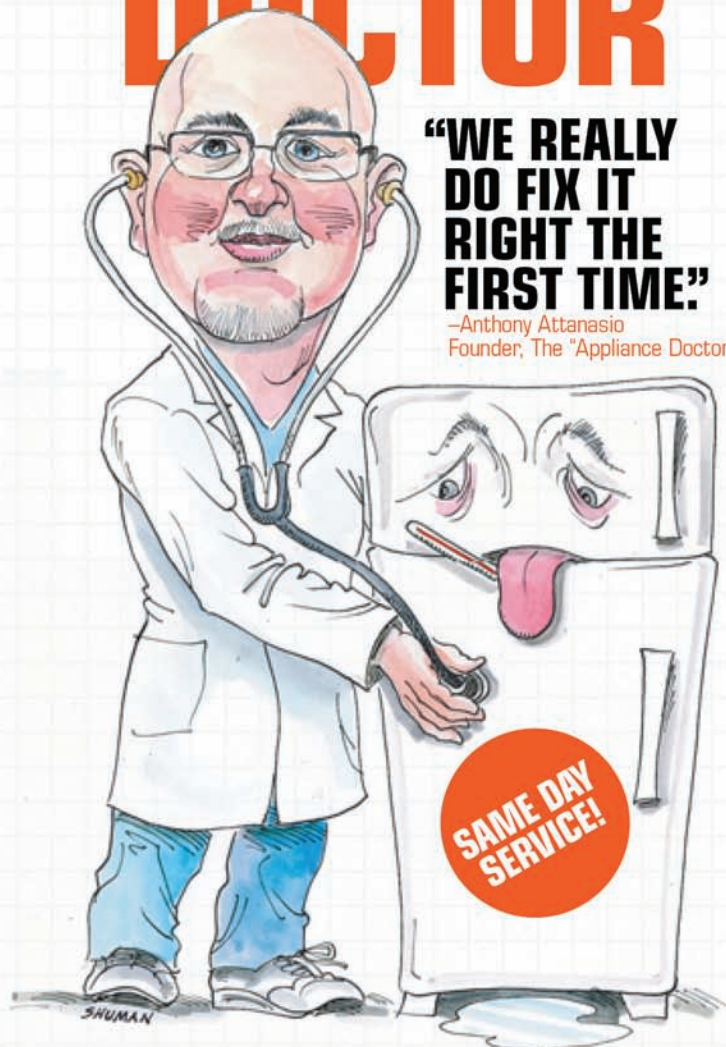


YOUR ONE PHONE CALL FOR YOUR SICK APPLIANCE

# APPLIANCE DOCTOR



**"WE REALLY  
DO FIX IT  
RIGHT THE  
FIRST TIME!"**

—Anthony Attanasio  
Founder, The "Appliance Doctor"

**(914) 968-1510 or (800) 339-0353**

171A McLean Avenue, Yonkers, NY 10705

[www.ApplianceDoctorRx.com](http://www.ApplianceDoctorRx.com)

# WHO IS THE APPLIANCE DOCTOR?

**At The Appliance Doctor, we take the same concern in our customers as we do the appliances we repair. Our business is dedicated to meeting the repair needs of our customers who we know are the foundation of our company.**

The Appliance Doctor is the #1 appliance repair company in the New York City area. In 1980 "The Appliance Doctor" a.k.a. Anthony Attanasio, began a repair company for appliances named A&A Appliances. This little business was actually housed in his mother's garage with the sole employee being his dedicated aunt who answered the phone lines and scheduled service calls. Anthony ("The Appliance Doctor") was also cleaning and delivering reconditioned refrigerators and stoves. His love of repairing appliances took him through long 6am to 10pm work days 7 days a week. This business was his baby, and one he was ready to nurture in a healthy and proper way.

Even today, Anthony's wife will tell you, "The business comes first, Anthony loves his work."

His passion and dedication to making and creating the best appliance repair company in the NYC area over the past 32 years, has

garnered a loyal staff of 15 technicians. Several of our dedicated repair technicians have been with us for over 15 years and our office manager has dedicated 30 years of her life with making the Appliance Doctor a super company run on the foundation of integrity.

Over the past 32 years The Appliance Doctor has remained steadfast with intense focus on the important service requests of our customers. We know you are the lifeblood of our business. We take a great deal of pride in being honest and providing fair pricing and exemplary "Same Day" service.

The Appliance Doctor services your appliances repair with reliable, efficient and expert appliance technicians. We love what we do and receive great pleasure and pride in providing superior service for you.



# AFFORDABLE APPLIANCE REPAIR

All appliance service providers will charge a fee for coming to work on your repair needs. The difference is in how this fee is disclosed to you.

The Appliance Doctor prefers to be honest and upfront about all costs and fees, stating in advance what our service call will be. Before we begin work on your appliance, you'll have peace of mind knowing what the repair charge will be and having it clearly stated in writing.

**The Scam some companies use is the "Free Service Call with Work Done."**

**Some service companies run Yellow Page ads that read "Free service call with work done." This is one of the biggest and unfortunately, one of the most effective, consumer scams. We all would like to save a few dollars by shopping around for what we think is a fair charge for a service call, but the truth is most companies are giving consumers the illusion of a lower price for a service call.**

**For example, if one company charges \$89.95 for a service call and another says there is no charge for the service call, know that the company that does not charge up front will build in the cost of the call by charging more for parts and labor. Ultimately, the cost to**

**you will be about the same no matter which company you choose.**

**At The Appliance Doctor, we let our customers know in advance the charge for a service call plus parts and labor. That is the honest thing to do.**

Additionally, The Appliance Doctor's Repair Program for management companies is the most competitive in the industry. Our affordable home appliance repairs are far less than competitor brand names like Maytag, Kenmore, and General Electric, which charge clients close to \$100 just for walking in the door sometimes a week or more after the initial problem occurs.

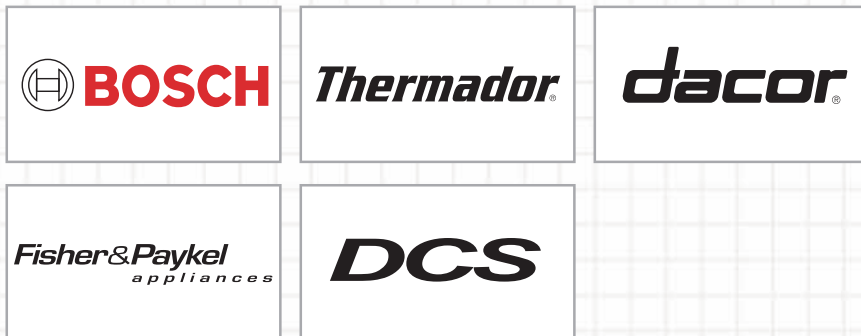


# BRANDS WE SERVICE

## HOW WE SERVICE & WHY WE'RE DIFFERENT

The Appliance Doctor and our seasoned team of experts are certified and factory trained to repair all major home appliance brands.

In addition, we are one of only a few repair service companies who are authorized to provide warranty-related service for high-end appliance manufacturers like:



We realize that your time is extremely valuable. Therefore, unlike many repair service providers who may take up to a week to arrive for a service call, The Appliance Doctor will send a technician to your home within a few hours. We take pride in "Same Day Service".

In addition to an appointment with a four hour window, we will also, at your request, phone you between 30 minutes and one hour before your scheduled appointment to let you know we are on our way. This will allow you to spend more time on other important things throughout your day.



# THE APPLIANCE DOCTOR'S TIPS: GETTING THE MOST MILEAGE OUT OF YOUR APPLIANCES

Here are some simple things you can do to ensure the long life of your major appliances. Follow these helpful tips before calling us.

## GENERAL

1. Make sure the unit is plugged in and turned on.
2. If it is not running at all, check the circuit breaker/fuse.
3. Reset/replace the circuit breaker/fuse and test the appliance again.
4. Make sure the water supply valve is turned on and the machine is taking in water.
5. Make sure the door/lid is unobstructed and can fully open and close.
6. Follow the recommended loading and operating procedures printed in your "use and care" booklet.

## DISHWASHERS

### IF THE DISHES ARE NOT GETTING CLEAN:

1. Make sure the water is hot enough. It should be at least 140°, which is hot enough to burn you (very hot!) - If the water is not hot enough, turn the hot water heater thermostat up to a higher setting.
2. Make sure the lower spray arm is unobstructed and is turning freely.
3. Make sure the bottom inside of the dishwasher is clean and free of debris.
4. Make sure you are following the proper loading procedures. Use the proper amount of

detergent and be sure the detergent is fresh (check expiration or "best if used by" date).

### IF THE DOOR ISN'T CLOSING:

1. If the door isn't closing: Make sure the latch assembly is unrestricted and latching properly.
2. Make sure nothing is blocking the door from opening and closing properly.

### IF THE UNIT IS LEAKING:

1. Make sure you are following the proper loading procedures, including proper type and amounts of detergents (run unit through cycle empty, if it doesn't leak it is probably a loading problem).
2. Make sure the racks are positioned properly.
3. Make sure the door is unrestricted around the opening.
4. Make sure it is sitting level in the opening. Look at the space along both sides and across the top. This is normally more of a problem if the dishwasher was recently installed.

**TechTip** *If the inside of your dishwasher is turning brown and has mineral stains, put Lime-Away or Tang Citrus Drink (available at your grocery store) into the*

*tank during the wash cycle. The citric acid from these products will remove the mineral buildup and restore the finish.*

*If your dishwasher is developing a film on the inside, put 6-7 drops of good quality, liquid detergent (used for hand washing dishes) in the bottom and put the machine through a regular cycle. This procedure will wash away soap scum, mineral deposits, and grit. It will also allow the machine to work better. Important note - do not use more than 6-7 drops of detergent. Be proactive, prevent potential floods!*

*You can also use citrus crystals to remove grim and build up, including Tang Citrus drink. There are a variety of citrus products available over the counter.*

**Call our main office (1-800-339-0353)**

## REFRIGERATORS

Today's high efficiency refrigerators will run a lot more than older units. Even though the newer units run 90% of the time, they cost less money to operate. New refrigerators use a modulating compressor, which operates at a much lower power level than at start up. The compressor speed is regulated according to internal temperatures, which is based on the amount of times the door is opened, the room temperature, and the amount of food stored. New refrigerators cost roughly 25% less to operate than a similar size fridge manufactured 20 years ago!

If your refrigerator is not running or isn't cold enough, turn the thermostat up to the next highest setting. If it comes on, let it run for 24 hours and check temperatures to confirm it is working ok.

1. Clear/remove anything blocking the air flow around the outside of the refrigerator (on top, underneath, behind, beside, in front of, etc.). Allow 3" of clearance all the way around.
2. If there are condenser coils on the rear of the box, make sure the box is several inches from the wall and nothing is on the top at the rear, blocking the heat from coming off the coils.

3. If the condenser coils are underneath the refrigerator, clean the coils with a vacuum cleaner thoroughly at least twice a year.
4. If the door is sticking or not closing properly, wipe off the face of the gasket with a wet cloth and make sure the shelves, drawers, and food are not preventing the door from closing.

**TechTip** *If you notice a stale or foul odor in your refrigerator, there are a number of different odor removers available. After thoroughly cleaning out the inside of the refrigerator and freezer sections, you can also try wadding up newspaper and stick it in the empty but running refrigerator for a 24-hour period. You can also put an open container of baking soda in each section, without any food in either compartment. If these tips do not work, we sell two different products, commercial grade "Kleen-Air" and "Fridge It" (the purple odor eater). They are moderately priced and are extremely effective!*

## MICROWAVES

1. Always use microwave safe dishes. Do not microwave your food using styrofoam or any freshness wrap products.
2. Do not use aluminum foil or anything with metal in it, unless your microwave specifically allows it. Check your owner's manual.
3. Wipe the seal off with a wet cloth and dry it thoroughly as often as needed.
4. Do not twist, bend, or slam the door in any way.

**TechTip** *FLASHING NUMBERS! If your microwave begins flashing numbers, won't take commands, or shows all 8's, unplug the unit and leave it off for 15 to 20 seconds then plug it back in. Sometimes this simple trick will reset the microprocessor and the unit will begin to work again!*

(Continued on page 8)

**DRYERS**

Make sure your external venting material is compliant with your owner's manual requirements. If you do not have the proper venting, have it replaced as soon as possible to avoid any potential fire hazard from lint build up. If you are not sure of what you need, call or e-mail our office and we will help you determine if you are in compliance. The "Use and Care" manual shows acceptable and unacceptable types of venting.

1. Follow the proper loading procedure and machine operation.
2. Never overload the dryer.
3. Make sure you clean the lint filter after every load.

**IF THE CLOTHES ARE NOT GETTING DRY:**

1. Make sure the dryer has not pushed back against the rear exhaust duct causing an air flow restriction.
2. Make sure the clothes are coming out of the washer spun damp dry - if the washer is not spinning the clothes damp dry, the dryer will not dry the clothes in a normal amount of time.

**TechTip** ***BAD ODORS!** If you have paint or refinishing products etc., in your home or apartment, don't be surprised if the clothes that come out of your dryer smell funny. In fact, sometimes the odor will be in the air and people believe they have a chemical problem coming from their dryer. Air out the house by opening some windows and re-laundry the clothes. The problem will go away in several days.*

**WASHING MACHINES**

1. Follow the proper loading procedure and machine operation.
2. Never overload the machine.

If the machine is a front loader or a high efficiency model, you should probably be using HE detergent to maximize the washer's effectiveness. Read the owners manual to determine the type of detergent that is recommended for your machine.

Laundry detergents are designed for specific purposes. Liquid is better at removing household stains including grease. Powders are better at removing dirt stains. As a general rule, farmers and gardeners should use powder and domestic engineers should use liquid!

**IF THE MACHINE IS DEAD:**

1. Make sure the lid is closing properly.
2. Make sure the timer and all the controls are set properly.
3. Make sure both water faucets are turned on.

**TechTip** ***WELL WATER!** If you are on a well system or have a high sediment content in your water, insert screened hose washers in the end of both washing machine fill hoses where they attach to the external supply faucets. These screens will prevent the washing machine fill valve from collecting the debris in its screens and clogging up causing slow fill times. You may have to replace these screens periodically. It is not recommended to try and clean the screens.*

**If these tips do not solve the problem, call The Appliance Doctor experts today at 1-800-339-0353 to ask additional questions or for fast, expert "Same Day Service"!**

# "DON'T JUST TAKE OUR WORD FOR IT"

**See what people are saying about our appliance repair services!**

Appliance Doctor has established a reputation over the years to be one of the best local appliance repair services in NYC, Westchester and the Bronx. Read these local appliance repair reviews for a word from some Appliance Doctor satisfied customers.

*"I called for local appliance repair help for my elderly mom's washer. The Appliance Doctor was able to get it back in use the same night."*  
- Mr. Leahy, Bronx

*"I was given an estimate before the tech started the job. He gave me the time to discuss it with my husband and then completed the job perfectly."* - B. Grossman, Greenburg

*"Appliance Doctor technicians are the best!!! My family and I have used their service numerous times and they never disappoint us."*  
- S. Mancini, Yonkers

*"After the Appliance Doctor technician left, the only way I could tell they were here was everything was working properly. The serviceman was neat and cleaned up the whole area."* - N. Reicher, Manhattan

*"We both work full-time, but the Appliance Doctor was able to work around our schedule to get our refrigerator repaired."*  
- M. Chambers, New Rochelle

*"Even though my dryer was 12 years old, Appliance Doctor was able to fix it for less than half the cost of a new machine."*  
- F. Kieran, White Plains

*"After calling Sears and being told they couldn't get out until next week, I called Appliance Doctor and they came the same day."*  
- N. Ferraro, Yonkers

*"So many people take advantage of us senior citizens. It was a joy to deal with a fair and honest local appliance repair company like Appliance Doctor."* - C. Berger, Scarsdale

*"Even though I have the latest model (a Maytag Neptune) which a lot of companies don't service, the Appliance Doctor fixed it right and at a reasonable cost. Eddie was a delightful young man and we will recommend you guys to our friends."* - Ms. Giorgio, Scarsdale

# COMMON PROBLEMS THAT OCCUR

**There are many different problems that occur with large appliances. Listed below are some of the most common problems.**

## **CLOTHES DRYERS:**

A clogged dryer vent is a common problem. "My dryer is not heating" is a regular complaint. This actually can be serious. Each year in the U.S. over 50,000 fires are caused by clogged vents. The Appliance Doctor is an expert in repairing clogged vents. We will have your dryer heating up again like the day it was purchased!

## **WASHING MACHINES:**

In many of the new front loading washing machines, the rubber "boots" (rubber gasket) around the door become moldy. These front loading machines are super because they use less water, as the water level does not have to fill to the top like in a conventional machine.

Most manufacturer's now offer front loading washers like Maytag Neptune and Whirlpool Elite, however, they are more expensive than top loaders. The Appliance Doctor technicians have received the proper training to clean the rubber boot of your front loading washer, taking

care to ensure its integrity and to spare you the expense of replacing the boot. After, we complete the repair, the customer is advised to use an "Affresh™" tablet regularly, to abate this problem.

If your washing machine is not draining properly, stops mid-cycle, or if the detergent dispenser is broken, our technician can make a house call within a few hours to fix the problem.

## **REFRIGERATOR:**

Refrigerators come in different configurations. Those with coils underneath the unit should be cleaned every two or three years. If the coils are on top, they should be cleaned annually. If the coils of your refrigerator are on the back of the unit, dust and dirt on the coils need to be cleaned and removed. If not cleaned regularly, the build up of dust and dirt will cause the compressor to overheat. This will cause the unit to shut down causing the food in your refrigerator to spoil which would be costly.

## **STOVES / RANGE:**

Gas stoves have a common problem affecting the "glow bar" (the bake or broiler ignitors). These become weak after repeated use and must be fixed in order to ignite the gas stove element. On electric stoves, the top elements



sometimes go out. Removing the elements to clean food out of their sockets can result in the element burning out; sometimes the block gets burned out as well. This is a common problem that The Appliance Doctor is skilled at repairing.

## **DISHWASHER:**

Frequently, a dishwasher's water valve will get clogged due to minerals in the water. A build up of deposits may also appear on the valve screen. These can, in many cases, be professionally cleaned. Sometimes the valve needs to be replaced.

Another customer complaint is that the interior

sides of their dishwasher get slimy. The use of white vinegar, while running a dishwashing cycle, remedies the problem.

So, if your dishwasher isn't cleaning properly, or you notice water leftover at the end of a cycle, or the soap dispenser is broken, one of The Appliance Doctor's expert technicians will always arrive at your home within a few hours to make the repair.

No dishwasher servicing job is too big or too small for The Appliance Doctor.

**These are just a few examples of the appliance repair needs our expert technicians routinely repair.**

# A PLUS OVER THE COMPETITION

## Choosing the Appliance Doctor over Competitors

### SAME DAY SERVICE

The Appliance Doctor prides itself on same day service. We know it's a real pain for you when an appliance breaks. It's not fun when you're in the middle of planning a big family dinner with many guests, and the oven decides not to work. How about throwing in a load of laundry only to find that your washer will not start or stops in the middle of a cycle – stranding you with a pile of wet, detergent filled clothes, which are needed for the work week.

With most large corporate repair service providers, you may have to wait an entire week for a repair person to come. The Appliance Doctor strives to always provide "same day service". In an emergency you can speak to us after hours as well. We additionally offer Saturday repair service.

Our full service, and attentive staff is always ready to get you the repair help you need as fast

as we can and the in the majority of cases on the same day you call us.

Our mechanics are sent to the Professional Service Association – National Appliance Service Convention each year, for four days of advanced training, by every major appliance manufacturer. This keeps our technicians up to speed with the latest developments in the appliance industry. The Appliance Doctor also hired an ex General Electric Trainer named Mr. Richard Sedlack, who comes 6 times a year to work with the Appliance Doctor technicians. He goes on service calls with our techs, and is an integral part of keeping our team of expert technicians in check.

**We invest heavily in continuing training for all Appliance Doctor service technicians.**



12 "SAME DAY SERVICE" WITH THE APPLIANCE DOCTOR.

# CUSTOMER SERVICE

## When You Call, We Answer

### HUMAN INTERACTION

**With the Appliance Doctor, you will always receive service and speak with a real live human.**

During normal business hours, consumers should not have to follow a series of pre-recorded prompts before speaking to an actual person. Automated systems are useful to business owners but do not meet the needs of the consumers requiring immediate attention. (By the way, if you Google Dial-A-Human Shortcuts, you can find tips to outsmart the automated systems of some major consumer companies. )

At The Appliance Doctor, you will always speak to a live person during normal work hours. You will be greeted by a staff scheduler who is patient and prepared to assist you in scheduling an appointment to have your major appliance serviced. If you have an appliance emergency after 5:00pm, give us a call. You will have an option of talking to a staff member or you can leave a message on our answering machine and a technician will contact you the next day between 8:30-9:00am Monday through Friday. This is how we believe service should be conducted for our customers.

For truly personal and "Same Day" service, you can rely on The Appliance Doctor.

### WE KEEP YOUR HOME "SPOTLESS" WHILE WE REPAIR

What sets The Appliance Doctor apart from other appliance repair providers, is the care we take when working inside your home.

The Appliance Doctor knows that your home is your sanctuary, and you take great pride in its appearance. Our service repair technicians all come prepared with protective blankets to cover floor areas where we'll be working.

All of our technicians also cover their shoes with sanitary paper booties before stepping foot in your home.



"SAME DAY SERVICE" WITH THE APPLIANCE DOCTOR. 13

# OUR 100% GUARANTEED TO YOU



All companies have to begin somewhere. It is a nice advantage however when you know a company has been in business for over 30 years (under the same name) with a good reputation and employs a loyal and expert staff in the industry it serves.

The Appliance Doctor stands by the work we do with not only with our solid reputation but with a guarantee in writing for our customers.

For most appliance repairs, the Appliance Doctor guarantees has a one year guarantee on parts and a six month guarantee on labor. The Appliance Doctor uses all "factory" parts for each brand we service, giving you further piece of mind.

Our technicians will inform you once the repair problem is diagnosed as to the warranty extended to the specific repair need.

If you have a sick appliance - Give the Appliance Doctor a Call

### MAIN OFFICE LOCATION:

For same day appliance repair in NYC or Westchester, please call:

**(914) 968-1510**

**(800) 339-0353**

Fax: (914) 969-4100

The Appliance Doctor

171A McLean Avenue

Yonkers, NY 10705

[www.ApplianceDoctorRx.com](http://www.ApplianceDoctorRx.com)

[www.ApplianceDoctorTV.com](http://www.ApplianceDoctorTV.com)



# OUR GIFT TO YOU

## Appliance Repair Coupons for NYC, Westchester and the Bronx

The Appliance Doctor is always striving to stay in the most competitive spot for appliance repairs in and around Westchester, the Bronx, and NYC. All throughout the year we are working hard to provide our customers with the most affordable service by offering printable repair coupons for special deals or discounts. Here you will find two coupons from The Appliance Doctor for any in-home appliance repair.

REFRIGERATORS • STOVES • WASHERS • DRYERS • DISHWASHERS • DISPOSALS

# \$10 OFF



## Your Next In-Home Repair

Does not apply to service call. One coupon or discount per call. \$10 off good for up to \$350.00 in repair.

**(914) 968-1510**

REFRIGERATORS • STOVES • WASHERS • DRYERS • DISHWASHERS • DISPOSALS

# \$20 OFF



## Your Next In-Home Repair

Does not apply to service call. One coupon or discount per call. \$20 off good for any repair over \$350.00

**(914) 968-1510**





the  
appliance  
doctor<sup>x</sup>



171A McLean Avenue  
Yonkers, NY 10705

# WHERE WE SERVE

Our expert repair technicians serve throughout all these locations in Manhattan, The Bronx, and Westchester counties.

Amawalk

Ardsley

Bedford

Bedford Hills

Briarcliff Manor

Bronxville

Buchanan

Chappaqua

Cortlandt Manor

Cross River

Croton-on-Hudson

Dobbs Ferry

Eastchester

Elmsford

Harrison

Hartsdale

Hastings-on-Hudson

Hawthorne

Irvington

Jefferson Valley

Katonah

Larchmont

Mamaroneck

Manhattan

Millwood

Mohegan lake

Montrose

Mount Kisco

Mont Vernon

New Rochelle

Ossining

Peekskill

Pelham

Pleasantville Port

Chester

Purchase

Rye

Scarborough

Scarsdale

Shrub Oak

Sleepy Hollow

Somers

Tarrytown

Thornwood

Tuckahoe

Valhalla

White Plains

Yonkers

# 1-800-339-0353

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