

# THE GATEWAY GAZETTE

Your Gateway to Possibilities

NOVEMBER / DECEMBER

WWW.GATEWAYSUPPLY.NET

*Season's Greetings with all  
good wishes for the New Year*

## New-Home Sales Rise 5.7 percent in September

**October 26, 2011** - Sales of newly built, single-family homes rose 5.7 percent to a seasonally adjusted annual rate of 313,000 units in September, according to newly released data from the U.S. Commerce Department. This marks the fastest pace of new-home sales in the past five months.

"Today's report highlights the gradual improvement in housing market conditions that is becoming evident in certain pockets of the country, as consumers who can surmount very restrictive lending standards to qualify for a favorable mortgage rate seize on this opportunity to buy," said Bob Nielsen, chairman of the National Association of Home Builders (NAHB) and a home builder from Reno, Nev. "The latest numbers also reveal that first-time buyers are driving the new-homes market right now, as evidenced by the volume of lower-priced, entry-level homes under contract. It's worth noting that these consumers are very dependent upon federal policies and programs that support homeownership, such as the mortgage interest deduction and low-down payment mortgage options that have been threatened by recent government proposals.".....Click Here To Read More.



## GATEWAY GAMEDAY



Join us for our Gateway Gameday Tailgate Party  
Saturday **November 26th** at  
Gateway Columbia!

## Clemson vs. Carolina

KICK OFF 7:45 pm

**GATEWAY GAMEDAY TAILGATE STARTS  
4:00 PM**

Come join us for food, beverages & fun!

*Watch the game with us on our  
BIG screen TV.*

**FREE Parking for customers!!!**

## MOEN FAUCET GIVEAWAY!

Enter for a chance to win a **FREE** Moen Kitchen Faucet! Send your name, company name, mailing address and phone number to [promotions@gatewaysupply.net](mailto:promotions@gatewaysupply.net) by January 1, 2012 and you could be the winner of a **FREE** Moen Brantford Kitchen faucet and in your choice of finishes! **GATEWAY EMPLOYEES ARE NOT ELIGIBLE.**

[promotions@gatewaysupply.net](mailto:promotions@gatewaysupply.net)

With Reflex, Moen has created the best, most user-friendly pulldown faucet experience. Driven by input from actual users, Moen focused on improving the way the pulldown system functions overall, not just individual features. The result was the Reflex pulldown system — a comprehensive collection of improvements and enhancements that work together to naturally respond to the way you work, and the way you want your faucet to work.



## Weakening Economy Expected to Slow, not Derail, Housing Recovery

Date: October 28, 2011

by David Crowe - NAHB Chief Economist

Exceedingly weak for the past year, the housing recovery seems to be gaining a little momentum. Reflecting an improvement in builder sentiment on single-family homes, October's NAHB/Wells Fargo Housing Market Index (HMI) rose four points to 18. While still low, this was the HMI's highest level since the home buyer tax credit expired in May 2010.

While still remaining close to historic lows, new-home sales rose 5.7% in September, a hint of likely further improvement in 2012.

September's housing starts were also encouraging, jumping 15% to their highest level since April 2010. The increase came mostly from the volatile multi-family sector, so it may not be sustainable. And multifamily starts remain far below the levels that will be needed to meet the rising demand for rental housing, which can be seen in the steady rise in nominal rents in the consumer price index in recent months.

House prices continued to recover modestly in the Case-Shiller composite indexes for August, although at a more moderate pace than in the preceding four months, unlike prices on the index from the Federal Housing Finance Agency (FHFA), which stumbled slightly after a four-month climb. Existing home sales experienced some slippage in September following a solid gain in August, maintaining the relative flat trend that has persisted since the beginning of 2011.

Economic conditions are expected to remain weak, slowing the housing recovery but not derailing it. At its Sept. 20-21 meeting, the Federal Open Market Committee (FOMC) projected slower growth for the second half of 2011 and into 2012, based on weakening labor market conditions and consumer and business sentiment. The Oct. 19 Beige Book from the Federal Reserve depicted a slow and uneven economic recovery, with most bank districts reporting either weaker or less certain business outlooks...[Click Here to Read More.](#)

AO Smith is now offering a **Contractor Rewards** program to help customer redeem rewards. The Contractor Rewards program is a rewards program for professional builders, remodelers, and trade contractors in the residential; commercial; heavy and civil engineering construction industry involved in new work, additions, alterations, or maintenance and repairs. This includes, but is not limited to, Production and Custom Home Builders, Repair & Remodel Contractors and Specialty Trade Contractors. There are only three things to do...purchase products....earn points....shop the online rewards catalog. Visit [www.contractorrewards.com](http://www.contractorrewards.com) to learn more!

# GATEWAY BRAT FRY

## Vendor Trade Show

Join Us For A Bratwurst Lunch  
**THURSDAY, DECEMBER 8, 2011**  
11:00 am—2:00 pm



Gateway Supply Company  
1312 Hamrick Street  
Columbia, SC 29201

Door Prizes - Trade Show Deals -  
Product Giveaways...See The Latest  
Plumbing & HVAC Products!



Register to win a 24" Flat LED TV when you RSVP to Kerri Giles at [kgiles@gatewaysupply.net](mailto:kgiles@gatewaysupply.net) or call 803.771.7160

## New Lower Prices on AO Smith **VOLTEX** Hybrid Electric Water Heater Slash Energy Used by 50% or More!

The Voltex requires less than half the amount of energy as a standard electric water heater to operate making it well-suited for the environment and cost conscious homeowner. The difference in utility bills is significant: up to \$203 annually for a Voltex compared to as much as \$575 for a conventional electric model depending upon local utility rates. Installation is very similar to a conventional electric model with the addition of a condensate drain. Even better, AO Smith has lowered the price of its Voltex hybrid electric water heaters, making them an even smarter investment! At the heart of the Voltex is AO Smith's new heat pump technology. This system operates essentially like an air conditioner in reverse, pulling heat out of the surrounding air and transferring it to the water in the tank. The homeowner can choose to operate the Voltex in one of three modes. In "efficiency" mode, the water heater relies almost entirely on the heat pump. In "hybrid" mode, it switches back and forth between the heat pump and standard electric heating elements depending on the hot water demand. In "electric" mode, the Voltex operates like a standard electric water heater. ...[Click Here to See More on the Voltex Hybrid Electric water heater.](#)



# NEW TO OUR GATEWAY FAMILY



**Tabitha Cuyar**  
Greenville Showroom



**Wade Keisler Jr.**  
Columbia HVAC



**Justin Wilkerson**  
W. Greenville Warehouse



**Kip Looper**  
W. Greenville HVAC



**Jacob Thornburg**  
Myrtle Beach Warehouse



**Ronnie Crapps Jr.**  
Columbia Warehouse

## GATEWAY SUPPLY COMPANY

**SINCERELY YOURS, INC.**

**Emergency Water Removal**

Sincerely Yours sponsored a customer BBQ lunch at Gateway Supply Company in Columbia, SC on October 12th, 2011. Sincerely Yours is a family owned company since 1959. They specialize in Emergency Water Removal, Mold Remediation, Rug, Carpet, Upholstery & Window cleaning. To find out more about Sincerely Yours, visit [www.sincerelyyoursinc.net](http://www.sincerelyyoursinc.net).



## FEATURED GATEWAY EMPLOYEE

### WILLIAM "DICKIE" LEWIS

*Location: Spartanburg, South Carolina*

William "Dickie" Lewis is the warehouse manager at branch 4 Spartanburg. He has been there since October of 2003. Dickie has two grown sons, Bradley & Henderson. His hobbies include golf, gardening, & comedy. His favorite quote is "Ask not what Gateway can do for you, but what you can do for Gateway".



# GATEWAY SUPPLY COMPANY

## New **WIDTH, Multi-position Evaporator Coils** *A-COILS*

International Comfort Products is pleased to introduce an excellent new line of cased, multi-position evaporator coils. The new A-coils are specifically designed to work in conjunction with the latest generation 80% and 90+% gas furnaces. A-coil casing widths match flush with the new gas furnace cabinets, and the refrigerant and drain connection are opposite, away from the furnace flue.

### The new coils offer several distinct advantages:

- 14" wide models in 1 1/2, 2, 2 1/2, and 3 tons. Use these to match flush with new 14" furnaces in horizontal or vertical installations.
- 4 ton model in the 17" cabinet and 5 ton model in the 21" cabinet. Use these coils to get more cooling capacity in a flush match with new, narrower gas furnaces.
- All models factory shipped with both vertical and horizontal drain pans for true multi-position flexibility. Carry one coil to match any installation.



Reminder that the Federal Energy Efficiency tax credit ends on December 31, 2011



## VARIABLE SPEED ZEBRA

**V**ariable **S**peed **Z**ebra (*model VZ-7*) is the flagship of Zebra Instruments' tool line. It is an IN-LINE diagnostic tool: connected between the unit's control board and the ECM motor, it provides live, real-time information about:

- *Commands being sent by the control board*
- *Motor feedback, including RPM and CFM*
- *Control voltage levels*
- *Multi-color tap display LEDs*
- *The VZ-7 also allows manual motor control by sending commands directly to the motor*

Two DVDs are included that teach ECM Motor Theory and ECM Troubleshooting. The VZ-7 is housed in a rugged carry case to protect it and its harnesses.

### **One-Year Warranty.**

To see other Zebra product visit [www.zebraHVAC.com](http://www.zebraHVAC.com).



DEALER SPIFF PROMOTION: OCT. 17, 2011 – DEC. 16, 2011

# It pays to sell Heil® high efficiency heating & cooling!

## GET A \$100 CASH SPIFF

when you purchase any of these qualifying Heil units during the SPIFF promotion period.

• H4A6/8 • H4H5/7 • H9MVX • PHD5 • PGS5

## GET A \$50 CASH SPIFF

when you purchase any of these qualifying Heil units during the SPIFF promotion period.

• HXA6 • HXH5 • H9MPX • PHD4 • PGS4 • PDS4

## GET A \$25 CASH SPIFF

when you purchase any of these qualifying Heil units during the SPIFF promotion period.

• H4A3 • H4H3 • NXA6 • NXH5  
• H9MPD • PDD3 • PGD3 • PHD3 • PDS3

## GET A \$5 CASH SPIFF

when you purchase any of these qualifying Heil units during the SPIFF promotion period.

• N4A3 • N4H3 • N9MP2 • N8MSN • PHJ3



**SPIFF FUNDS  
ARE LIMITED...  
ACT NOW!**



WWW.GOHEIL.COM

Call your Gateway Supply Sales Rep with your Heil order today!



Your Gateway to Possibilities

# Gateway Supply Co.

**Columbia**  
803-799-7632

**Columbia Northeast**  
803-736-4848

**Greenville**  
864-770-0860

**West Greenville**  
864-246-4322

**Anderson/  
Pendleton**  
864-622-0176

**Myrtle Beach**  
843-293-9367

**Hartsville**  
843-383-4574

# GATEWAY SUPPLY COMPANY

## ADVANCED ZONING CLASS

Gateway Supply & EWC held an Advanced Zoning Training Class on October 25 & 26 in Columbia and October 27 in Greenville. This was a great opportunity to build your knowledge of zoning and find ways to provide your homeowners the best solutions for comfort in their homes. You also will learn how one system could be the best solution for a home instead of two systems, which could gain you the job over competition. Finally, this class earned four credit hours towards "NATE" recertification. Contact your Gateway sales representative if you would like to see more EWC training in your area. Also, please let us know what other training you would like to see in 2012.



# SPECIAL HEIL DEALER PROMOTION

Gateway Supply Company proudly sponsored the Heil Dealer promotion on October 21, 2011 at the Charlotte Motor Speedway for the Fast Track High Performance Driving School. To participate in this exciting promotion Heil dealers had to purchase a minimum of qualifying units between April 1, 2011 and August 31, 2011. Dealers who met the minimum requirements were then entered in the drawing. Gateway Supply first treated the winning dealers to a meal at Quaker Steak & Lube in Charlotte and then a trip to the Charlotte Motor Speedway. Great fun and food was had by all!



## THE GATEWAY GAZETTE

Editor: Aimee Williams-Dye

*Aimee Williams-Dye*

Marketing Manager

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# GATEWAY SUPPLY COMPANY

## INDUSTRY LINKS

Link to Mechanical Contractors Association of SC  
<http://www.mcasc.com/>

Link to Plumbing Heating Cooling Contractors NC  
<http://www.phccnc.org/>

Link to South Carolina Association of Heating & Air Conditioning Contractors  
<http://www.schvac.org/>

Link to AHRAE  
<http://www.ashrae.com/>

Link to ASPE  
<http://aspe.org/>

Link to Home Builders Association of SC  
<http://www.hbaofsc.com/>

Link to Home Builder Association of NC  
<http://www.nchba.com/>

Link to Home Builders Association of GA  
<http://www.hbag.org/>

American Institute of Architects:  
<http://www.aia.org/>  
<http://www.aiasc.org/>  
<http://www.aianc.org/>  
<http://www.aiaga.org/>

American Society of Interior Designers  
<http://www.asidcarolinas.org/>  
<http://www.asidga.org/>

Database of State Incentives for Renewables & Efficiency  
<http://www.dsireusa.org/>

Associated Builders And Contractors, Inc  
<http://abccarolinas.org/>

CLICK LINK TO VIEW PAST  
EDITIONS OF  
THE GATEWAY GAZETTE

THE GATEWAY  
GAZETTE



## GATEWAY SUPPLY COMPANY, INC. LOCATIONS

### COLUMBIA, SC

1312 Hamrick Street  
Columbia, SC 29201  
**800-922-5312**  
803-771-7160 Plumbing  
803-799-7632 HVAC  
**803-376-5614 Fax**

### GREENVILLE, SC

70 Chrome Dr.  
Greenville, SC 29615  
**800-922-9566**  
864-235-7800 Plumbing  
864-770-0860 HVAC  
**864-235-7900 Fax**

### HARTSVILLE, SC

1015 Bobo Newsome Hwy  
Hartsville, SC 29550  
**800-766-3159**  
843-383-4574  
Plumbing/HVAC  
**843-383-9520 Fax**

### ROCK HILL, SC

1369 Firetower Road  
Rock Hill, SC 29731  
803-324-3145  
Plumbing  
**803-324-3806 Fax**

### SPARTANBURG, SC

2320 South Pine Street  
Spartanburg, SC 29302  
**800-379-5548**  
864-585-8825  
Plumbing  
**864-585-4978 Fax**

### COLUMBIA NORTHEAST, SC

1110 Sparkleberry Lane Ext.  
Columbia Northeast, SC 29223  
803-736-4848  
Plumbing/HVAC  
**803-736-3392 Fax**

### MYRTLE BEACH, SC

4928 Hwy 17, Bypass South  
Myrtle Beach, SC 29588  
843-293-9367 Plumbing  
843-293-9372 HVAC  
**843-293-9377 Fax**

### WEST GREENVILLE, SC

2200 W. Parker Road  
Greenville, SC 29617  
864-246-4322  
Plumbing/HVAC  
**864-246-4764 Fax**

### ANDERSON, SC

5299 Hwy 76  
Pendleton, SC 29670  
864-622-0176  
Plumbing/HVAC  
**864-622-0181 Fax**