

Coan Comfort Zone

Spring 2020



PERSONALLY SPEAKING

stay well

Dear Friends,

As I write this, the coronavirus outbreak is here. Like you, all of us here at Coan Heating & Air Conditioning hope that things return to normal soon.

Our business is your comfort, and at this difficult time, we know that a big part of comfort is having fewer worries. That's why we've taken steps to assure your safety.

All Coan employees who visit your home are carefully screened, and anyone even suspected of being ill is not allowed in our facility, much less your home. Furthermore, we follow CDC recommendations to prevent the spread of any illness. Please visit **CoanOil.com** to read more about how we have responded to this crisis.



Kevin Coan

We want to thank our valued customers for all the precautions you've taken when interacting with our people. You have made it easier for us to do the work you need to have done in your home. We really appreciate it.

We fervently wish that this experience somehow brings

out the better part of us, and leads our community, state and country to reset how we behave with one another.

We hope you and your family stay well, and we look forward to the time when this is all a bad memory. Please feel free to contact us if you have any concerns.

Warmly,
Kevin Coan
President

a plan for savings and comfort

When your heating or cooling equipment breaks down, you don't want to have to worry about the cost. You want to be sure that your home and family will be comfortable again quickly.

With a service plan, you get the peace of mind that comes with knowing that you'll have the fastest service possible, and that many repairs are covered.

Our service plans all include seasonal maintenance—key to stopping many problems from turning into emergencies. Regular tune-ups mean your equipment runs efficiently, which helps heating and cooling costs stay down. Tune-ups also extend the life of your equipment, while reducing the need for repairs.

Whether you want a basic maintenance plan or a full-service package, we have a variety to choose from, and we make it easy for you to review your options and decide on the best one.

To learn more about covering your heating and air conditioning equipment with a service plan from Coan, please call, return the enclosed card or reach out to us through our website.



Win an espresso maker

Is life becoming a grind? Here's your chance to perk up by winning a **Breville Barista Express® espresso machine**. You and your guests can enjoy a great cup of espresso—from bean to brew—in less than a minute. **Two winners will be chosen!**

Read this newsletter and answer the questions on the enclosed reply card. All entries received by **6/29/20** with the correct answers will be entered into a drawing.

No purchase necessary. A purchase will not increase chance of winning. See enclosed card for details.



Oil Heat's Future: Net-Zero CO₂ Emissions

The Path to a Greener Future

More than 300 leaders from the heating oil industry unanimously passed a resolution to achieve net-zero carbon dioxide (CO₂) emissions by 2050. This ambitious goal was established at the Northeast Industry Summit last September.

The resolution calls for:

- A 15% reduction in CO₂ emissions by 2023
- A 40% reduction by 2030
- **Net-zero** carbon emissions by 2050

Net-zero emissions will make heating oil a carbon-neutral energy source, with a carbon footprint of zero. The recently passed resolution means that is the expectation for the entire heating oil industry within 30 years.

Forward-thinking industry leaders have embraced an impressive vision for oil heat. They are driving the engines of progress and creating a brighter future for the industry — and for oil heat customers too. Stay with oil heat and enjoy the ride!

BIOHEAT Holds the Key

To achieve the targets adopted by the Northeast Industry Summit resolution, every heating oil retailer in the region must do its part to provide adequate blends of Bioheat with clean, ultra-low-sulfur fuel.

Bioheat is a gallon-for-gallon substitute for petroleum-based fuels, including the heating oil you use to keep your home warm. It's a nontoxic, biodegradable, renewable fuel, produced from agricultural byproducts, including used cooking oil, animal fats, inedible corn oil, soybean oil and canola oil.

Bioheat reduces greenhouse gas emissions significantly — by 52% to 86% — and no modifications to your existing heating system are necessary.

Give Yourself Some (Tax) Credit



To encourage homeowners

to invest in high-efficiency systems, Congress recently extended a tax credit program for energy-efficient home improvements. The tax credit is not only valid through Dec. 31, 2020, but is retroactive to Dec. 31, 2017. This means that if you installed a qualifying system in the past two years, you can still apply.

The tax credit varies. In some cases, it can be 10% of the total cost, up to \$500 for home improvements like windows, doors and new insulation. In other cases, the credit is limited to a specific amount.

In the case of a high-efficiency oil furnace or oil boiler, you can qualify for a \$150 federal tax credit.

One thing to keep in mind is that this must be for an existing home that is your primary residence. The credits do not apply to new construction or rentals.

If you've been putting off making those home improvements or purchasing that new comfort system, 2020 is the perfect time to take action. Not only will you enjoy some bonus money in tax credits, but the energy-efficient improvements will save you money on your energy bills, year after year.

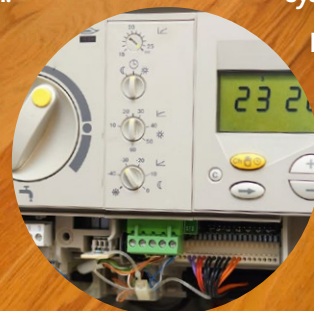
To learn more, go to [EnergyStar.gov](https://www.energy.gov) and click the button for tax credits under "Energy Efficiency," toward the top of the home page. And please call us for other savings incentives that may be available when you replace your old equipment.

What's So Hot About Today's Oil Furnaces and Boilers?

The combination of continually improving Bioheat® with increasingly efficient heating oil systems is the one-two punch that will help homeowners with oil heat save significant money on their energy bills at the same time that their homes are becoming carbon-neutral.

Today's heating oil systems are incredibly efficient, and tomorrow's systems will boast efficiency ratings of 95% or better. It's truly a win-win situation.

Compared with 25 years ago, homeowners now need an average of 500 gallons less oil to heat their homes each year. That's because new, high-efficiency heating systems feature



enhanced technology and control capabilities to provide optimal comfort while decreasing your energy costs. Another popular feature of modern, high-efficiency heating systems is that they operate significantly more quietly than old heaters.

In contrast, old heating systems were built with thick metal components that do a poor job of transferring heat. Unfortunately, many of these systems are still in use today, and people who use them pay a lot more to heat their home.

Despite this potential for big savings, many people don't bother to update their heating system until something major goes wrong. They don't realize that a new, high-efficiency system could actually pay for itself in a fairly short time.

To see how much you can save with a new, high efficiency system, reach out to us and we'll be glad to crunch some numbers for you. We think you will be pleasantly surprised.

Rest Easy With Us

There are so many products on the market today that the process of selecting a new heating system can be quite confusing to the average homeowner.

We're here to help. We want to be certain that you are happy with your decision. After all, when we're finished

installing your new system, it will have an impact on your home's comfort and your energy usage (and savings) for many years!

Old-fashioned quality workmanship from us — combined with first-rate, highly efficient equipment that has been customized for your home — will give you years of trouble-free operation while reducing energy consumption. Count on us to deliver an energy-efficient heating system that maximizes your comfort and minimizes your energy usage.

Contact us today to get started.



ask the expert

Q: When should I think about replacing my central A/C system?

A: If your cooling system is more than 10 years old, it's wise to start looking into your replacement options. Investing in a new high-efficiency A/C system can really make a big difference in your cooling costs, and you'll also enjoy improved comfort and quieter, more reliable operation.

Coan's experienced team can talk to you about your needs and assist you in finding the best system for your home and your budget. No matter what, we want you to make choices you feel good about.

We can also tell you about great rebates and financing programs that will let you maximize your savings from **Mass Save** on qualifying central A/C systems and ductless mini-split units. You may qualify for **0% financing for up to seven years** from Mass Save.

You can save more by applying your Coan customer Loyalty Credits. We give you **\$25 in credits** for every year you have been an automatic delivery customer; you can build up to a **total of \$200**.

Call, return the enclosed card or contact us through our website to request a free estimate.

Sandy MacLeod
equipment expert

oil tank rebates

We can help you secure a **\$200 rebate** from MEMA* after we install a new **aboveground heating oil tank**. The top-quality tanks we install—including Roth and Granby—meet stringent specifications for environmental safety and performance.

Contact us today for further details about oil heat rebates.



*MEMA stands for the Massachusetts Energy Marketers Association. Funds are limited and based on a first-come first-serve basis.



196 West Central Street
Natick, MA 01760



PRESORTED
STANDARD MAIL
US POSTAGE
PAID
DG3

let technology work for you

We've said it before, and we'll say it again: We are always looking for ways to make doing business with us as easy as possible.

For example, you can download our app, **Coan MyAccount**, and enjoy 24-hour mobile access to your account. You can:

- ✓ **Make electronic payments online**, with a credit card or with electronic funds transfer from your bank
- ✓ **Ask us to bill your credit card automatically** (rather than paying by check)
- ✓ **Switch to paperless billing**
- ✓ **Check account information and schedule service**



Just search for **Coan Heating and Air Conditioning** in the App Store or Google Play store to get started.

what are customers saying?

"No problems, very professional and responsive."

"Showed up on time, got all work done."

"Perfect. Very efficient, and reasonable price."

These are just a few of the online reviews our customers have posted on Angie's List.

Your feedback lets us know if we're meeting your expectations. If we're falling short, it helps us to improve. Posting a review is also a great way to let others know that we offer excellent value and service. It's easy, and there are multiple ways to do this in addition to **Angie's List**, including our **Facebook** page and **Google**.



Congratulations to Robert S., Eva H. and James H., winners of the smart security kit from our fall contest, and Anke G., of Holliston, and Louis T., of Marlborough, who each won dinner for two at their favorite restaurant!