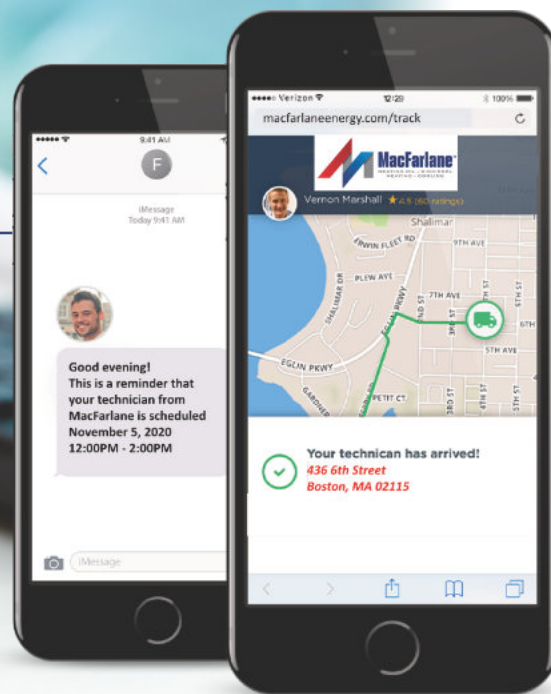




## Same Great Customer Service New and Improved Customer Experience



At a time of many challenges the MacFarlane Family of Companies is excited to introduce a new service that can make life easier and more comfortable for you and your family.

Our new technician dispatch system delivers a more efficient and convenient customer experience. With this new customer experience, you can track your service technician from your phone just like with a rideshare app. Plus, you can enjoy all these great features:

- **Text Notifications** – receive a text when your technician is en route to your service location
- **Technician Bio** – the text will include the name and a picture of the technician, so you will be able to identify him or her
- **Shorter Appointment Windows** – you will now be able to schedule two-hour appointment arrival windows, so you can plan your day better

- **Service Map** – track your technician's status on a map
- **Text Us** – for faster and easier communications with our service team
- **Easy Diagnostics** – your technician can now see your full account history including system photos, so he or she will be better prepared to service your system
- **Earlier Service Times** – we now offer repair, maintenance, and installation services as early as 7:00 AM, so you can get on with the rest of your day
- **Online Scheduling** – easily check our availability and make service appointments

With our new system, you no longer need to call our office to make a service appointment. Simply send a text to 781-326-9500 or fill out the form on page 4 with your preferred mobile contact number.



# MACFARLANE ENERGY HAS EXPANDED ACROSS EASTERN MASSACHUSETTS

Do you have a home in the North Shore or Cape Cod?  
Maybe you have friends or family in these areas?  
Please ask us about any of these products and services:

- ❖ Heating Fuel Delivery
- ❖ Bioheat®
- ❖ Diesel Delivery
- ❖ Heating Service & Installation
- ❖ Air Conditioning
- ❖ Water Heaters
- ❖ Service Plans
- ❖ Indoor Air Quality
- ❖ Connected Home



MacFarlane Energy has a strong presence throughout Eastern Massachusetts and Cape Cod. In recent years, our family of businesses has grown to include South Shore Heating & Cooling, North Shore Fuel, Simone Oil and Munhall Energy. No matter where you are located, Eastern Massachusetts or Cape Cod, we will provide you with the same high-quality customer care. For any of your home service needs, just call 781-326-9500 or visit [MacFarlaneEnergy.com](http://MacFarlaneEnergy.com).

## Make Indoor Air Quality Part of Your Home Improvement Plans

Are you thinking about upgrading your heating system before the winter? Keep in mind that we also provide air conditioning installation and service all throughout the year. As a Mass Save Instant Rebate partner, it may be beneficial to upgrade both systems at the same time. Additionally, many MacFarlane Energy customers have been taking advantage of our indoor air quality upgrades to their current and new heating and cooling systems. With COVID-19, the importance of indoor air quality has never been clearer than it is right now.

As a Lennox Premier Dealer, MacFarlane Energy offers a full line of Lennox indoor air quality systems with any heating or air conditioning installation.

*Dave Lennox*  
**PREMIER DEALER™**  
**LENNOX**



- **Healthy Climate Heat Recovery Ventilators help reduce condensation**

All of MacFarlane's air purifiers and other indoor air quality products can be used as part of your next home improvement project. Many can also be incorporated into your family's COVID-19 protection plan. In fact, according to the FDA, UV lights that have been shown to destroy the SARS virus may also be effective against the coronavirus. Of course, these systems should be used in combination with existing best practices like hand washing, surface cleaning and social distancing.

If you are thinking of upgrading your heating or air conditioning equipment or adding an indoor air quality system to your home, please contact us immediately. Installation work is already in high demand, and we are taking new appointments daily.

- **Lennox PureAir™ Purification Systems remove 90% of germs and bacteria**
- **Healthy Climate® UV Lights kill germs as well as mold and fungi**
- **Healthy Climate Whole-Home Humidifiers help prevent dry, sore throats**

# A Predictable Formula for these Unpredictable Times

***More Efficient Fuel Delivery  
+ A Simpler Way to Pay for It  
= Greater Peace of Mind***

Have you ever wished that heating fuel delivery was more efficient, easier to pay for, or just all around simpler?

MacFarlane Energy's remote monitoring program lets us see exactly how much fuel is in your storage tank at any time. We provide you with a more efficient delivery service and bring you the amount of fuel you need. Combine remote monitoring with MacFarlane's budget plan and your billing process will become much simpler.

## ***Here's how it works:***

- ✓ The tank monitor keeps track of your fuel level
- ✓ MacFarlane Energy can monitor your fuel use and schedule deliveries accordingly
- ✓ Monitoring your tank level makes it much easier to keep track of your home energy use
- ✓ The budget plan splits your annual fuel cost into equal monthly payments
- ✓ You can pay your bill online and see past payments in your account portal
- ✓ This makes it much easier to keep track of your home energy costs

Heating fuel could be in very high demand this winter. The good news is that this does not have to affect your home comfort or energy costs. Sign up for remote monitoring and a budget plan to enjoy more efficient fuel deliveries, a simpler way to pay for them, and greater peace of mind when you need it most.



## **MacFarlane Energy Celebrates 75 Years**

Next year marks MacFarlane Energy's 75<sup>th</sup> anniversary. In 1946, World War II veteran Peter MacFarlane started MacFarlane Energy with a single red delivery truck in Boston's South End. In the 1950s, as the company expanded, the only service vehicles Peter MacFarlane could purchase were blue, marking the beginning of the second color into our fleet. Blue became the service and installation division, and red the heating fuels delivery division. Today, after 75 years we are blending both colors into our new logo as a way of commemorating MacFarlane's 75<sup>th</sup> anniversary.

The updated red and blue logo appears on all our service vehicles and in various other places, like this newsletter and our company website. Across three generations of family ownership, MacFarlane Energy has remained dedicated to providing only the best customer experience. As our family has grown, our services have only gotten better. Look for our new logo when you see our service vehicles arrive at your home!

## How May We Help You?

To receive more information, please fill out this card and return it to us or scan the QR code with your phone and fill out the online form. A representative will contact you.

### Yes, please contact me about:

- ☐ Indoor Air Quality Systems
- ☐ Remote Oil Tank Monitoring
- ☐ Oil Delivery Budget Plan Enrollment
- ☐ Heating System Installation
- ☐ Air Conditioning Installations
- ☐ Ductless Minisplit Installation

### Yes, please sign me up for text notifications.



Mobile Phone: \_\_\_\_\_

### Paperless Billing

- ☐ Please switch my account to paperless billing

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

- ☐ New Address

- ☐ New Phone Number

Mail or email to our main office: [info@macfarlaneenergy.com](mailto:info@macfarlaneenergy.com)



**MacFarlane™**  
HEATING OIL • BIODIESEL  
HEATING • COOLING

95 BRIDGE STREET  
DEDHAM, MA 02026

...or scan the  
QR code with  
your phone.



## MacFarlane Energy to Phase Out Fossil Fuel

On September 23, 2020, MacFarlane Energy's Vice President, Scott E. MacFarlane, came together with colleagues at the National Energy & Fuels Institute (NEFI) for an industry summit. During this event, Scott made a commitment to help secure a cleaner and greener future for MacFarlane Energy customers and all Massachusetts residents. **Working together, we will eliminate fossil fuel and carbon emissions from home heating.**

To help reduce our communities' carbon footprint, MacFarlane already delivers an environmentally responsible heating fuel known as **Bioheat®**. Bioheat is a renewable fuel made by blending ultra-low sulfur heating oil with at least 5% low carbon biodiesel (B5). MacFarlane has committed to deliver even cleaner forms of Bioheat in the future, including B20 by 2023, B50 by 2030 and B100 by 2050, with additional equipment modifications.



**2.2 billion  
pounds in carbon  
reductions,  
which equals ...**



**217,000  
cars off the  
road, or ...**



**2.3 million  
barrels of oil  
phased out  
of use**

If you think 2050 seems a long way off, consider that a blend of just B20 can provide the following benefits for our neighbors throughout Massachusetts:

- 2.2 billion pounds in carbon reductions, which equals:
- 217,000 cars off the road, or...
- 2.3 million barrels of oil phased out of use

As the chairman of NEFI's Government Affairs Committee, Scott E. MacFarlane has taken an active role in reducing the heating oil industry's greenhouse gas emissions. MacFarlane Energy customers like you can take pride in knowing that our heating fuel is on a path to help protect the community for future generations.