

THE South Shore Heating and Cooling Report

Preventive Maintenance Is a Must

Preventive maintenance makes a lot of sense. It helps you avoid breakdowns in your car or truck, and it's great for your central air conditioning too. Rather than run the risk of an untimely breakdown or an expensive repair bill, please call our service department now and schedule your 2017 air conditioning tune-up.

Your air conditioner has been sitting idle for a few months, and it needs some expert attention to ensure that the refrigerant levels are correct and the moving parts are properly lubricated. Essential parts like the blower motor, the condenser coil and the electrical components are also inspected as part of the annual tune-up.

We are not boasting when we say that our service team is particularly good at air conditioner maintenance. Please read the article *The Ultimate Hidden Benefit: A Well Trained Service Team* on page 2 to learn about the intensive training our technicians receive and the advanced testing equipment they use. It is our mission to provide the best possible heating and cooling service, and that requires superior training and equipment.

Another great way to protect your equipment is to purchase an **Air Conditioning Service Plan**, which includes the annual preventive maintenance your system needs. The plan also guarantees priority service when you call and reduces the cost of any repairs you might need, with a 20 percent discount on parts and labor.

We also install new air conditioning equipment that offers superior comfort and better energy efficiency, virtually eliminating condenser noise. Please let us know if you'd like to learn more about a central air conditioning upgrade.



A Condenser Upgrade Can Improve Your AC System

If your central air conditioning system needs a performance boost but you're not ready to replace the whole system, we might be able to help. We recently bought a supply of Dry R-22 condensers, which are being phased out of production. By replacing the condenser on your unit, you can improve the performance, reduce noise and extend the equipment's lifespan. To learn more, please give us a call or contact us through our website.



The Ultimate Hidden Benefit: A Well Trained Service Team

To be truly great, a company needs to deliver great performance every day. It is our goal to excel in every service call and installation job we do, so we invest continuously in our expertise.

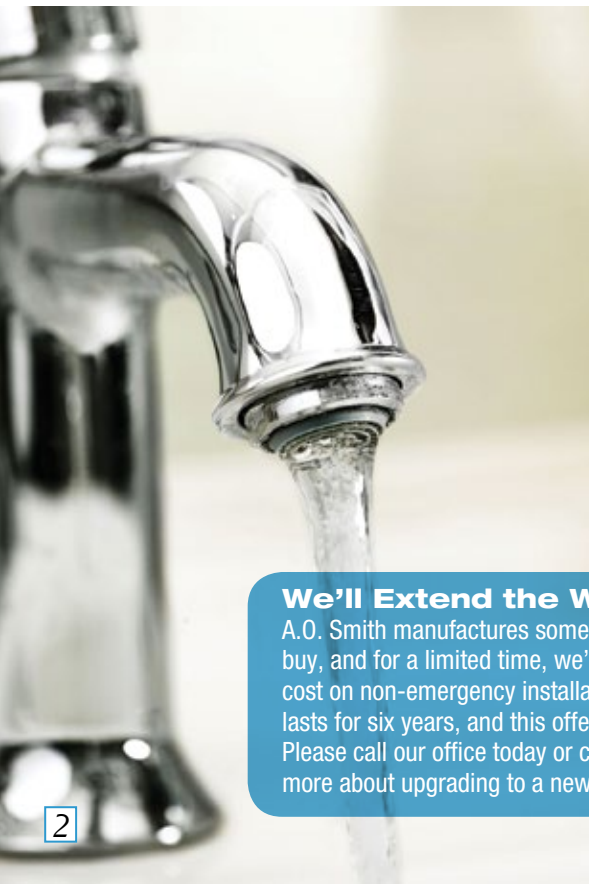
Modern heating and cooling equipment is built with advanced designs and sophisticated electronics for ultra-efficient, ultra-quiet operation. Technicians must be well prepared, or the equipment will not perform as well as it should.

Expert installation and service should not be taken for granted. In fact, untold homeowners across the United States are not getting the performance they expect from their equipment, because it is improperly installed. The U.S. ENERGY STAR® program reports that, "Getting the best performance from a new HVAC system depends on more than just choosing the right equipment. The quality of the installation can have an enormous effect on the system's performance and reliability, not to mention your comfort."

The technicians we send to service and install your equipment are very well prepared. Many of them have spent a full month in Texas studying to achieve certification from North American Technician Excellence (NATE) and the U.S. Environmental Protection Agency. We also run our own training sessions here, bringing in the best educators and renting facilities where technicians and managers can focus exclusively on education.

Every one of our technicians also carries high-end electronic equipment for testing electrical components, air flows and combustion quality.

When we invest in expertise, our customers reap the benefits in enhanced comfort, reduced noise, longer equipment life and better fuel economy.



You Don't Have to Wait for a Water Heater Leak

It is a little discussed fact that many homeowners are reactive with water heater replacement. Rather than make a proactive decision based on the equipment's likely lifespan of eight to 10 years, they wait until the water heater starts leaking. They then face a significant interruption in their comfort and convenience, a wet mess that sometimes includes expensive property damage, and the risk of weekend or holiday labor rates.

You don't have to "be that guy (or woman)" with the wet basement and no hot water. Instead, be proactive, and call our service department for an evaluation of your water heater and a no-pressure conversation about when to replace it. We'll be happy to explain all your options and help you choose the right water heater. Whether you have a large family with countless showers and wash loads or a small household with minimal needs, we have the perfect water heater for you.

You can also get a free extended warranty for making a proactive water heater purchase this spring (at left).

We'll Extend the Warranty at No Cost

A.O. Smith manufactures some of the best water heaters you can buy, and for a limited time, we're offering extended warranties at no cost on non-emergency installations. A standard A.O. Smith warranty lasts for six years, and this offer extends that warranty to 10 years. Please call our office today or contact us through the website to learn more about upgrading to a new A.O. Smith water heater.



Service Plans = Peace of Mind

If ensuring your home comfort the no-worry way is something that appeals to you, a Service Plan is the perfect solution for keeping your comfort system in peak operating condition and controlling repair costs. With summer right around the corner, now is the time to consider an Air Conditioning Service Plan to help you prolong equipment life, improve home comfort and avoid untimely and costly equipment breakdowns. Our Air Conditioning Service Plan includes a parts and labor discount, priority service and an annual tune-up.

Next winter, when it's time to once again fire up your heating equipment, a Heating System Service Plan is the perfect way to keep your family warm. We offer a variety of plans designed to meet the needs and budget of any household. Each policy provides an annual tune-up and the assurance of 24-hour coverage for heat emergencies.

For your convenience, we offer automatic credit card billing and online bill payment. Contact us today and go paperless. The planet will thank you!

A Ductless Heat Pump Is Often the Perfect Solution

Ductless heat pumps have emerged as an ideal solution for heating and cooling in many eastern Massachusetts homes. If you have a room that is hard to heat for any reason (oversized windows, not attached to central heating, etc.) a ductless heat pump might be exactly what you need to make the room as comfortable and habitable as all your other rooms.

When it's cold outside, a heat pump works like an air conditioner in reverse. It extracts heat from the outdoor air and moves it indoors. You might think there is no heat in the outdoor air in winter, but a cold climate heat pump like the Mitsubishi H2i[®] can produce heat when the outdoor temperature is as low as -13°F. The heat pump also serves as an air conditioner in warm weather.

Ductless heating enables you to add heat without installing a large indoor appliance or adding ductwork. The heat moves from an outdoor compressor to the room through narrow, flexible tubing that can be installed easily by a trained contractor.

We are a Mitsubishi Preferred Diamond Contractor, which is great for our customers because we can provide a 12-year equipment warranty, more than double what most contractors offer.

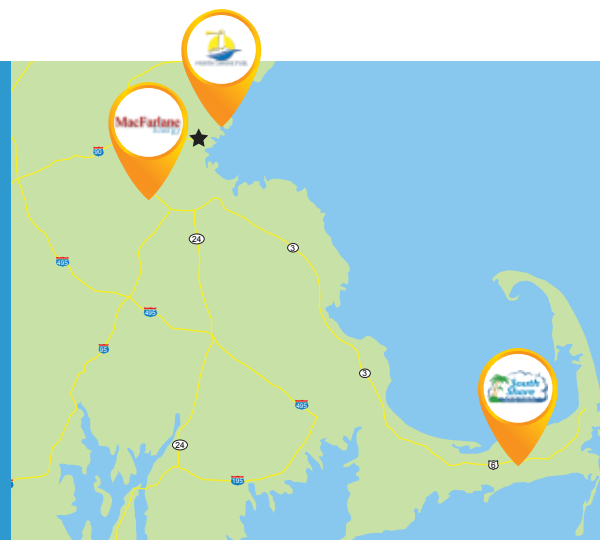
If you have a room that needs more heat, please give us a call or contact us online. We'll help you figure out if a Mitsubishi H2i heat pump is right for you.



We Have You Covered North, South, East and West

The MacFarlane family of companies provides superior service across much of eastern Massachusetts through the three companies we own and operate: MacFarlane Energy, based in Dedham; North Shore Fuel, based in Revere; and South Shore Heating and Cooling, based in Cape Cod.

If you own a second home in one of our service areas, please consider a MacFarlane company for all your comfort needs. Our exacting standards of service are the same across the three companies, so you know you'll be getting the very best care and service.



Service Team Installs Heating System for Veteran



Our service team recently had the privilege of helping out a local Korean War veteran by installing a new oil-fired boiler in his home at no cost to him. The gentleman had been living without heat in his home for two years after a plumber skipped off with the money he'd paid to have his old boiler replaced.

Our team donated the time for the project under the Oil Heat Cares program, which helps people in need by providing new heating equipment. Several manufacturers donated equipment for the veteran, including a new boiler from Burnham, a new burner from R.W. Beckett, a new water heater from Emerson Swan, and a new oil tank from Roth.



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SouthShoreHeatingAndCooling.com

Protect Against a Water Damage Calamity



Leaking water from a broken appliance or fixture can cause horrific damage to your home. We can help you take sensible steps to avoid water damage with a water sensing and shutoff system controlled and monitored remotely by the South Shore Heating & Cooling Connected Home smartphone app.

We will install water sensors throughout your home that can detect water quickly and activate shutoff devices to stop water flow into an appliance or zone. You'll also receive alerts on your phone that let you know what is happening.

To protect against catastrophic water damage, please give us a call today or contact us online. You can visit our website to learn about South Shore Heating & Cooling Connected Home services, which include temperature control, light monitoring, door lock monitoring and more via your smartphone or tablet.