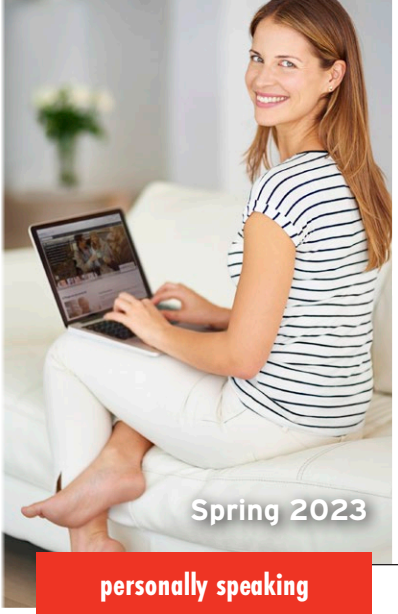
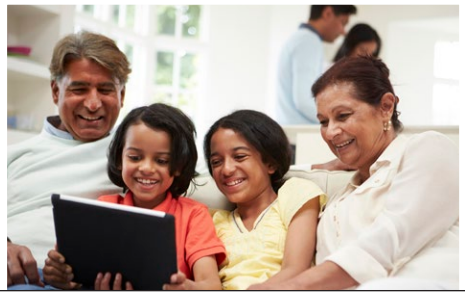




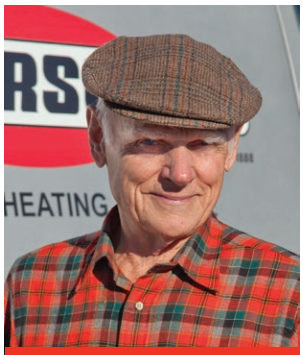
House Calls

from JW Pierson Co

personally speaking

will you stay calm, cool and collected?

Dear Friends,



Jim Pierson

With temperatures rising in northern New Jersey, you don't want your cooling system to give out unexpectedly. Have you had a JW Pierson technician service your air conditioning equipment? If so, you're all set to beat the heat.

But if you're relying on an old system that uses outdated R22 refrigerant, you risk a summer breakdown with high repair costs. In addition, that old A/C is probably inflating your energy bills.

Whether you have central A/C or a ductless mini-split system, investing in new high-efficiency equipment will reduce your energy costs, eliminate repair expenses and keep your family more comfortable, no matter how hot the afternoon gets!

Let our cooling experts evaluate your needs and help you choose a system that's perfect for your home.

If you aren't ready to replace your A/C, we recommend that you protect your current system with an affordable **Cool Comfort service plan.** You'll receive a free annual tune-up, reduced rates on repairs and diagnostics, and priority service if your A/C ever breaks down.

As we have for more than 100 years, the JW Pierson team will be here to ensure your comfort and save you money. We look forward to helping you and your family stay calm, cool and collected throughout the summer.

Warmly,

Jim Pierson, President

SAVE BIG when you upgrade your efficiency

Homeowners who upgrade their heating and cooling systems to more efficient equipment can enjoy fantastic incentives. And JW Pierson Co. will help ensure that you qualify!

Upgrade & Save New Jersey rebates are available for these high-efficiency oil-fired systems:

- **$250 rebate** for a qualifying oil-fired furnace
- **$300 rebate** for a qualifying oil-fired boiler
- **$700 rebate** for a qualifying oil-fired integrated heat and hot water unit

Additionally, the Inflation Reduction Act offers generous **credits for energy-efficient home improvements.** This year and all the way through 2032, Energy Star-rated central A/C systems and heating systems are eligible for a tax credit of **30% of the project cost, up to $600.** Qualifying heat pumps and mini-split ductless systems are eligible for a credit of up to **$2,000.**

And that's just the start of your savings. The Department of Energy says that installing high-efficiency systems can reduce your energy use by as much as 50%! Return the enclosed card to explore your options for efficient home comfort!

are ductless heat pumps right for you?

Even if your home doesn't have ductwork, you don't have to be stuck with loud, inefficient window air conditioners.

Ductless heat pump systems provide heating and cooling for individual spaces. And some well-placed indoor units can handle your whole home's comfort needs for most of the year. Many mini-splits have variable-speed motors, making them much more efficient than window A/C units. On milder days, you can run them at slower speeds and save energy.

Please contact us for a FREE estimate on an energy-efficient ductless mini-split heat pump system.

OSPR23-17551A

Why Bioheat® Fuel Saves You Money

In addition to its environmental benefits, Bioheat fuel is the leading renewable heating fuel available today.

Avoid Expensive Conversion Costs

People are excited about renewable, efficient Bioheat fuel, except for those who are pushing so hard for the total electrification of homes—including the way you're allowed to heat them.

Unfortunately, the fact that Bioheat fuel is reducing carbon emissions **right now** has been virtually ignored. The heating oil industry is on track to meet its goals of **net-zero carbon emissions** by 2050.

But efforts by government officials to mitigate the impact of climate change have instead focused solely on supporting conversions to electric heat pumps. That's an extremely expensive path to take, even with rebates being heavily promoted as an incentive to convert.

How expensive is it? Data from three heat pump conversion programs in the Northeast showed that homeowners would pay anywhere from **$17,260 to $25,829** for a **whole-house** conversion to heat pumps.* We're sure you will not be surprised when we tell you that a high-efficiency heating oil furnace would cost substantially less than this.

*Source: https://www.SmarterNYEnergy.org/wp-content/uploads/pdf/Cost-of-Residential-Air-Source-Heat-Pumps-Uglietto.pdf

Too Much, Too Soon

It should be obvious that rapid mass-scale conversions to heat pumps will put a tremendous new strain on our fragile electric grid, which is already prone to numerous power outages.

Trying to phase out traditional fuels like heating oil, propane and natural gas puts all our carbon reduction eggs into one expensive, untested basket. It's too much, too soon. This speeding heat pump train we may be forced to ride will undoubtedly raise the risk of rolling blackouts during periods of extreme cold or oppressive heat.

Concerns about Parts and Labor

In many states, there are not enough contractors with the skills to install heat pumps.* Just like any other heating or cooling system, the equipment you get is only as good as the contractor who installs it.

The lack of available replacement parts needed for heat pump repairs has raised further concerns. We mostly import heat pumps from overseas, yet a spokesman for Rewiring America, an electrification nonprofit group, recently described the U.S. heat pump supply chain as "not too bad," but he added that "investment is needed…(to prevent) future complications, especially as the market grows."**

Sources:
*https://Prospect.org/environment/2023-01-31-what-could-chill-heat-pumps/
**https://www.protocol.com/bulletins/heat-pumps-supply-labor-biden

Priceless Peace of Mind Service

You can always expect a fast and courteous response from us whenever you need help. We think that's one of the most important differences between the big utility companies and local heating fuel companies like us.

Utilities have been conditioned to think more about numbers than people, in large part because they are monopolies that are more focused on financial and operational aspects than on customer service.

In this respect, they are the **opposite** of heating fuel companies that know your neighborhood—and know you. Think about it: who would you rather call when you have a heating emergency?

Bioheat Fuel vs. Heating Oil

So, how does Bioheat fuel compare to traditional heating oil?

First, Bioheat fuel improves the performance of traditional heating oil. It's completely compatible with existing heating systems. You don't have to invest in costly new equipment or modify your home to use it.

And you **don't lose any heating power** with Bioheat fuel. On the contrary, it heats much more efficiently than conventional heating oil. This reduces heating system:

- **repairs**
- **maintenance costs**
- **fuel consumption**

Bioheat fuel also achieves emissions reductions of at least 50%, compared to petroleum that's not blended with biofuel.

Bioheat fuel has the highest Btu content of any alternative fuel!

Numbers That May Shock You

- A recent study concluded that policy-driven electrification would increase the average residential household energy-related costs by approximately **38% to 46%,** resulting in an increase to the average affected residential household of between **$750 and $910 per year.***
- Many U.S. states propose an energy transition similar to Germany, whose citizens now pay about **300% more** for electricity on average than U.S. customers.**
- Only **12%** of U.S. power comes from solar and wind, which cannot be dispatched when needed or expanded without further degrading grid reliability.**
- Electrification advocates argue grid-scale storage is the solution, powered by **100%** wind and solar. This will require at least double the amount of today's installed generating capacity.**
- A large percentage of U.S. electricity is still sourced from natural gas, which is primarily composed of methane, a potent greenhouse gas.***
- A reliable and ready-to-use **275-gallon tank** of Bioheat fuel contains the equivalent of **10,670** kilowatt hours of energy.****

*Implications of Policy-Driven Residential Electrification.
**Testimony of energy expert Mark P. Mills at the U.S. House Select Committee on the Climate Crisis, 2/15/22.
***U.S. Energy Information Administration
****MyBioheat.com

ask the expert

Paul Cuprewich
Service Manager

Q: How does indoor air quality (IAQ) affect allergies?

A: More than 50 million people in our country have allergies. If yours are especially acute, every season is allergy season. And it's possible that your home's HVAC system isn't helping. Dust mites, mold, pet dander and other pollutants can circulate in your HVAC system, lowering your IAQ and making allergies worse.

Q: How can homeowners improve their IAQ?

A: Always get annual maintenance for your cooling system. If you haven't done so yet, schedule your A/C maintenance before the summer. (This service is included in our Cool Comfort service plans!)

It's also crucial to keep your A/C equipment clean, especially the air filters.

JW Pierson Co.'s world-class IAQ team can help make your home's air healthier. We install proven tools for improving IAQ, including the **REME HALO® whole-home air purifier** and the **Aerus Air Scrubber.** You'll breathe easier every day!

Go to **JWPierson.com** or return the enclosed card to learn more.

JW PIERSON CO

P.O. Box 1101, Glen Ridge, NJ 07028

PRESORTED
STANDARD MAIL
U.S. POSTAGE
PAID
DG3

Like us on Facebook! *Facebook.com/JWPiersonCo*

keep those reviews coming!

If you're happy with the service you received from us, we would love to hear from you. It makes our day when we read a good review on our Facebook page. Here's some recent feedback that warmed our hearts:

"We have been using JW Pierson for almost 20 years now and could not be happier with them. Deliveries are seamless, and their service is fantastic. They are always available." ★★★★★ — **Amianna**

"They did a great job installing my replacement central air conditioner. Mike and his team are easy to work with and helpful." ★★★★★ — **Susan**

community corner

We live in the same communities we serve, and our customers are our friends and neighbors. We support nonprofit groups and community events in our area.

HUMAN NEEDS FOOD PANTRY
Since 1982

One organization we proudly support is the Human Needs Food Pantry, in Montclair. You can also donate your JW Pierson Loyalty Rewards Program points to the food pantry.

Since the pandemic, the pantry has added more than 1,400 households needing assistance. If you want to help their essential mission, please visit **HumanNeedsFoodPantry.org.**