

THE COMFORT ZONE

Feel comfortable with us



LATE FALL 2012

Message from Marc

a higher level of **service** for you

Dear Friends,

I'm excited to tell you that AFC has completed the expansion of our facility here in Augusta. We made these improvements with a single goal in mind: to serve our customers better. One example is our service department; it has been consolidated into a single space. This has already improved communications and resulted in a more efficient and higher level of service for our customers.



This architectural rendering served as the blueprint for our expanded facility in Augusta. Your loyalty to us helped make this possible. Please stop by and visit us!

that we were in a position to improve our facilities is because of you, our valued customers. You have continued to support us and help us grow by trusting us to take care of your home comfort needs.

We know that you rely on us to keep your home or your business comfortable and safe. We take this responsibility very seriously, and I promise you that you can continue to count on us for excellent service now and in the future.

Warmly,

Marc V. Lacasse
President



a new solution for **heating and cooling!**

AFC customers have been giving us rave reviews after we've installed a **Mitsubishi ductless mini-split system** in their home. We expect demand for these units to continue to increase this season, because they not only keep you cool but can provide heat too!



Ductless systems provide cooling and heating from discreet and unobtrusive units.

It's easy. For each room where you tell us you want heating or cooling, we'll install a compact wall unit. (No expensive ductwork is required!)

You can use these units for any room in the house. They're a perfect solution for rooms that are hard to heat or cool, like a corner bedroom or a sunroom. We can install as many as eight indoor units, which are connected to one outdoor unit. This lets you create your own zone of comfort, allowing you to heat or cool individual rooms as well as hallways and open spaces.

These cooling and heating units are a highly efficient way to keep your home comfortable. It is a great time to learn more about this **breakthrough in comfort technology**.

Call or contact us through afccomfort.com to learn more.

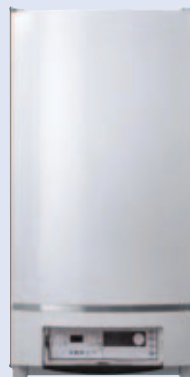
hot products that are cool

We are always on the lookout for new products designed to enhance your comfort and save you money. Here are just two of the products that are scoring big with AFC customers. Please call us today to learn more.



Buderus wall-mounted gas condensing boiler

- efficiency levels to 96%
- whisper quiet, enclosed housing
- five-year warranty for residential installations
- saves space
- simple installation
- advanced, easy-to-use control system
- four models, ranging from 84,800 to 214,800 Btu's



American Standard AccuLink™ Platinum ZV Comfort Control

- seven-inch HD color-touch screen
- zoning and scheduling options for energy savings
- weather radar and alerts
- clean air cycle boosts flow of clean air
- can be controlled remotely with smartphone
- can display photos when not in use



AFC: more than heating

Many people think of AFC as a heating oil or propane supplier, but we are actually a lot more. We offer:

- ✓ expert installation of energy-efficient cooling and heating systems.
- ✓ green solutions, including solar water heaters and biofuel.
- ✓ certified plumbers who can handle any size plumbing job.
- ✓ electrical contracting and repairs.
- ✓ service plans to protect your equipment and save you money.
- ✓ whole-house propane backup generators to keep your lights on and food cold during power outages.

Over the course of our 120-year history, we have evolved to become your complete comfort solutions provider.



AFC has evolved to become your **complete** comfort solutions provider



doing business the right way

Last winter another fuel company went out of business and left hundreds of people who had prepaid or built up credit balances out in the cold! Not only did they not get the fuel they had paid for, but they were forced to find another company to supply their fuel at short notice.

As a result, the state legislature and Maine's attorney general sought to prevent similar situations in the future. New laws make it easier for the state to take meaningful action against an owner or company that defaults on its obligations to supply fuel to customers.

We applaud these new rules, but as our customers, you can rest assured that AFC has been doing

business the right way since our founding. We take our responsibility very seriously, especially when it involves the safety and comfort of our customers.

You can relax and enjoy life more with AFC as your fuel and service provider.



new technology to keep you warm!

AFC now offers the industry-leading, wireless WESROC® system for monitoring your fuel and the temperature levels in your home or business—24 hours a day, 365 days a year.

For a nominal fee, you can enjoy this monitoring service, which is

ideal for times when you are away from home for extended periods.

If the oil level in your tank gets too low or your heating system fails, the device will notify us so we can get to your home promptly and prevent potentially costly repairs.



Call us today about installing our WESROC® service. This cutting-edge device monitors both fuel and temperature levels!

Ask the EXPERT

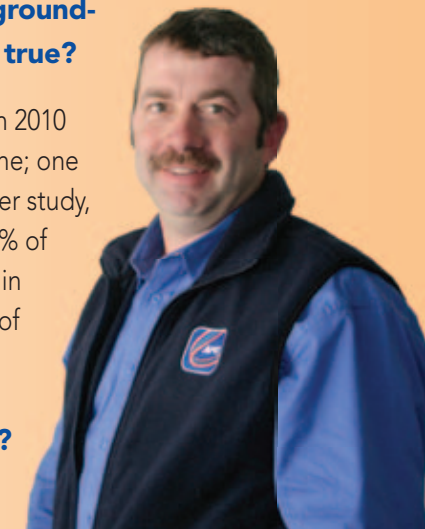
Q: I read that there is arsenic in the groundwater in the Augusta area. Is that true?

Richard: A U.S. Geological Survey study released in 2010 showed three high-arsenic clusters in Maine; one of these is the greater Augusta area. A later study, by Columbia University, estimated that 31% of private wells in our area are likely to contain arsenic levels above the federal standard of 10 parts per billion.

Q: What can I do about this problem?

Richard: If you are worried that you may have high levels of arsenic in your drinking water, we will take a sample and send it to the state for testing. If it comes back positive, we can offer you two solutions: we can put in a whole-house water filtration system or install a filter under the faucet used commonly for drinking water. The whole-house system filters all household water; the second filter removes arsenic from the water you drink and cook with.

Richard Doe, AFC's service director, is a licensed master plumber and heating technician with more than 20 years of experience.





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still time for a **tune-up**

Did you know that four out of five system breakdowns could be prevented with regular maintenance?

When we do a heating tune-up, we check for leaks; inspect and clean filters; check the blower and the burner; and do safety tests. We make sure your heating system is ready for the season.

Early tune-ups keep systems running efficiently too, **lowering fuel use by as much as 10%**.

It's not too late for your tune-up! Call or email us today to schedule your appointment.



thumbs-up from a customer

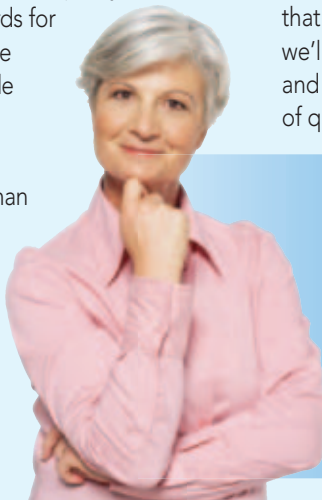
A few weeks after we installed a heating system for Mary M. of Winthrop, she sent us an email to let us know how pleased she was with the work we did for her. Here is an excerpt:

"Your workers were very polite. They answered all of our questions, and you even called us a few weeks later to ask us if everything was OK. We had gotten a few estimates for the job, but we chose AFC based on the good things people had to say about your company. I can see why they feel that way. Now if anyone asks, we will recommend AFC without reservation."

what is a **quality installation?**

We **stamp our name** on every installation we do. That's why we established **high quality installation** benchmarks. What's a quality installation? It's one that meets the set of standards for any installation we do. An AFC installation is done expertly in order to prevent problems and provide years of comfort and efficiency.

We take the time to size the job right so you don't end up with a system that uses more fuel than necessary. It means that we will always treat your property with the utmost respect and always clean up thoroughly. And it means that everything we do for you is covered by our 5-Star Corporate Warranty, which is our pledge to you that no matter what we do, we stand behind our work 100% (see more about this at afccomfort.com).



When you think it may be time to replace your old heating or cooling system, we'll be here for you. We'll provide you with a range of options that can fit virtually anyone's needs and budget. After the installation, we'll provide a courtesy follow-up with you to make sure you are happy and that your new equipment meets your satisfaction. That's our definition of quality!

An AFC quality installation means:

- > a competitive price on quality efficient systems
- > treating your property with the utmost respect and cleaning up thoroughly
- > following up after the installation to make sure you're satisfied
- > standing behind our work 100%