

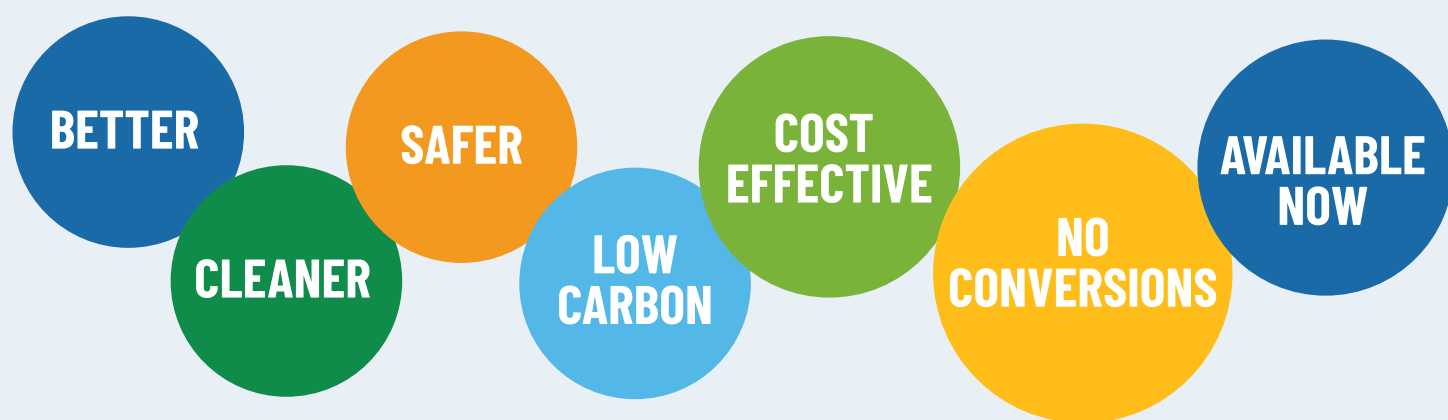
Bioheat® Fuel Talking Points for CSRs

Use these tips to answer customer questions about Bioheat® fuel and learn how to bring up Bioheat® fuel on your own during conversations with your customers.



WHY WE DELIVER BIOHEAT® FUEL

Because it is better, cleaner, and safer, and so much more:



ANSWERS TO COMMON CUSTOMER QUESTIONS

Be the expert on Bioheat® fuel for your customers, but make sure you translate your knowledge into terms they'll understand.

Q: What is Bioheat® fuel?

A: Bioheat® fuel is a blend of heating fuel with renewable biodiesel.

Q: What is biodiesel?

A: Biodiesel is a renewable liquid fuel made from by-products that would otherwise be wasted, like:

- Soybean oil
- Inedible corn oil
- Animal fats
- Canola oil
- Used cooking oil

Q: What makes biodiesel renewable?

A: Biodiesel is a renewable resource because the materials used to make it are agricultural by-products, also known as feedstocks. They are readily available and are made during agricultural production and would go to waste if not used to make biodiesel.

Q: Can I use Bioheat in my existing heating system?

A: Yes! If you have an existing heating system and fuel tank, you can use our Bioheat® fuel.

Q: Does Bioheat® fuel cost more?

A: Bioheat® fuel is valued and priced comparably to traditional heating fuels on the market. Bioheat® fuel does enhance the operational performance of your equipment, keeping it cleaner and optimized to deliver more efficiency with each and every gallon. Additionally, you will save thousands of dollars required to electrify your home by relying upon your existing heating system.

(Note to CSR: This is a good time to mention payment plan options that your company offers to protect customers from market fluctuations.)

Q: Is Bioheat® fuel really better for the environment?

A: Yes. Unlike other renewable energy options, Bioheat® fuel is helping to cut carbon emissions right now. Using Bioheat® fuel today helps contribute to decarbonization like compound interest. The sooner you start, the greater the results will be. Bioheat® fuel is already a low-carbon fuel, and the industry has committed to reaching net-zero carbon emissions with 100% renewable Bioheat® fuel by 2050.

Q: Why is Bioheat® fuel such a great renewable energy option?

A: There are three major reasons why Bioheat® is the number-one renewable energy choice. First, it doesn't require expensive conversions. According to a study conducted by Diversified Energy Specialists (DES) for a 2020 IHS Markit report, converting a home to ductless heat pumps can cost up to \$21,500.¹ Second, Bioheat® fuel has a low carbon score right now and it has the ability to continue to reduce its carbon content into the future. Third, Bioheat® fuel will keep your home warm even on the coldest winter days. The same DES study showed that after a five-year period, ductless heat pumps did not provide sufficient heat for an entire home.

TIPS FOR BRINGING UP BIOHEAT® FUEL ON YOUR OWN

Don't wait for your customers to bring up Bioheat® fuel out of the blue! It is a great talking point that appeals to existing and potential customers. You can bring up Bioheat® fuel...

- When a potential customer asks about our services to try to pick a new fuel provider
- When a current customer calls for the daily fuel price
- If someone asks about renewable energy options

MORE BIOHEAT® FUEL RESOURCES

Check out these online resources for more helpful information about Bioheat® fuel and share them with your customers.

- [BetterwithBioheat.com](https://www.betterwithbioheat.com)
- [Facebook.com/BetterwithBioheat](https://www.facebook.com/BetterwithBioheat)
- [MyBioheat.com](https://www.mybioheat.com)
- [Facebook.com/MyBioheat](https://www.facebook.com/MyBioheat)