

The Truth Behind "Electrify Everything"

THE CONSUMER

What Electrification Means for You, Your Home and Your Family

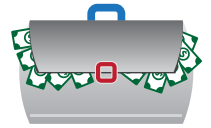


This is your typical electric utility, a foreign-owned mega-corporation whose primary mission is to generate profit for its shareholders. These companies have lousy consumer ratings and worse service records.

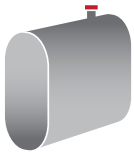


Though there are over 3,000 utilities in the U.S., most consumers get their electricity from just one of 200 companies.

The average utility CEO rakes in over \$11 million in annual salary, stock awards and other forms of compensation.



Residential customers rate their electric utilities 748 out of 1,000. This is down from the record-high of just 751.



Heating fuel companies compete for their customers' business. Customers own the fuel they purchase and have control over its use.

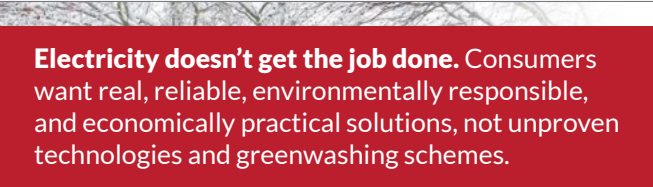
Heating fuel dealers deliver personalized service 24/7/365. In case of an emergency, they are always on call and ready to help.



This is your typical heating fuel company, a local, family-owned business that has been serving its customers for decades. These companies are trusted members of their communities. They are not "Big Oil."



Gas and electric heating customers are at the mercy of the utilities, leaky pipelines and an aging electric grid.



Electricity doesn't get the job done. Consumers want real, reliable, environmentally responsible, and economically practical solutions, not unproven technologies and greenwashing schemes.



Over 90% of homes with electric heat pumps also retain their boiler or furnace and 80% continue using it as their primary heat source.

Charging an electric vehicle takes between 30 minutes and multiple days. The average owner also has a gasoline-powered car.



Two out of three U.S. consumers say they do not want to buy an electric vehicle in the first place.

The Solution:



Bioheat® fuel delivers dependable whole-home comfort without the need for a backup heat source. It also supports local businesses, provides good-paying jobs, helps consumers lower their carbon footprint, and helps the grid keep the lights on.