

ARE THESE HEATING MYTHS

HOLDING YOUR
CUSTOMERS BACK?



Don't let these common misconceptions keep customers from taking advantage of propane's reliability and versatility for home heating.

MYTH 1

HEAT PUMPS ARE EFFICIENT IN COLD CLIMATES.

TRUTH: A high-efficiency propane furnace alone can cover all of a homeowner's heating needs, or it can be paired with a heat pump and used when temperatures drop.

MYTH 2

GEOHERMAL OFFERS LOW-COST HEATING.

TRUTH: Geothermal is expensive to install, with payback periods longer than many owners stay in their homes. A high-efficiency propane furnace delivers consistent heat with a lower upfront cost.

MYTH 3

COMFORT LEVELS DON'T VARY BY HEATING TYPE.

TRUTH: Propane furnaces deliver consistent hot-air supply temperatures throughout the heating season, regardless of the weather outside, and they can be zoned to heat rooms to owners' preferences.

MYTH 4

PROPANE HAS NO ADVANTAGE OVER HEATING OIL.

TRUTH: Propane is lightweight and clean-burning, and its tanks can be buried to hide them from view, making it an attractive option in areas where oil is common.





PROPANE IS AN EFFICIENT, RELIABLE FUEL SOURCE FOR A RANGE OF HOME-HEATING APPLICATIONS.

“A high-efficiency propane furnace can be installed nearly anywhere in the home and delivers consistent heat with a more affordable upfront cost.”

Matt Risinger
Builder and Construction Scientist



Go to **BuildWithPropane.com** now to watch a video series featuring Matt Risinger — a construction scientist, builder, and YouTube personality — explain the truth about propane’s versatility for residential heating.