



# HouseCalls

From  **Westmore**  
FUEL CO., INC.

SPRING 2010

## PERSONALLY SPEAKING

### the truth about “teaser” offers

Dear Friends,

**E**verybody loves a bargain, especially these days. But be wary of “teaser” offers from oil companies that promise you the world.

Every year, I hear stories from former customers who were lured away by a fuel dealer offering “a lower price.” Offering lower pricing is easy—following through on that promise is another story. That old adage is true: “If it sounds too good to be true, it usually is!”

Last summer, one of our Port Chester customers switched suppliers because he got a lower price from another dealer. They

were a big company and promised big things, so why not switch? Well, they were unfamiliar with the customer’s fuel usage and he ran out of fuel during the big snowstorm. When he called his company, they told him he couldn’t be out of oil and he should try hitting the burner reset button. It didn’t work—he was out of oil!

So he called me and asked, “Can you please help?” He was worried because he has a newborn baby, and his company couldn’t get to him until later that night. I quickly sent fuel and a technician to his home and restored the heat. Today, the customer is back with Westmore Fuel.

That’s a perfect example of why customers choose Westmore. You can always rely on us to be there for you!

Warm regards,



Richard C. Bologna

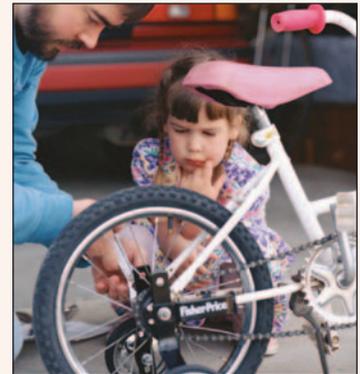
P.S. Our new website, [www.westmorefuel.com](http://www.westmorefuel.com), has arrived!



Richard C. Bologna

### the best time for a tune-up is now

**M**any people only think of scheduling an energy-efficiency tune-up when the weather gets cold. However, the **best time** for your tune-up is the summer, when you can get a convenient appointment by beating the fall “tune-up rush.”



**Regular maintenance keeps everything running smoothly.**

Annual tune-ups restore your equipment to peak efficiency, which can reduce your annual energy consumption by as much as 15%. A tune-up can also prevent a system breakdown and costly repairs.

Once we tune up your system, it will be ready for the cold weather—even as it “rests” for a few months over the summer.

A good way to make sure that you get timely tune-ups is to sign up for one of our **Comfort Service Plans**. Our plans offer one free tune-up a year and provide savings on repairs.

Call us or return the enclosed card to schedule an energy-efficiency tune-up or to enroll in one of our service plans.

### enter to win a new heating system

**Think your heating system could be the oldest one around?**

If the answer is yes, that outdated system in your basement could be your ticket to winning a new oil heat system, valued at up to \$6,000.

To enter our **Oldest Heating System Contest**, send us an email with a digital photo of your system to [customercare@westmorefuel.com](mailto:customercare@westmorefuel.com) by June 30, 2010. Make sure to include your name, address and contact information.

No purchase necessary. A purchase will not improve chance of winning. See website for details.

**good luck!**



## more hot water for less money with oil

number of gallons per hour that can be heated with standard electric and oil water heaters.

Source: Consumer Guide to Energy Savings

120 gal.  
oil

40 gal.  
electricity

## oil kept hot water flowing for family of 13

**Homeowners with oil water heaters** have discovered that they can enjoy virtually unlimited access to hot water at a very low cost. The ability to produce a reliable, inexpensive and efficient supply of domestic hot water is one of the strongest benefits of oil heat.

The experience of one family serves as a great example.

“My husband Harvey and I raised foster children and have six kids of our own,” says Laura D. “At one point, we had 13 people living in the house and we never once ran out of hot water.”

### the secret to oil-powered hot water

If you’re thinking Laura’s family must have had a gigantic hot water tank, try again. They actually kept themselves in hot water with a standard-size 40-gallon tank. That’s because of the high **recovery rates** of oil water heaters.

A high recovery rate means a large volume of water can be heated in a short period of time. This is important for large families, since the average person uses 20 gallons of water while showering. Oil water heaters have recovery rates of 120 gallons per hour and higher. That’s great news for people with high-volume clothes washing, dish washing and showering. Water heating costs can also be kept low, especially with an indirect water heater, which is an option if you heat your home with a boiler.

“I would recommend an oil water heater to anyone—and I do,” says Laura. “You don’t want to run out of hot water with children in the house.”

If you’re not getting all of the hot water you need, or if you want to reduce your water heating bills by taking advantage of oil heat’s high efficiency, contact us today.

**Every year families make changes in their household that, in many cases, affect their fuel use.**

## we’re driven to go the extra mile for you



“Your technician couldn’t get his vehicle into my street because of the snow, so he parked and walked to my house, and then went back and forth for parts so he could get my heat working again. I called him my snow angel.”

**When customers take the time** to tell us how much they appreciate our going the extra mile for them, it makes our day. It means you understand what we mean by the **full service difference**.

You may not realize it, but a lot goes on behind the scenes at a heating oil company, and the way a dealer does business separates the good ones from the bad.

Unfortunately, there will always be some companies willing to cut corners on service.

### Here are some good reasons you can put your trust in us:

- ✓ **always there for you** We have a system in place to provide priority emergency service, including nights and weekends, for customers whose heating equipment breaks down.
- ✓ **training and more training** We invest in extensive ongoing training for our employees. This ensures that when we do work for you, we get the job done right the first time. Our training

program also ensures that you get accurate information and a courteous response from members of our office staff.

- ✓ **trustworthy employees** We insist on a drug-free work environment. We never want you to worry about the trustworthiness of someone who is doing work in or around your home.
- ✓ **convenient payment options** We understand that heating bills can be a big burden, so we offer flexible payment options, for qualified customers, to lighten your financial load during the winter.



## what’s happening at your house?

**Ben G. recently added** an in-law suite to his home to accommodate Johanna, his mother-in-law.

“She needed to sell her home because it had become too hard to maintain,” Ben says.

“We were glad to have her, but she always felt cold and kept turning the thermostat up.”

Ben didn’t realize it at first, but this change in his household caused his fuel use to increase dramatically. Fortunately, while making an automatic delivery at the home, our driver noticed that the fuel tank was nearly empty. After speaking with Ben and finding out about the new situation, he alerted our office and we updated Ben’s records.

This was vitally important because in order to accurately schedule automatic deliveries, we need to know:

- ◆ **the size of your home and its insulation**
- ◆ **the efficiency of your heating system**
- ◆ **the size of your fuel tank**
- ◆ **the number of people in your home.**

With this data, we calculate your K-factor, or burn rate. (We also track degree-days, an indicator of how cold the weather has been—because this affects fuel use too.) If your heating needs change, due to a new family member or building on an addition to your home, your K-factor changes too.

So when there’s something new going on at your house that makes you use more (or less) fuel, tell us. We’ll update your information to ensure that you’ll always have enough fuel.

## selling your home? we can help

**Anyone who has put** their home on the market in the past few years knows how difficult it can be to close the deal. If you’re planning on selling your home soon, let us know. We may be able to offer solutions to problems that can hold up the sale or closing.

We’ll be glad to provide an evaluation of your heating system, including an analysis of its service history and documentation of the amount of fuel in the fuel tank.

We also recommend that you have a tune-up done on your system. With a tune-up we can restore your system to **peak efficiency** and correct any problems before you reach the home inspection stage.

If you’re not ready to sell your home, we can help you boost energy efficiency and save money by installing a new oil heating system and storage tank.

This is a much better option than switching fuels. The Consumer Energy Council of America says switching fuels is “a costly and long-term gamble.” That’s because you can lose thousands of dollars in conversion and installation costs.





BioHeat® • Diesel Fuel • Heating Sales & Service

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www.westmorefuel.com



Go to [twitter.com/westmorefuel](https://twitter.com/westmorefuel) to find important news about the oil industry!

PRESORTED  
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MPI

- ✓ win a new heating system\*
- ✓ cut your heating costs

\*No purchase necessary. A purchase will not improve chance of winning. See [www.westmorefuel.com](http://www.westmorefuel.com) for details.

## we give you savings and comfort

There's no better time than now to replace your heating system. The efficiency of oil heating systems has increased four-fold in the past 30 years. That means if your system is older than 30 years, you can all but be assured of **cutting your annual oil consumption in half with a new system.**



At Westmore Fuel, we don't just sell equipment. Our installations are correctly sized for maximum comfort and energy efficiency. We install heating systems

that incorporate the latest technologies and we use our **skilled technicians with specialized training for the installation.** We design a new piping or duct configuration that maximizes efficiency and limits unnecessary heat loss.

Once the installation is done, we follow up with you to see that your new equipment is performing at peak efficiency—and we always stand behind our work 100%.

Call or return the enclosed card for a **FREE, no-obligation** home comfort consultation.

## upgrade to a modern tank

Comparing today's fuel storage tanks to older tanks is similar to likening an iPhone to a rotary phone. There's no comparison.

Today's aboveground tanks are double-walled and double-bottomed for extra protection. Modern aboveground tanks are normally smaller in size, and they can be customized for hard-to-fit places in a cellar or installed

outside in an attractive enclosure.

In addition, modern underground tanks have corrosion-resistant

protection and can be protected from the earth's elements.

If you have an old tank, we can offer you excellent upgrade options. Give us a call or return the enclosed card if you would like to discuss your tank replacement options.



## why conversion doesn't pay

Lately, some of our customers have called us to talk about converting to natural gas, the belief being that making a switch will save lots of money. Westmore provides free estimates and installs both types of heating systems, so we know the true costs.

Historically, oil and gas prices tend to track each other fairly closely over time. Switching fuels is a major expense. In fact, when you add up the numbers, converting to gas can cost \$6,000 to \$8,000 or more.

That's why the Consumer Energy Council of America says that upgrading your current oil heat system makes more economic sense than converting to another fuel.

If you're still considering switching to gas or want an estimate for upgrading your current system, please give us a call or return the enclosed card.

*When you add up the numbers, converting to gas can cost \$6,000 to \$8,000—or more.*

