

HouseCalls

from **Westmore FUEL CO., INC.**

PERSONALLY SPEAKING

oil heat's future is bright—and green

Dear Friends,

Today, we hear a lot of talk about making America greener and more energy independent. While New York and Connecticut have recently passed legislation that will require a bio-blend in all heating oil in the coming years, Westmore Fuel is already there! We've been delivering BioHeat®, at no extra charge, to all our customers since 2008.

This past winter we even increased our bio-blend to 5%. Our fuel is the best our industry offers and is blended at our marine storage terminal in Port Chester, N.Y. We have even received some national attention for our "green" efforts.



Richard C. Bologna

HeatingOil.com filmed a barge coming into our terminal and it's been posted to our website, WestmoreFuel.com, for everyone to view.

BioHeat is cleaner and more efficient, and it helps to prolong the life of your heating system. It is the "green door" to true energy independence for America.

Another great way for us to reduce our reliance on foreign sources of energy is to reduce our demand for energy. There has never been a better time to upgrade your heating system.

Today's oil heating systems have increased in efficiency fourfold in the past 30 years. That means if your system is older than 30 years, you can all but be assured of a new system cutting your annual oil consumption in half.

We believe in promoting higher efficiency systems so much that last month we held an oldest heating system contest. The winner received a new heating system, complete with installation. Please see our story on the contest winner at right.

If you have recently received a fuel delivery, you may have noticed our new delivery tickets. In our continuing effort to "go green," we have upgraded to a "wireless" fuel delivery dispatching system. We hope you like the ticket's new design.

Westmore is already prepared for the challenge of another winter. For more than 70 years, we have adapted our company to meet the changing needs of customers. But, we couldn't have done it without you, our loyal customers. On behalf of the entire Bologna family and all our employees, thank you for trusting us to be your energy partner!

Warm regards,

Richard C. Bologna

Richard C. Bologna

winner of oldest heating system contest



Congratulations to Marie Sileo, the winner of our "Oldest Heating System Contest"!

Marie Sileo, who is a lifelong resident of Port Chester, has lived in the same house her father built more than 70 years ago. Unfortunately, the heating system was as old as the house.

For years, Mrs. Sileo had considered replacing her system. It made a lot of sense. A new system would save her hundreds of dollars on her heating bill each year. So, when she read on our website about our oldest heating system contest, she decided to enter—and WON! We recently installed a Buderus boiler in her home.

If you have an old heating system, upgrade to a new one and start saving!

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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Call us! (203) 531-6800 • (914) 939-3400

WestmoreFuel.com



PRESORTED
STANDARD MAIL
U.S. POSTAGE
PAID
MPI

Have you seen us on TV?
Check out our TV ad
on News 12 or view it
at WestmoreFuel.com.

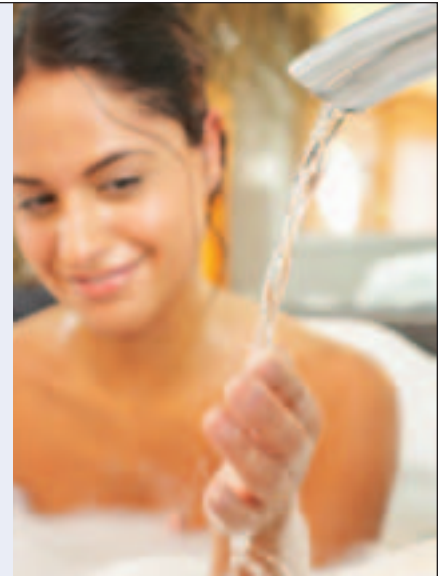
lower your water heating costs



No one wants to run out of hot water and there is no reason you ever should! If you're still struggling with yesterday's technology, you are probably running out of hot water when you need it most, and you are almost certainly using more energy than you need to.

The efficiency of oil-powered water heaters has increased considerably in the past few years. That means if your water heater is older than 10 years, you can all but be assured that a new one will reduce your energy costs while giving you a continuous flow of hot water on demand.

Westmore has water heating solutions to meet all of your lifestyle needs. Call us or return the enclosed card if you would like to schedule a free estimate.



professionalism, training, skill

Westmore Fuel employs licensed service technicians, who, each year, complete several certification programs designed by our state oil heat association.

Our technicians are kept up-to-date on the latest technological advances, allowing us to ensure your heating system is operating at its peak efficiency.

Every year, our customer care representatives complete several hours of training on emergency service issues. That way, when you call us with a service issue, our representatives are able to help diagnose simple problems. For more difficult service issues, they are able to communicate more effectively with the technician who is coming to your home.



switching to gas doesn't add up

Many people think it's cheap and easy to switch to natural gas. But the average cost to convert from oil to gas can run you thousands of dollars and recouping this cost is virtually impossible.

The better choice is to install a new, high-efficiency oil heating system. It costs much less than converting to gas and the payoff can be huge. Some new oil heat systems can take 30% or more off your annual bill.

Westmore can provide you with quotes for both oil and gas heating systems, so you can see and compare the true costs and benefits of both systems. Call us today for more information.

