

HouseCalls

from **Westmore**
FUEL CO., INC

PERSONALLY SPEAKING

good news about oil prices

Dear Friends,

The energy revolution has created a huge surge in American-made oil. We're finally starting to see the impact at the gas pump, and it is filtering into the wholesale cost of heating oil as well. That's good news for all of us.

Meanwhile, natural gas customers have not been as fortunate. Last winter, natural

gas prices spiked because pipelines could not distribute enough fuel. This year again, we saw natural gas spot prices rise at the very same time oil prices were falling.

All of this goes to show that deciding to convert to natural gas based on temporary pricing levels is risky business. Oil, natural gas and electricity prices all rise and fall on a regular basis, but in unpredictable ways. Switching fuels to capture a temporary price advantage has always been like trying to time the stock market.

By sticking with Westmore's B20 BioHeat®, you are using a fuel that is cleaner than natural gas. Plus, by upgrading to a new high-efficiency, clean-burning oil heating system, you can save energy and keep your heating bills reasonable without sacrificing an ounce of comfort.

Warmly,



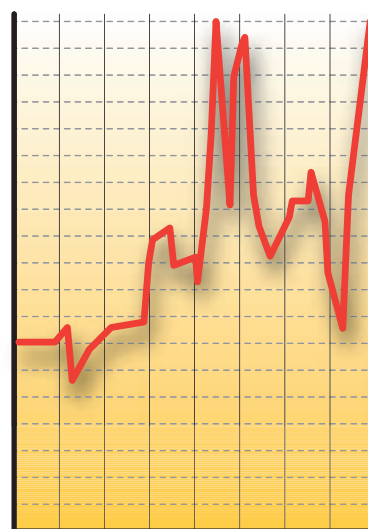
Richard C. Bologna



Richard C. Bologna

natural gas spot prices*

January 2014 – April 2014



At one point, the spot price of **natural gas** was **higher** than the equivalent retail price of heating oil, when compared on a Btu by Btu basis.

*The spot price reflects market expectations of future price movements.

ask the expert

Q: *I entered into a fixed-price plan over the summer. Is there any way I can change this now?*

A: Unfortunately, there isn't. By law, we are required to enter into contracts with suppliers to guarantee your price when you enroll in a fixed-price contract. That's how last winter, even though prices went over \$5 a gallon, we were able to honor your fixed contract and save you hundreds of dollars. We are still paying the same amount for your fuel as if prices hadn't



Darren LeDoux
sales manager

changed since then. This adds to consumer protection in general, but limits our flexibility in times like these.

Q: *What can I do in the future?*

A: We offer both capped-price and fixed-price contracts for purchasing fuel. After the season, we'll be happy to talk to you about the different options we offer. But remember, there's no way to predict which will work out best in any given year. For example, last season, customers who entered into a fixed-price contract benefited the most.



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us on
Facebook!**

Check out our Facebook page and "like" us! It's a great place to find energy-saving tips and useful money-saving information, including blog posts on energy prices and trends as well as links to our newsletter.

Visiting our Facebook page is also an easy way to stay current on our latest equipment promotions, special offers and rebates — as well as special events.

For every "like" we get between now and April 1, we'll donate \$5 to a local charity. Visit us at Facebook.com/WestmoreFuel today!

Inside this issue:

- the latest on oil prices
- price protection update

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Is WestmoreFuel.com one of your bookmarks? You'll find lots of great information on our site. In addition to your account information, you can learn about **B20 BioHeat®**, pricing and service plans. You can also discover the many services we offer, including repairs and installations. You'll see there's a lot more to Westmore than just delivering oil!

And don't miss our blog. We update it regularly and post informative articles to keep you up to date on issues that affect fuel prices, including how the rise in natural gas prices is causing increases in electric rates.




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B20 BioHeat® • Biodiesel Fuel
Heating Equipment Sales & Service



PRESORTED
STANDARD MAIL
U.S. POSTAGE
PAID
DG3

we deliver the cleanest fuel around



The next time someone says oil is oil, please ask them to call us. The truth is, oil quality has never been more variable, and Westmore only delivers ultra-low-sulfur **B20 BioHeat®**, which is **cleaner than natural gas**.

One of the benefits of buying from Westmore is that we own one of the largest independent terminals in the area. We don't have to rely on others to guarantee the product we deliver. We test every gallon that comes off a barge or

tanker. We have rejected entire barge loads for failing to meet our strict specifications.

We also use only soybean oil to create the B20 blend of fuel that we deliver to your home. It runs cleaner than natural gas, it's better for the environment, and in New York State, it **earns you a 20¢-per-gallon tax credit**.

So when a Westmore truck pulls up to your house, you can have an added feeling of confidence.

B20 BioHeat® tax credit

New York customers: Did you receive the B20 BioHeat® tax information and tax form we mailed on January 7th? If not, please contact our office. You can apply for a 20¢-per-gallon B20 BioHeat® tax credit for using Westmore's B20 BioHeat®.