

HouseCalls

from **Westmore**
FUEL CO., INC

PERSONALLY SPEAKING

service that doesn't leave you cold

Dear Friends,

The winter of 2013-14 was one of the most challenging in many years. Our biggest challenge was the record-cold temperatures — **30% colder than last year!** Because of this, the number of service calls we handled on certain days or weekends was much higher than normal. (See *The Cold Hard Facts*, right.)

If you made it through the winter without worrying about losing your heat, then we did our job. **Our drivers and**

technicians worked around the clock for 60 consecutive days just to keep up with the increased demand.

We received reports that other dealers came up short — leaving their customers in the cold. I'd like to thank our service technicians and delivery drivers, whose hard work and sacrifice insured Westmore customers' warmth and comfort all winter long.

It really comes down to the peace of mind you get with a family-owned, full-service company. We didn't build our reputation for more than 75 years by cutting corners. We treat all our customers like family. **When you call, we answer** the phone 24 hours a day. We're there for you with prompt, reliable, professional service with a personal touch you'll never get from a company that is just trying to sell you bargain-basement fuel.

Warmly,

Richard C. Bologna

Richard C. Bologna



Richard C. Bologna

THE COLD HARD FACTS

Saturday, Jan. 4 – Sunday, Jan. 5
0° Fahrenheit: Low temperature
that weekend.

oil deliveries
we completed

348

463

phone
calls
we
handled

167

service
visits we
made

Wednesday, Jan. 5
5° Fahrenheit: Low temperature that day.

service visits
we made

122

197

oil
deliveries
we
completed

623

phone
calls we
handled

permanently cut your heating bills

If you kept your fingers crossed, hoping your heating system would make it through the brutal winter, it's time to put your worries to rest. Please call or email us and ask for a

no-obligation system estimate on a new boiler. This is the time of year when you get the most convenient appointments!

**Saving up to 40% on your annual heating
and hot water costs has never been easier!**



Heating your home with oil: smarter than ever!

For many years, we have taken pride in delivering our customers the cleanest, safest and most reliable fuel money can buy. Recent events have reinforced the value of heating oil, proving once again that heating your home with oil remains a smart choice.

how did heating oil's competitors fare this winter?

The polar vortex, arctic blasts of winds, record low temperatures, plenty of snow and treacherous “black ice.” This winter was painful, but people who heat their homes with oil had less to worry about than other folks—although prices remained higher than either you or we would like.

Demand for natural gas pushed natural gas prices to their highest levels in nearly four years!

The most serious situation occurred with propane; prices hit record highs because of sky-high demand, which led to a severe supply shortage in both the Northeast and the Midwest. At one point during the winter, propane prices had more than doubled.

Meanwhile, demand for natural gas pushed natural gas prices to their highest levels in nearly four years. Even for people who heat with oil, our increasing dependence on natural gas is driving electric rates ever higher. Some utility companies have announced increases in their electricity rates as they struggle to meet peak periods of demand.

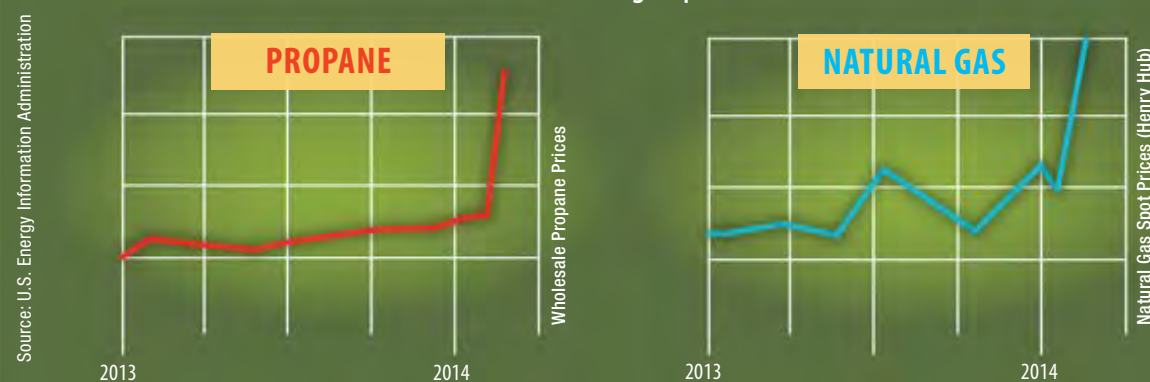
Compounding the problem is the fact that the supply infrastructure of natural gas is unable to meet even current usage levels, let alone projected increases.

In contrast, the International Energy Agency reports that the United States is poised to become the world's biggest oil producer soon, thanks to new drilling technology. The increase in our domestic supply should drive down prices and provide real relief in years to come.

All of these factors—and many more—make oil heat a smarter choice than ever.

* U.S. Energy Information Administration

Cold weather, high demand and supply issues caused a big spike in propane and natural gas prices.



six more reasons why oil heat is your best bet

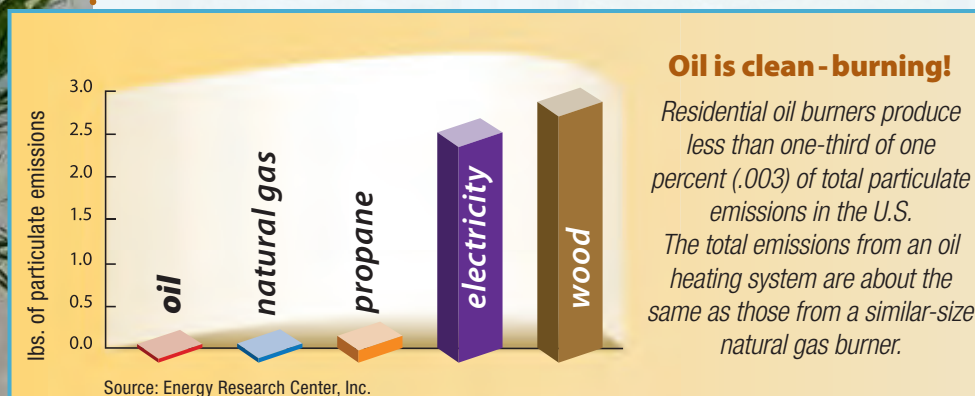
Technology has brought great improvements in efficiency that have reduced annual fuel consumption by 40%. This has saved customers a lot of money on fuel. And because new systems burn cleanly and don't need as much fuel, they do not pose a hazard to the environment. Things will get even better in the years ahead.

1. Greener fuel.

There is continued movement toward using ultra-low-sulfur heating oil with biofuel. This is a clean-burning fuel that produces fewer carbon emissions than natural gas, which has become more of a carbon producer due to the growing use of liquefied natural gas. Meanwhile, methane leaks from natural gas remain an environmental concern.

5. Abundant supply.

Experts believe that today, there are at least 5 trillion barrels of world petroleum resources. To put that in perspective, the world has produced about 1 trillion barrels of oil since the start of the oil industry in the mid-1800s. Not only isn't the world running out of oil anytime soon, estimates for the global stock of oil keep growing.



6. Service that can't be beat.

You can always expect a fast and courteous response from us whenever you need help. We think that's one of the most important differences between utility companies and local fuel dealers like us. Utilities have been conditioned to think more about numbers than people, in large part because they are

monopolies that are more focused on financial and operational aspects than on customer service. In this respect, they are the opposite of local fuel oil dealers. *Who would you rather call when you have a heating emergency?*

2. Clean-burning technologies.

Modern oil burners emit near-zero levels of pollution; heating with oil today means no odors, soot or other residue in your home. Widespread use of ultra-low-sulfur diesel, combined with cutting-edge emissions-control technologies, can reduce already low emissions even further.

3. Fuel conservation technologies.

Today's high-efficiency oil heat systems not only save a lot of money, they also help the environment because less fuel is used.

4. High-tech hybrids.

Solar and geothermal energies are being integrated with oil heat in hybrid systems for water heating. That means a household's water can be heated with little or no fuel required. A solar water heater can reduce water heating bills by as much as 80% and reduce annual carbon dioxide emissions by 6,000 lbs.*

* U.S. Department of Energy



ask the Expert

Q: *How do I know how many gallons of oil I should contract for?*

A: There's no magic formula. However, we can show you the average number of gallons you've used over the past three years. Keep in mind that once you enter into a contract, we can't increase the number of gallons in it. If you need more coverage, you can enter into another pricing contact at the prevailing rate.

Unfortunately, it's impossible to accurately predict how cold it will be next winter. So, if next season turns out warmer than expected, you may feel you've protected more than you needed. Most of our customers prefer to cover between 90% and 95% of the previous year's usage, but only you can decide what you are comfortable with.



Darren LeDoux, sales manager

and the winner is...

In our winter newsletter, we launched a contest for all customers who pay their bills through our convenient **AutoPay** program. The prize was a Honeywell Wi-Fi touch-screen programmable thermostat.

We're happy to announce that Debbie Gulick of Thornwood, New York is the lucky winner! Of course, everyone who uses AutoPay wins by having the convenience of paying bills automatically, directly through your bank or your credit card, which may help you earn valuable points or miles. Call or email us for more information or to sign up.



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oil heat customers bail out natural gas—again!

High demand brought on by the arctic cold forced all the utility companies in the Northeast to cut off their “interruptible” customers—businesses that use a lot of natural gas—and switch them over to a more secure fuel source: oil heat!

In New York City alone, at least 8 million gallons of heating oil were diverted to meet the natural gas shortage. The increased demand wasn't fair to oil heat customers and their suppliers, who saw their costs increase. **Once again, oil heat proves to be more reliable, safer and more efficient than natural gas.**

*...at least
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the natural gas
shortage.*

warm praise from our customers

Here are comments from a few of the customers we helped this past winter:

“We got started in our new home in the wrong direction with a local competitor until we found you. You guys welcomed us and fixed our boiler. Westmore is a very organized and well-oiled machine. Your friendliness and commitment has been amazing.”

Bruce from Port Chester

“You came to my home very quickly, diagnosed the problem and fixed it. Thank you for keeping us and our 89-year-old mom warm.” Danny from Greenwich

“Your fuel driver saved the day! We are grateful he delivered through the snow.” Belinda from Stamford