

# HouseCalls

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

## PERSONALLY SPEAKING

### what do oil heat consumers really think?

Dear Friends,

Using renewable, domestically produced **BioHeat® fuel** and saving money through improved heating equipment efficiency are important factors for oil heat consumers, according to the findings of a just-released study that surveyed more than 2,300 oil heat consumers.

There were dozens of fascinating insights, including these positives:

- ▶ *A whopping 85% of customers are either extremely satisfied or somewhat satisfied with their oil dealer. (I'm sure gas utilities never poll that high!)*
- ▶ *When customers learn more about BioHeat® fuel, more than half of them say it makes them feel better about using heating oil and less likely to convert to natural gas.*



**Richard C. Bologna**

The study also brought up issues that all of us in the oil heat industry need to address:

- ▶ *Only 12% of all respondents are currently familiar with the benefits of BioHeat® fuel.*

- ▶ *Customer expectations about the cost to convert to natural gas and likely pay-back times are dramatically unrealistic; some thought they could recoup their conversion costs in just a few years! The truth is that payback often never comes.*

Switching fuels to capture a temporary price advantage in one fuel has always been like trying to time the stock market. By sticking with Westmore's B20 **BioHeat® fuel** and upgrading to high-efficiency, clean-burning oil heating equipment, you can keep your heating bills reasonable without sacrificing any comfort.

Our goal is to have more people understand that in the years ahead.

Warmly,

*Richard C. Bologna*

Richard C. Bologna

## lower your heating costs this winter



**Heating costs can really add up** during a long, cold winter. That's why we offer programs like **Even Pay**.

Even Pay is a monthly payment program that allows you to avoid paying for most of your fuel costs in just a few short months. We estimate your total fuel bill for the year based on your past fuel use, and divide the total amount into monthly payments for as many as 11 months.

Even if it's really cold and you get two deliveries in one month, you'll still receive just one low monthly bill. You will not use more fuel with Even Pay! In fact, we'll pay you a 1% rebate, calculated annually, in any month that you have a credit balance.

For more convenience, combine Even Pay with our popular **AutoPay** option and pay your bills automatically, directly through your bank or credit card. Call or visit [WestmoreFuel.com](http://WestmoreFuel.com) today to get started!

## please note our correct address

### Some of you may still be using return envelopes

that have our old post office box address, which we closed more than a year ago. To prevent any late payments or delivery delays, please ensure that any mail you send to us has our correct address printed on the envelope:

Westmore Fuel

P.O. Box 5236

Greenwich, CT 06831

*Thank you!*



# Meet the New Oil Heat

**The American oil revolution is bringing lower prices and plentiful domestic supplies. But that's just the beginning. A new formulation of heating oil is becoming available that burns super-clean, is ultra-efficient and is infused with renewable BioHeat®.**

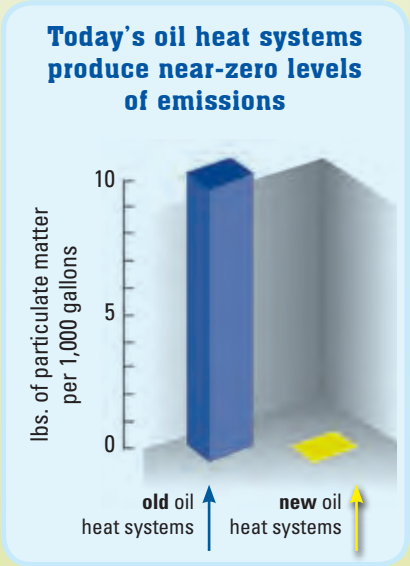
## Cleaner than ever

While solar energy and wind power continue to capture headlines for their potential, one of the exciting developments in the energy world has been the expanded use of BioHeat® fuel.

This is a combination of low-sulfur heating oil and biodiesel, which is made domestically from dozens of natural sources, including soybeans, sunflowers and pumpkin seeds.

As the most refined grade of heating oil, BioHeat® fuel burns significantly cleaner and has little negative impact on the environment. When used with a technologically advanced oil heat system, it produces near-zero levels of particulate matter during the combustion process.

What's more, BioHeat® fuel is made in America and requires no modifications to your existing system.



Source: U.S. Environmental Protection Agency.



## What about the tank?

A heating oil storage tank offers an important advantage: the ability to safely store an adequate supply of heating oil that's ready for immediate use whenever a need to heat the home arises.

Today's aboveground tanks are worry free and virtually leak proof. Most oil tanks are now built of corrosion-resistant materials. In many cases, new aboveground tanks are double-walled and come with alarm systems if there is any discharge.

Plus, the newest generation of aboveground tanks generally can be installed in small or unusually shaped spaces.

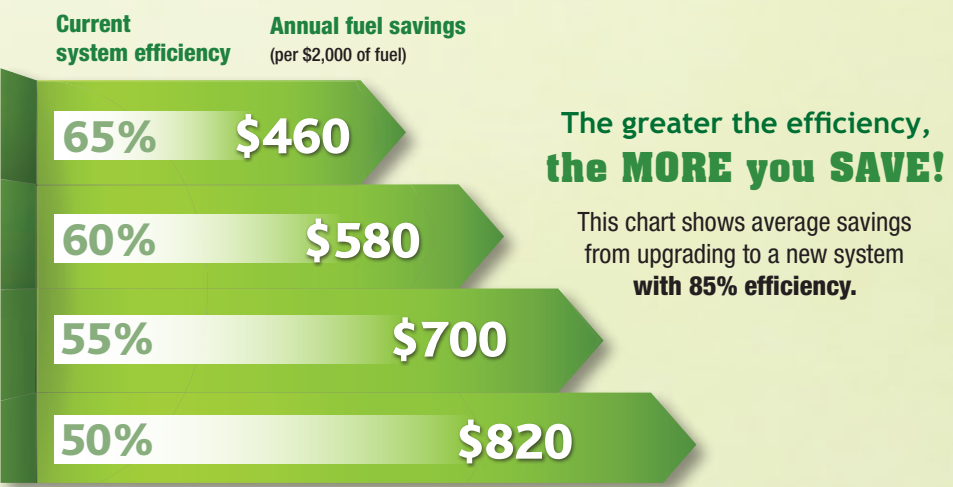
In short, today's tanks provide peace of mind and convenience—in addition to all the other benefits of heating your home with oil!

## Higher efficiency and bigger savings

The oil heat industry continues to make technological breakthroughs that promise a new era of higher efficiency and bigger savings for everyone fortunate enough to heat their home with the new heating oil.

- **New oil heat systems** now boast efficiency ratings as high as 95%, providing more warmth with less fuel than ever before.
- **Recent studies** show potential fuel savings as high as 48% when replacing an outdated boiler with a new, high-efficiency oil boiler.\*
- **Many new oil boilers incorporate energy-saving controls** that can reduce fuel usage by as much as 10% and provide a more even heat.
- **High-efficiency oil furnaces** now feature variable-speed motors that use as much as 80% less electricity.

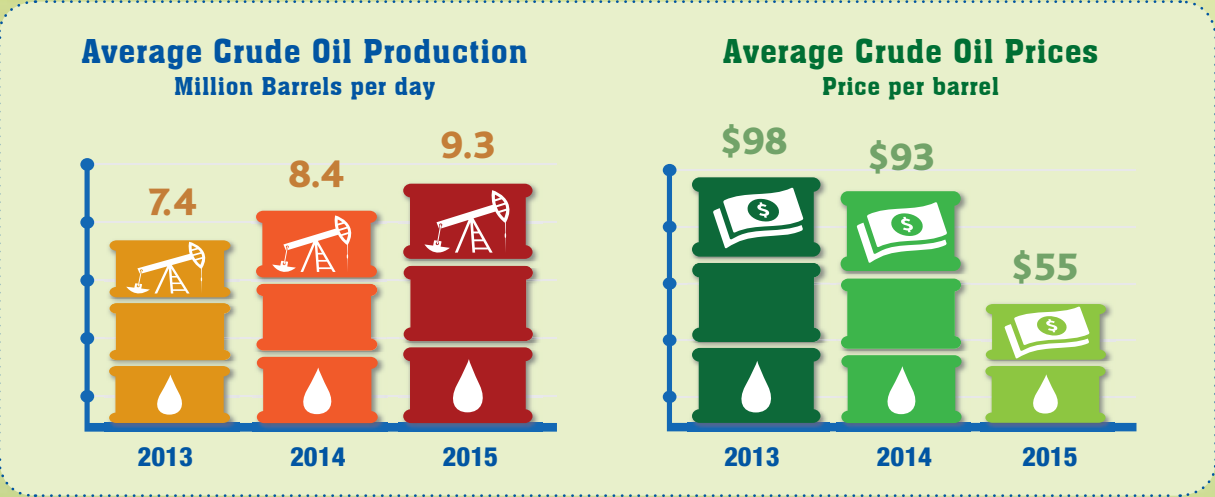
\*Source: New York State Energy Research and Development Authority.



Source: American Council for an Energy-Efficient Economy. Average savings vary, depending on square footage of home, number in household, insulation quality and other factors.

## Production is up, prices are down

The new American oil revolution is now a reality. Domestic oil production just reached its highest point in 43 years! As a result, most experts expect oil prices to stay lower for the foreseeable future.



Source: U.S. Energy Information Administration.



## Three ways to use less oil

- 1** Distribute heat evenly in rooms by **running a ceiling fan in reverse**. By recirculating the warm air trapped near the ceiling, you can **lower your thermostat**.
- 2** **Install smart programmable thermostats** to automate your home temperature settings. You could reduce heating oil usage **by up to 10%**.
- 3** **Add outdoor reset controls to your boiler**. Your boiler's water temperature will automatically adjust, depending on the outdoor temperature. This can **save you hundreds** on your annual fuel bill.



## we want to hear from you

**Customer satisfaction is important to us.** We like to think we are doing a good job, but there's always room for improvement. That's why, at the beginning of the year, we started emailing a customer satisfaction survey after every burner tune-up.

Overall, we've received high marks—**98%** of customers said they were very satisfied with us. Our technicians also earned high praise for their professionalism and courtesy. In the few cases where we didn't meet the expectations of a customer, we followed up with a phone call to resolve the problem.

So please take a moment to fill out our online survey after your next tune-up service, and by all means, be honest: We can't fix your heating system if you don't let us know something is broken, and the same goes for our service.



**Dwight Eisenhower, our service dispatcher, is pictured in the back row, third from the right**

## community corner

**T**his summer, Boy Scouts from the Westchester-Putnam Council attended the Curtis S. Read Scout Reservation in Brant Lake, New York, for a weeklong camping experience. Among the adult volunteers who provided leadership and safety for the boys was Dwight Eisenhower, our veteran service dispatcher and a longtime supporter of the Boy Scouts of America.

Patrick Coviello, an executive with the Westchester-Putnam Council, recently wrote to us to express his appreciation for Dwight's efforts, telling us that "the strength of the Scouting program lies in the unselfish willingness of those who volunteer as leaders."

*We salute Dwight as well!*



P.O. Box 5236 • Greenwich, CT 06831

**B20 BioHeat® Fuel • Biodiesel Fuel**  
**Heating Equipment Sales & Service**



PRESORTED  
STANDARD MAIL  
U.S. POSTAGE  
**PAID**  
DG3

## ask the Expert

**Q:** *Will I always save money with a price cap?*

**A:** In most years, people do save money with a price cap, but we can't guarantee that this will happen every year because energy markets are so unpredictable. We *can* guarantee that a price cap will always provide you with price certainty, although not necessarily the best price.

**Q:** *Is a price cap better than a fixed price?*

**A:** Yes. A contracted fixed price cannot be lowered, even if market prices fall, as they did last winter. A price cap limits how much your price can rise, but not how much it can fall.

**Q:** *Should I get a price cap now or wait?*

**A:** Many of our customers are enrolling now rather than trying to time the market. If you secure a price cap today and market prices go down, you will still pay a lower price for the fuel we deliver. However, if market prices go up, we will be forced to raise our price offer and you will end up paying a higher price for the fuel we deliver.



**Sales Manager Darren LeDoux**  
**answers common questions**  
**about price protection.**  
**Call or visit our website**  
**for further details.**