

HouseCalls

from **Westmore**
FUEL CO., INC

PERSONALLY SPEAKING

how we define service

Dear Friends,

Any company can deliver fuel and make promises when it's 55° and sunny outside. It's an entirely different story when the temperature drops, there is snow and ice on the roads and your heating system is working its hardest.

That's exactly what happened in the first few weeks of December, when winter returned with a vengeance. We received many phone calls, not from our customers, but customers of other full service dealers who cut corners, spread themselves too thin and couldn't deliver on their promises.



Richard C. Bologna

As a family business in this community for more than 70 years, we can walk down the street, look our customers in the eye and know we've always kept our promise to them. Coming through for you, when it matters most, is part of our "DNA."

So when the weather gets extreme, it's "all hands on deck" around here. My father and I are on call, as well as our entire family and service team, so we can make our fuel deliveries and handle "no heat" emergencies. We know that what you ultimately need from your fuel company is safety and comfort at reasonable prices. You want to know that someone is there for you when the temperature goes down and the chance of a problem goes up.

You never have to worry about this with Westmore. We are here for you today, and we'll be there for you on that day when you really need us.

Warmly,

Richard C. Bologna

Richard C. Bologna

technology, innovation, service

Some companies are afraid of new technology. At Westmore, we embrace it—so we can serve you quickly and efficiently.



For example, you can log on to WestmoreFuel.com to pay your bill, schedule an annual burner efficiency tune-up, sign up for price programs, refer a friend or give us your feedback.

If you're looking for a fast,

convenient and paperless way to pay your bills, we offer e-billing. It's easy to enroll online, by phone or by simply returning the enclosed card.

We utilize many high-tech tools to serve you better. Our wireless service and oil dispatch system allows us to schedule appointments and deliveries efficiently. Wireless dispatch also allows us to adjust our schedule for unexpected changes.

We do all we can to bring you the most reliable, efficient and beneficial programs and services. Our monthly payment plans, price protection, service plans, automatic fuel deliveries and installation of the latest in home comfort equipment are all designed with your needs in mind.

If you have questions or comments about our service, please contact us.

BioHeat® a complete success

If you've been our customer over the last three years, you've probably noticed the difference. Our BioHeat® has reduced service calls, kept oil filters and tanks cleaner and improved the efficiency of customers' heating systems.

Cleaner-burning fuel means it takes less fuel to heat your home. In this economy, making your energy dollars go further has never been more important.

Unlike most fuel companies, who buy

their heating oil from the supplier with the lowest price, we specially blend our BioHeat at our marine storage terminal in Port Chester. This ensures you get the finest heating oil, delivered to you at no extra charge, at the lowest price.

Each year, we've been increasing the percentage of BioHeat in our oil.



You're Safe and Warm With Oil Heat

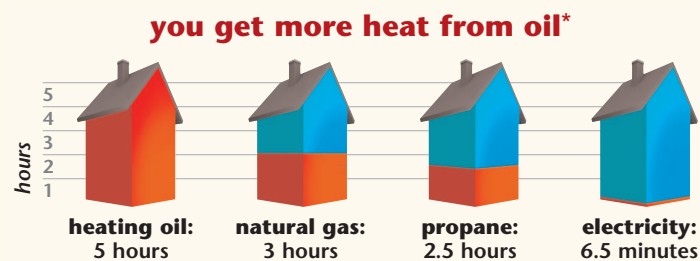
*When the weather outside is frightful,
an oil-heated home is delightful!*

Here are a few reasons why. We've also included some troubleshooting tips so you can stay comfortable and save money.

winter warmth at a great value

We bet your home is among the warmest on the block. How do we know that? Homes heated with oil are the warmest on the coldest nights because oil generates more heat output than any other fuel.

For example, you would need to burn about 40% more natural gas and 50% more propane to match oil's heating output. And it would take more than 40 kilowatts of electric heat to match the heat output of just one gallon of oil!*



A gallon of heating oil provides, on average, five hours of heat. Equivalent amounts of other fuels don't even come close.



You can rest easy knowing we're always around to keep your family safe and warm.

* Comparisons based on Btu content of each fuel. Btu's measure heat energy.

what icicles are trying to tell you

If there are icicles hanging from your roof, you could be facing a double whammy. First, there's the safety risk of them falling. Second, icicles often mean you're **losing heat** through your attic.

icicles form when a roof has "hot spots" (caused by escaping heat), which melt snow. The water trickles to colder spots on the roof and freezes; the water that drips over the eaves turns into icicles. Eventually, ice dams can form, and water trapped behind these mounds of ice can seep into the home, resulting in costly repairs.

The solution for heat loss and potential water damage is to **seal air leaks** in your attic and then **improve the insulation**. These steps will also lower your heating costs—and reduce cooling bills in the summer, because your attic will retain less heat.

system problems: sights, sounds and smells

Every problem has a symptom, and frequently, it is accompanied by something you either see, hear or smell. Here are just a few examples.



water leaks or rust around your boiler

Leaks or rust often mean that your boiler is wearing out. You should begin researching your replacement options.



oil odors

If your system is working properly, you should never smell fuel oil. An oil smell could come from a leak, burner or combustion troubles, heat exchanger failure or exhaust system problems. Schedule service as soon as possible.

unusual noises

Here are a few sounds and the possible causes. (Note: A correct diagnosis can only be made with an on-site visit by a service technician.)

Banging, whistling, howling or the sound of rushing water in your pipes. These are common symptoms of air in the pipes, insufficient water flow or sludge buildup.

Booming or rumbling burner. It's normal to hear a burner "kick on," but if it makes a loud boom, which indicates a "hard start," the burner is not igniting properly. It needs to be serviced as soon as possible.

Straining sound from fuel pump. This means that there is a clog somewhere in the delivery system, for instance, in a filter or supply line.



clean-cut

The residential heating oil industry continues to work with state and federal governments to increase environmental standards associated with heating oil. This includes efforts to vastly reduce the sulfur content of fuel oil. **Ultra-low-sulfur fuel will reduce emissions to a negligible level**, allowing us to utilize new heating system technology (already in use in Europe), for systems with efficiencies that can exceed 95% AFUE.*



* Annual Fuel Utilization Efficiency

safety = peace of mind

Oil heat is a nonflammable safe fuel! You can drop a lighted match onto fuel oil and the flame will go out, as if you had dropped it in water. If a gas leak occurs, however, just one spark can cause an explosion.

Many natural gas explosions have been linked to faulty pipelines. In fact, nationwide, tens of thousands of miles of old or deteriorating natural gas pipelines run beneath communities, presenting a big safety risk. Upgrading these pipelines is an enormous and expensive task, and **the cost could be passed on to natural gas customers.***

* Associated Press, 9-17-10



BioHeat® • Diesel Fuel • Heating Sales & Service

P.O. Box 1350 • Port Chester, NY 10573

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

WestmoreFuel.com

- ✓ save with a service plan
- ✓ using technology to serve you

ask the expert



Dwight Eisenhower
service coordinator

Q: Do service plans really save money?

A: Our service plans cover the replacement of many parts that would otherwise cost you \$300, \$400 or even \$500 or more to replace. In any given year, you might be lucky and not need a major repair, but then all of a sudden you could need two repairs in one year. So keeping coverage active is really a smart way to avoid big unexpected bills.

Q: How do you bill me if I don't have a service plan?

A: We charge you for "time and materials," which basically means our hourly rate for labor plus the cost of any parts we replace. If the problem occurs at night or on the weekend, we would be forced to charge you overtime. However, if you have a service plan, you avoid all overtime charges and don't pay anything extra for covered repairs, no matter how long the job takes.

Q: Why else is a service plan important?

A: In addition to 24-hour emergency response, both of our service plans include an annual **energy-efficiency tune-up**, which saves you money and prevents problems. We clean and lubricate your system, and adjust the burner according to the manufacturer's specifications. This service not only extends the life of your heating equipment, but it can lower your energy consumption by as much as 15%. During tune-ups, our technicians routinely find small problems, which if not found, could result in big expensive repairs.

Call or return the enclosed card to learn more.
You can also log on to WestmoreFuel.com
for coverage details.

how to read your delivery ticket

We've redesigned our delivery tickets to make them easier for you to see how much fuel was delivered, the total cost and the time when the delivery was completed.

WESTMORE FUEL CO., INC.
86 N WATER ST.
GREENWICH, CT 06830

TICKET REF: 00000012123
ACCOUNT: 123456

JANE DOE
123 MAIN STREET
GREENWICH, CT 06830
TANK: 550

R/SDE GARAGE DOORS

TRUCKID: 04
DRIVERID: 055
DATE: 11/11/10
START COUNT: 0.0 GALLONS
END GROSS COUNT: 257.3 GALLONS
GROSS DELIVERY: 257.3 GALLONS
002 HEATING OIL
SALE NUMBER: 12312
METER NUMBER: 411254
UNIT ID: 04
FINISH: 11/11/2010 07:44:31

GALLONS THIS DELIVERY: 257.3
PRICE/GALLONS: \$ 000.00
PLEASE PAY TOTAL: \$ 000.00
DYED UNMARKED B5 HEATING OIL:
NOT FOR USE IN HIGHWAY
NON-ROAD, LOCOMOTIVE
OR MARINE ENGINES

Westmore FUEL CO., INC.
BIOHEAT.

86 North Water Street • Greenwich, CT 06830
NY (914) 939-3400 • CT (203) 531-6800 • Fax (203) 531-5783
www.westmorefuel.com
CT Lic #308868 • HOD #44

Size of oil tank (gallons) (points to TANK: 550)

Location of fill pipe (points to R/SDE GARAGE DOORS)

Meter readings (points to START COUNT: 0.0 GALLONS)

Amount delivered (points to END GROSS COUNT: 257.3 GALLONS)

Type of fuel delivered (points to 002 HEATING OIL)

Balance due (points to PLEASE PAY TOTAL: \$ 000.00)