

Heat Beat



SPRING 2011

FUEL: 410-876-6800 or 717-632-3400

WWW.TEVISOIL.COM

HEATING & COOLING: 410-876-2200

No Rest For the Weary!



Just when we thought we might begin to feel some of the effects of an economic recovery, oil prices have been on a steady march toward the historic highs we experienced in the summer and fall of 2008.

But unlike 2008, when oil prices plummeted in late fall, this season's price increases began accelerating just as very cold temperatures were setting in. We truly understand the impact that has had and encourage you to call us if you need help.

Customers who postponed deliveries, expecting prices to fall like they did in 2008, were hit particularly hard. The longer they waited, the higher prices rose. While we understand their desire to take control of heating costs by scheduling their own oil deliveries, in most cases, they would have received these deliveries sooner and at a lower cost with Automatic Delivery.

In talking with customers, we have found the following misconceptions about Automatic Delivery:

- 1 **"You wait until prices are highest to deliver to Automatic Delivery customers."** This is **FALSE**. Not only is this highly unethical, it is impractical and would turn our operations upside-down. The truth is Automatic Delivery helps us serve you better, operate most efficiently, and keep our prices to you as low as possible.

2 **"I will use more oil on Automatic Delivery."**

This too is **FALSE**. The amount of oil you use is determined by outdoor temperatures and your household usage. Our automatic delivery systems use both factors to accurately schedule your deliveries. We encourage all customers to conserve wherever possible. **Please call us for ways we can help.**



When Automatic Delivery is coupled with CMP, you've got a powerful combination of free services that guarantee on-time deliveries and provide an easier way to manage high heating costs. (See *Tale of Three Customers* on pages 2 and 3.)

Although it is impossible to predict how oil prices will behave in the coming months and years, history tells us that sharp oil price increases are followed by price decreases. May that be soon! In the meantime, please know we are in this with you, and encourage you to call if we can be of any assistance to you.

Our Automatic Delivery Guarantee: If we allow you to run out of oil due to an error on our part, we will deliver oil to you immediately and credit your account \$50!

Jack

Choose Your \$50 Bonus!

Your referrals are the greatest compliment we can receive! And with a fresh new choice of \$50 bonuses, referrals are also the easiest way to save on your heating costs, gasoline for your car, and anything we sell in our Jiffy Mart stores!

New bonus choices! When someone you refer becomes a new Automatic Delivery Tevis Oil or Tevis Propane customer, you can now choose to receive your referral bonus in any of the following ways:

- \$50 credit on your oil or propane account
- \$50 Shell gas card
- \$50 Jiffy Mart gift card

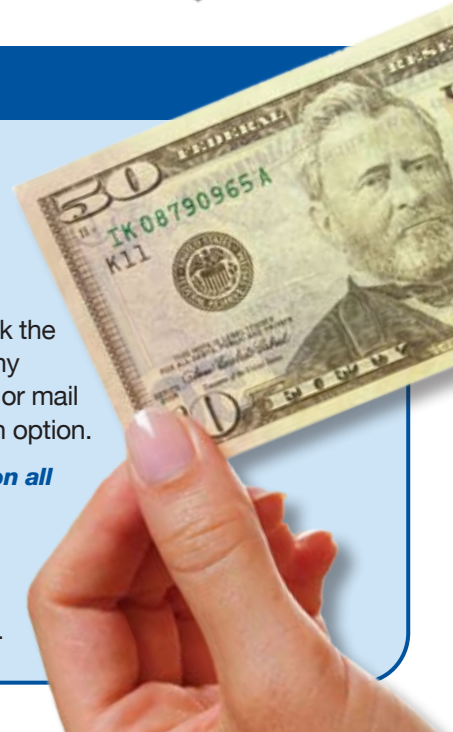


As before, new customers you refer to us will receive a \$50 account credit.

Easy online referrals! You can now refer people to us online via our website! Simply go to www.tevisoil.com and click the referral button. You can enter as many referrals as you wish. If you prefer to call or mail your referrals to us, that will always be an option.

Jiffy Mart gift cards are honored on all purchases at our four locations:

- Finksburg - 3137 Baltimore Blvd.
- Westminster - 74 West Main St.
- Westminster - 1 Magna Way
- Hampstead - 1155 South Main St.





A Tale of Three Customers



We've all said it at one time or another: "if I knew *then* what I know now..." Thankfully, when it comes to home heating, what we know now really can help us develop a solid plan for the coming season. The goal is affordable comfort, and the tools are *Conservation, Lower-Sulfur Heating Oil, CMP, and TLC.*

To illustrate how each of these tools can help, we've provided three customer usage profiles with recommendations and insights to help them get ahead of high heating costs next season.

	Gallons 2010-2011	Gallons 2009-2010
Customer A	1,241	1,294
Customer B	654	584
Customer C	447	431

Savings Begin With Conservation & Quality!

Let's take a closer look at each of these three customers and their usage history,

Customer A - Despite a slightly colder winter, Customer A lowered their usage 4% from last season and saved nearly \$200 in fuel costs! Their 25-year-old heating system has been very reliable but operates at a low efficiency. We recommend they begin planning for a system upgrade, which will lower their oil consumption as much as 18%, or 223 gallons per year! Until then, their system is likely to give them a few more years of trouble-free service if they continue their schedule of regular tune-ups. See page 4, *Ageing Equipment: Repair or Replace?*

Customer B's usage rose 12% from last season, which increased their oil costs by \$245. They had a new furnace and programmable thermostat installed in 2006, but it has been two years since the system was tuned up. By scheduling a tune-up this spring, they can reduce their oil use up to 10% next season. We also suggest they check for windows that may need re-caulking, and other places where heat may be escaping.

Customer C's usage is somewhat lower than average, and increased proportionately to this winter's slightly colder temperatures. This suggests they are conserving, perhaps by turning down their thermostat and spot-heating the rooms they are using. We suggest they continue their good conservation habits and schedule a tune-up of their heating system to ensure it continues to run at peak efficiency next season.

Lower-Sulfur Leads to Savings!

All Tevis Oil customers receive our unique blend of high-quality Lower Sulfur Heating Oil (LSHO). When used exclusively in a well-maintained system, customers use an estimated 5% to 9% less oil than they would with other brands of oil containing higher sulfur levels. Calculated at 5%, this represented an average savings of \$0.15 per gallon! LSHO also helps extend system life and produces lower emissions than standard heating oil!

	5% savings over other oil brands (2011)
Customer A	\$210
Customer B	\$114
Customer C	\$73



"Divide & Conquer" With CMP!

Even with good conservation habits, heating costs are likely to remain high, making some delivery bills difficult to pay in one lump sum. CMP is a better alternative, and is like putting money in the bank for your oil deliveries! Rather than paying for an entire delivery within 30 days, CMP divides the expected cost of your deliveries into 11 equal, interest-free payments, starting in July.

Here's how CMP helped Customers A, B and C "conquer" high delivery bills:

	DELIVERY COSTS		CMP MONTHLY COST	
	Lowest	Highest	July – May	June*
Customer A	\$432	\$670	\$361	\$225
Customer B	\$309	\$755	\$190	\$207**
Customer C	\$458	\$558	\$132	\$33

* June is reserved as a "catch-up" month to pay or be credited the difference between your CMP payments and actual oil costs.

** If Customer B's usage had not increased 12%, they would likely have ended the season with a \$38 credit, rather than a \$207 balance due.

Look for your personalized CMP letter in June!

Your Opinion Matters!

How helpful do you feel each of the following is for managing heating costs?

	Very Helpful	Helpful	Not Helpful	Helpful (but not realistic)
Simple conservation (caulking, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home Improvement (insulation; windows, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
System Tune-Up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equipment Service Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programmable thermostat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Room heating appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgrading to a more efficient system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lower Sulfur Heating Oil (or Bioheat)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automatic Delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Divide deliveries into equal payments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TLC Price Protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$50 referral bonuses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Name _____

Phone _____

Email _____

Would you like more information regarding these or any other services or concerns? _____

Comments _____

Reflect Before You Protect!

TLC Price Protection is an optional program that protects you from dramatic seasonal price increases by putting a “cap” on your per-gallon oil price. Unlike a “fixed” or “locked” price, TLC lets you pay our daily price if it is lower than your cap at the time of your delivery.

Here's how TLC affected our three example customers after factoring in the enrollment fee, which varies annually.

	2010-2011 Gallons	2010-2011 Season	2009-2010 Season
Customer A	1,241	\$131 net savings	\$6 net cost
Customer B	654	\$75 net savings	\$51 net cost
Customer C	447	\$91 net cost	\$98 net cost


Every season is different, and TLC does not guarantee savings.

Is TLC right for you? TLC may be a good choice for you if you use at least an average amount of oil (usually 600 gallons or more), and having price protection will help ease your concerns that oil prices could spike next winter. Since TLC is like “insurance” against rising oil prices, it may help to reflect on your own auto insurance and the level of coverage you prefer.

Look for our TLC announcement in the mail this summer.

Using what we know now, let us help you create a solid and workable plan for affordable comfort next season, and beyond!

Ways to Complete the Survey

- 1) Online at www.tevisoil.com
- 2) Via your smart phone – QR Code  Scan this QR code with any bar code or coupon reading app.
- 3) Send form above by mail to:



PO Box 26
Westminster, MD 21158

Look for survey results in the Fall 2011 issue of The Heat Beat!



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Inside This Issue

- Message from Jack
- New Referral Bonuses
- Lessons from 3 Customers
- Service Deals
- Repair or Replace
- Plus, Share Your Opinions!

Summer Delivery Hold

Automatic Delivery customers who do not want deliveries in the spring and summer have the option of stopping their oil deliveries between March 15 and October 15. Deliveries will resume automatically after October 15.

Your actual delivery date could be later, and would be based on your normal usage. If you would like to take advantage of Summer Hold, please call us at 410-876-6800, or contact us via our website.

Save the Date!

Customer Appreciation Day at **HERSHEYPARK** is **Saturday, October 1, 2011!** Look for more information this summer!



Service Promos

- System Tune-Up *only* \$89
- Honeywell Vision Pro Programmable Thermostat & installation – **40% Off!**
- Skuttle Steam Humidifier & installation **15% Off!**

(Service Promos expire 5/31/11)

Aging Equipment: Repair or Replace?

Every heating and cooling system will need to be replaced eventually. The trick is deciding when to *repair* and when to *replace*. The three main factors to consider are:

Current condition. Does your system experience frequent or costly breakdowns?

System Life Expectancy. This will vary widely depending on the type of system, its level of maintenance, and fuel quality. Systems that are well-maintained often operate past their life expectancy.

Efficiency. Manufacturers have made big improvements in the efficiency of oil heating systems. Replacing a system

that operates at 70% efficiency can reduce your oil use by as much as 18%! At current oil prices, an upgrade could potentially pay for itself within five years!

Our **Repair or Replace Guide** is available on our website and is a good place to start when considering whether to upgrade. You may also ask Modern Comfort Systems to send an expert who will give you an honest evaluation of your system.

And when it comes time to replace your system, remember the warmth and comfort that oil always provides!

