



Warm thoughts

from **STAFFORD**
OIL COMPANY, INC.

spring 2010

PERSONALLY SPEAKING

an expert installation is key for excellent performance

Dear Friends,

I've been with Stafford Oil for 12 years, and in the heating business for almost 40, so I've seen quite a lot. Perhaps the biggest mistake I see people make is having perfectly good heating equipment installed incorrectly.

What people fail to consider is that a **new heating system is only as good as its installation.**

It's a shame to see equipment not doing its job for the customer because someone cut corners, wasn't properly trained or didn't care.

This will never happen with Stafford Oil. Our technicians are **certified** by the state and by NORA, the National Oilheat Research Alliance, and our training never stops. When our guys install your system, they "get it right," and you get the benefits of your new equipment,



Bob Terrio

like **superior efficiency** and **excellent performance.**

When you buy a new system from Stafford Oil, you'll get a **one-year warranty** on parts and labor.

We also provide your first tune-up **FREE**. And to help you save fuel, we give you a **FREE programmable thermostat.**

Whether you need reliable fuel delivery or a new heating system, you can **trust Stafford Oil to do it right—**

and be there when you need us.

Warmly,

Bob Terrio
Service Manager

P.S. Federal tax credits for high-efficiency heating equipment are still in effect. Call today for more information.

a look behind the curtain

Q: I see newspaper ads for heating oil with prices that are lower than yours. What's the difference?

A: We've seen those ads too. I have to admit they're very enticing—until you "take a peek behind the curtain" to get the real story. If those advertised prices seem lower than ours, it's because they are showing a price with a 10-day prompt-pay discount already factored in.

For example, at the time of this newsletter, our retail price, before any discounts, was \$2.749. If you paid within 10 days, your net price, after the discount, would be \$2.599 per gallon since we offer a **15¢ prompt-pay discount.** We need to show the higher price (before discounts) on delivery tickets, invoices and statements since we don't always know if someone plans to pay within 10 days. If you compare Stafford Oil's discounted price to

any other company's discounted price, you will see it is usually the same. If you have any questions, please feel free to call us.

WIN
a 55-inch
HDTV

Read this newsletter and answer the questions on the enclosed reply card.

All entries received by 7/09/10 with the correct answers will be entered in a drawing.



\$2,400 value!

The Samsung UN55B8000 55-inch LED HDTV features full HD 1080p resolution for a sharp smooth picture.



Kim Haddock
customer service manager

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

more hot water for less money with oil

number of gallons per hour that can be heated with standard electric and oil water heaters.

Source: Consumer Guide to Energy Savings

120 gal.
oil

40 gal.
electricity

oil kept hot water flowing for family of 13

Homeowners with oil water heaters have discovered that they can enjoy virtually unlimited access to hot water at a very low cost. The ability to produce a reliable, inexpensive and efficient supply of domestic hot water is one of the strongest benefits of oil heat.

The experience of one family serves as a great example.

“My husband Harvey and I raised foster children and have six kids of our own,” says Laura D. “At one point, we had 13 people living in the house and we never once ran out of hot water.”

the secret to oil-powered hot water

If you’re thinking Laura’s family must have had a gigantic hot water tank, try again. They actually kept themselves in hot water with a standard-size 40-gallon tank. That’s because of the high **recovery rates** of oil water heaters.

A high recovery rate means a large volume of water can be heated in a short period of time. This is important for large families, since the average person uses 20 gallons of water while showering. Oil water heaters have recovery rates of 120 gallons per hour and higher. That’s great news for people with high-volume clothes washing, dish washing and showering. Water heating costs can also be kept low, especially with an indirect water heater, which is an option if you heat your home with a boiler.

“I would recommend an oil water heater to anyone—and I do,” says Laura. “You don’t want to run out of hot water with children in the house.”

If you’re not getting all of the hot water you need, or if you want to reduce your water heating bills by taking advantage of oil heat’s high efficiency, contact us today.

Every year families make changes in their household that, in many cases, affect their fuel use.

we’re driven to go the extra mile for you



“Your technician couldn’t get his vehicle into my street because of the snow, so he parked and walked to my house, and then went back and forth for parts so he could get my heat working again. I called him my snow angel.”

When customers take the time to tell us how much they appreciate our going the extra mile for them, it makes our day. It means you understand what we mean by the **full service difference**.

You may not realize it, but a lot goes on behind the scenes at a heating oil company, and the way a dealer does business separates the good ones from the bad.

Unfortunately, there will always be some companies willing to cut corners on service.

Here are some good reasons you can put your trust in us:

- ✓ **always there for you** We have a system in place to provide priority emergency service, including nights and weekends, for customers whose heating equipment breaks down.
- ✓ **training and more training** We invest in extensive ongoing training for our employees. This ensures that when we do work for you, we get the job done right the first time. Our training

program also ensures that you get accurate information and a courteous response from members of our office staff.

- ✓ **trustworthy employees** We insist on a drug-free work environment. We never want you to worry about the trustworthiness of someone who is doing work in or around your home.
- ✓ **convenient payment options** We understand that heating bills can be a big burden, so we offer flexible payment options, for qualified customers, to lighten your financial load during the winter.



what’s happening at your house?

Ben G. recently added an in-law suite to his home to accommodate Johanna, his mother-in-law.

“She needed to sell her home because it had become too hard to maintain,” Ben says.

“We were glad to have her, but she always felt cold and kept turning the thermostat up.”

Ben didn’t realize it at first, but this change in his household caused his fuel use to increase dramatically. Fortunately, while making an automatic delivery at the home, our driver noticed that the fuel tank was nearly empty. After speaking with Ben and finding out about the new situation, he alerted our office and we updated Ben’s records.

This was vitally important because in order to accurately schedule automatic deliveries, we need to know:

- ◆ the size of your home and its insulation
- ◆ the efficiency of your heating system
- ◆ the size of your fuel tank
- ◆ the number of people in your home.

With this data, we calculate your K-factor, or burn rate. (We also track degree-days, an indicator of how cold the weather has been—because this affects fuel use too.) If your heating needs change, due to a new family member or building on an addition to your home, your K-factor changes too.

So when there’s something new going on at your house that makes you use more (or less) fuel, tell us. We’ll update your information to ensure that you’ll always have enough fuel.

selling your home? we can help

Anyone who has put their home on the market in the past few years knows how difficult it can be to close the deal. If you’re planning on selling your home soon, let us know. We may be able to offer solutions to problems that can hold up the sale or closing.

We’ll be glad to provide an evaluation of your heating system, including an analysis of its service history and documentation of the amount of fuel in the fuel tank.

We also recommend that you have a tune-up done on your system. With a tune-up we can restore your system to **peak efficiency** and correct any problems before you reach the home inspection stage.

If you’re not ready to sell your home, we can help you boost energy efficiency and save money by installing a new oil heating system and storage tank.

This is a much better option than switching fuels. The Consumer Energy Council of America says switching fuels is “a costly and long-term gamble.” That’s because you can lose thousands of dollars in conversion and installation costs.





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→ compare Stafford Oil's price to "low" advertised prices

→ lower your winter fuel bills

No purchase necessary to win a 55-inch HDTV. A purchase will not improve chance of winning. See enclosed card for details.

lower your winter fuel bills



We don't think it's fair for you to have to pay for 80% of your fuel in just three or four months in winter. That's why we offer **Easy Pay**. With Easy Pay, we estimate the amount of fuel you'll need based on past purchases, and then we spread the cost out over 11 months.

As you know, heating oil prices can change often. If you worry about volatility, you may want to consider **Easy Pay with a price cap**. A price cap is a kind of price insurance. For a fee, it "caps" your fuel price and also provides downside protection. If market prices rise, your price won't go over a set ceiling price, or "cap."

If prices go down, your price will go down as well.

We also offer a pre-buy option. For more information on this or to enroll in Easy Pay, please call us today: (603) 524-1480.

tune it up after you turn it off

Heating season is almost over—so why get a tune-up now? Because when you book a tune-up between now and June 30, we'll take **\$25 off** the regular price!

Tune up
by 6/30/10 and
SAVE \$25!

A tune-up can **cut yearly heating bills by as much as 10%**; it also helps your equipment last longer and helps prevent breakdowns. Take advantage of the savings and call to make your appointment today.

Don't be concerned that your tune-up will "wear off" over the summer—it won't. Better yet, you won't have to wait for an appointment, as you might have to at the end of summer, when everyone else is calling.

THE EXTRA MILE

We've built our business on going the "extra mile" for our customers. Here's an example of how we helped a customer out of a tough situation.

When Stafford Oil installed two boilers at Metz Electronics in Laconia, the increase in fuel efficiency was dramatic. The new triple-pass systems were burning more than 40% less oil than the old single-pass system. But when one of the units developed a leak six months after it was installed, we immediately contacted the manufacturer and obtained a replacement.

"Four of us went out to Metz and switched out the system in a single day," says Tom Linnell, the lead technician on the job. Cost to the customer? Nothing. "We stand behind our work with a one-year warranty on parts and labor, in



addition to the manufacturer's lifetime warranty," says Tom. "If anything like this ever happens, it's not the customer's fault, and we're going to do everything we can to correct the situation as fast as possible."

Metz Electronics is paying 40% less in fuel bills, and if they didn't know it before, they know it now: Stafford Oil is always there for them, ready to go the extra mile.



Tom Linnell, technician