

At home with

MURRAY OIL & PROPANE



Delivering comfort you can count on.

spring 2010

PERSONALLY SPEAKING

are you done with your spring cleaning yet?

Dear Friends and Neighbors,

If you're in the midst of spring cleaning, don't forget your heating system's annual cleaning and tune-up! It takes just a few minutes to schedule an appointment. (See the article at right.)



Randy Murray

While we're at your home for the tune-up, we can evaluate your system too and suggest ways to improve efficiency. We can also tell you about energy savers like outdoor reset controls, hot water storage tanks and programmable thermostats.

Now is a great time as well to take a look at other money-saving programs, such as our price protection and service plans. (See related articles in this newsletter.)

Another money-saver you may not know about is our **Premium Green Guard Fuel**, which we use to treat every gallon of oil we deliver—at no extra charge. We're seeing the results too, like fewer breakdowns.

Let us know if you have any questions or comments. We'd love to hear from you. Check out our website at MurrayOil.com (which is constantly updated), send an email to murray@murrayoil.com or simply give us a call!

Warmly,

Randy Murray

P.S. Visit our website, send us your email address and we'll deliver this newsletter straight to your computer!

when is the best time for a tune-up?



The best time is now! You can get an appointment that's convenient for you because you'll beat the fall tune-up "rush."

Annual tune-ups restore your equipment to peak efficiency, which can cut fuel consumption and annual heating bills by as much as 10%. Tune-ups also help prevent breakdowns and can eliminate expensive repairs.


Once we tune up your system, it will be ready for the cold weather—even after "resting" over the summer.


If you haven't had your system tuned up yet, call or return the enclosed card. Schedule your tune-up by Oct. 1 and we'll give you a free nozzle and filter.


Schedule your tune-up by Oct. 1 and get a **FREE** nozzle and filter!


keep your fuel costs under control

While some fuel dealers offer limited price protection or none at all, we give you these options to help you control your fuel costs.

 **BUDGET CAP PLAN.** This ensures that your fuel price never goes above a preset cap. If market prices fall below the cap, you pay the lower price. The budget cap plan also divides your annual heating costs into 11 equal monthly payments.

 **BUDGET FLOAT PLAN.** This allows you to spread your heating costs over 11 months even if you are not interested in price protection. Your price will float up and down with the market.

 **BUDGET FIXED PRICE PLAN.** This spreads out heating bills into 11 payments and locks in your price throughout the heating season. Your price will not go up or down.

 **PREBUY PLAN.** This lets you pay up front for your fuel at a lower rate than paying later. You also have the option of fixing or capping your rate.



Call or return the enclosed card today to learn more.

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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MurrayOil.com



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Oil • Propane
Heating Sales and Service

return the enclosed
reply card for a
chance to win a
\$50 gift card
from Murray

we give you *comfort,* not just equipment

Installing heating systems that incorporate the latest technology requires skilled technicians with specialized training. That's why it's so important to choose a company with the expertise, and commitment, to install your system the right way—*someone like us.*

In fact, the biggest mistake people make when they purchase new equipment is **choosing the wrong contractor** to install it.

A quality installation requires the right fit between the system and your home. The entire system—including the heating unit, controls and on to the radiation of the heat—should operate well as one system. If any piece of that is poorly



designed or inefficient, the entire system could suffer, which will cost you money.

When you call on us to install your equipment, we will use a quality checklist that includes measuring airflow, checking ducts and insulation, and checking thermostats.

We will also do a room-by-room analysis to determine the equipment size—as measured in Btu's of heating output—that's right for your home.

Call us, return the enclosed card or email us if you would like us to do an evaluation of your heating system.

get thousands of dollars in repair coverage



A service plan may seem like a luxury in a tough economy, but not when you consider what a major heating repair could cost. For major components of your system, repairs could run into hundreds of dollars—or even more!

We offer a variety of plans for oil- and propane-fired boilers and furnaces, as well as coverage for water heaters, propane space heaters, stoves and fireplaces (including logs and inserts).

Our oil plans provide over \$3,000 in parts coverage, and our propane plans have over \$4,600 in parts coverage. All service plan customers also get a free annual heating tune-up, which helps you save

up to 10% on annual fuel bills.

Call, return the enclosed reply card or visit MurrayOil.com for more information.

community corner

For over 80 years, Murray Oil & Propane has been delivering "Comfort you can count on." But did you know we do this in more ways than one? We do what we can to bring comfort to people in need by supporting community organizations that do this important work.

Nonprofit groups and programs we work with include United Way, Relay for Life, the Boys & Girls Clubs and the Shriners Hospitals for Children. We also support local youth sports programs and participate in many golf tournaments that raise funds for a variety of good causes.

We're not only committed to serving our customers, we're committed to serving the communities they live in.

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