

# HEATING & COOLING Headlines

Spring 2015

www.jamieoil.com

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## And then it snowed...

In the heating oil business, January 21st marks the mid point of our season. At that point this past winter, we were having a slightly warmer than normal heating season and everybody was talking about the Super Bowl bound New England Patriots. Nobody was talking about the weather.



Tom Carey

Then everything changed. In late January it became very cold outside and then it snowed. It then got colder and it snowed again, and again. It seemed as if two out of three Metrowest homeowners had ice dams, and it still continued to snow. The month of February was the coldest we have had in over twenty five years. The month of March came in like a lion and pretty much roared until opening day at Fenway Park.

The extreme cold and record snowfall caused home heating oil suppliers to encounter very challenging conditions this past winter. Six-foot snow banks and five-foot snow drifts made some deliveries almost impossible. Our oil dispatcher, mechanic and thirteen oil drivers worked extra hard to make sure our customers were able to stay warm.

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## Fixed Prices Available Mid-June

*see page 4 for details*

## Upgrade and Save with Mass Save Rebates!

Over the last ten years, a longtime Jamie Oil customer has renovated his entire house. First, he re-insulated the attic & fireplace flues, then he replaced every window in the house, and lastly, he replaced the heating system with a modern, oil fired boiler and indirect water heater. The large house burned over 3,000 gallons of oil per year prior to these renovations. The owner has now reduced the fuel consumption of the building by 35% by investing in energy conservation.



Here at Jamie Oil, we want to make sure our customers are aware of the benefits of upgrading their old heating system. And now is the time to take advantage of the opportunities offered through the Mass Save program. Mass Save is an

initiative sponsored by Massachusetts' utilities and energy efficiency service providers. The Sponsors of Mass Save work closely with the Massachusetts Department of Energy Resources to provide a wide range of services, incentives, trainings, and information promoting energy efficiency that help residents and businesses manage energy use and related costs.

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## Will Oil Prices Remain Low?

Every year many of our customers wrestle with this issue. Should they lock in before prices rise in the winter? Should they wait and see what prices do in the fall, and perhaps lock in then? Should they pass on the opportunity to enter into a fixed rate contract and hope to "ride the market down?"

At Jamie Oil, we generally avoid making projections about the future of oil prices. We also believe the decision of locking in or not locking in is an issue consumers can best navigate based on their own budgets and other financial considerations that are specific to their situation. As always, if any customer needs help, please give us a call.

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## The Budget Program



Every year at this time, especially after a cold winter, many of our customers want to know how they can better manage their heating expenses. Our budget program allows our customers to make

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## And then it snowed....

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**And then it snowed.....** *continued from page 1*

We want to shout out a big “THANK YOU!” to those customers who kept a path clear for our delivery men to access their fill pipes. As the overnight low temperatures went below zero, our phones rang off the hook with calls from customers who wanted deliveries. By giving us easy access to their delivery area, these thoughtful customers not only assured that *they* were able to stay warm, but saved our delivery team time, which allowed *all* of our customers to get oil.

The conditions were so difficult that we encountered new challenges in our delivery department. As a result, we employed several local high school football stars to climb the snow banks and pull the hose through the snow. These kids even shoveled out senior citizens and some who wintered in Florida. Once again we thank our customers, our staff and the kids by working with us throughout the crisis.



There was a bright side, however, as there almost always is. Just as JFK used to claim “out of crisis comes opportunity”, the extreme cold weather forced us to think outside the box. I personally spent most of February driving an oil truck and trudging through the snow, sometimes with one of my sons, sometimes alone. I delivered oil on a lot of Saturdays and Sundays. This gave me the opportunity to see a lot of customers that I have not seen in years. It gave me the chance to thank them for being loyal customers. I would thank them for staying with us; they would thank us for working so hard and never letting them down. My son learned about hard work and how to treat your customer.

We also got hundreds of phone calls and emails from customers of other companies who simply failed, neglected and even refused to deliver to their clients. Unlike Jamie Oil, their aging trucks would not start; their staff was not as committed or resourceful (some stayed home and called in sick) and their customers suffered because of it. Once again JOC guaranteed quality and delivered... and our customers were never at risk.

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## The Budget Program

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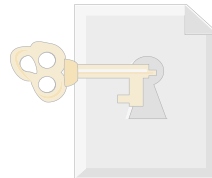
**Budget program.....** *continued from page 1*

the same payment every month, rather than paying higher amounts during the winter. Our customers benefit from it by knowing that their monthly heating expense will remain constant, which is especially important for those on a fixed income. Here's how it works:

We estimate how many gallons you will need for the upcoming heating season based on your past usage and multiply it by an estimated price per gallon. You may choose to lock into a fixed price when the program starts or float the market, or even lock in at a later date. We



also include the cost of a service contract if you have one or wish to purchase one. The program runs for 10 months and begins in July. Payments are due on the tenth of each month. We will send you a monthly statement reminding you of the payment due, either by mail or e-mail. We can even automatically charge your monthly payment to a credit card, deduct it from your bank account via an EFT (electronic funds transfer), or you can make a payment right from our website. It is all about convenience.



If you are not already a budget customer and you are interested in joining the program, simply call our office so we can set up your account accordingly.





## PRE-SEASON JAMIE OIL SPECIALS!

**\$300 OFF**

Any  
Boiler  
Installation

Must present coupon  
at time of purchase.  
Expires 7/31/15

**\$150 OFF**

Any  
Installed  
Furnace

Must present coupon  
at time of purchase.  
Expires 7/31/15

**\$100 OFF**

Any Indirect  
Water Heater  
Install

Must present coupon  
at time of purchase.  
Expires 7/31/15

## Will Oil Prices Remain Low?

**Will Oil Prices Remain Low...** *continued from page 1*

That said, a few noteworthy events are happening in the worldwide oil markets that could influence oil prices for the better as far as consumers are concerned.

First, the Organization of Petroleum Exporting Countries (OPEC) has lost their clout. The cause of gasoline shortages in the 1970's and the bane of Jimmy Carter's years in Washington, the twelve nation cartel has too much competition to control oil production and prices worldwide. OPEC got greedy and now they are paying for it.

The second factor is the strong US dollar. When compared to other currencies, the dollar buys more goods than it did five or seven years ago. Since oil is priced in dollars per barrel in international markets, a strong dollar makes for better purchasing power for American consumers. A strong dollar lowers oil prices everywhere.

Perhaps most significant is the "shale boom" right here in the US. With domestic crude production near four million barrels a day and vast reserves currently available in the US and in Canada, the supply picture has changed. If OPEC seeks to increase prices, look for more North American wells to begin pumping.

Just as real estate, the stock market and interest rates cycle through their ups and downs, it appears that the oil markets have cooled off after a ten year period that saw prices rise to levels never seen before. History teaches us that it is not uncommon to have innovative suppliers who employ technology to pop the balloon of those who once controlled the market. OPEC is no longer in charge. The result is a better value for the consumer. Oil heat is expected to be more financially competitive with other sources of heat over the next five years.

## Upgrade and Save with Mass Save Rebates!

**Upgrade and Save...** *continued from page 1*

Between April 1, 2015, and August 31<sup>st</sup>, 2015, you can schedule a no-cost Mass Save site visit and receive rebates offered to upgrade your heating system.

**Take advantage of this limited time opportunity and you can receive rebates up to \$1,700 on hot water boilers, \$1,900 on steam boilers, and \$750 on warm air furnaces.**

If you book an installation before August 1<sup>st</sup>, you will also receive Jamie Oil's promotional coupon located in this newsletter. Call Mass Save today at 866-527-SAVE to schedule an estimate to replace your old heating system. Prepare now so you can relax during the colder months knowing that you have taken care of your heating needs.



## PRE-SEASON AIR CONDITIONING SPECIALS!

**10% OFF**

Any Central Air  
Installation or Repair

Expires 7/31/15

**\$ 25.00 OFF**

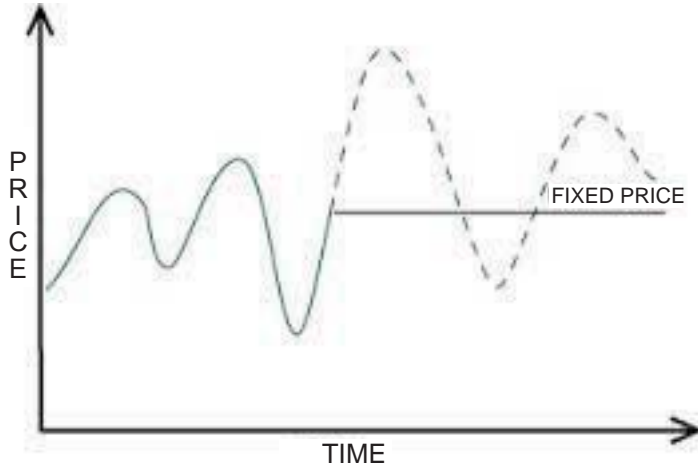
Spring Central Air  
Conditioning  
Tune Up

Expires 7/31/15

**FIXED PRICE**

## Fixed Prices Available Mid-June

**FIXED PRICE**



Fixed price programs will be available mid-June to customers that request one. At that time, you are welcome to call or e-mail us to find out what our rates are. Keep in mind that our prices change daily with the oil market, so a rate that was quoted to you last week may not be the same rate we quote the following week. In addition, we recommend that those interested in signing a fixed price contract should read "To Lock In or Not To Lock In" and "Fixed Price Programs Frequently Asked Questions" which is located on the first page of our website. Please feel free to call our office with any questions you may have about our fixed price programs.

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**Jamie Oil**

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STANDARD  
U S POSTAGE  
PAID  
PERMIT NO. 59  
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