



HEATING & COOLING Headlines

Spring 2014

www.jamieoil.com

508-231-1400

Jamie Oil Beats Mayhem

We have all seen the television ads for the insurance company where the character called “Mayhem”, dressed in a black suit, white shirt and black tie, flies off of the back of a pickup truck or falls thirty feet causing extensive injury to himself, others and damage to their property. This past winter, Mayhem hit some heating oil dealers.



Tom Carey

The winter of 2013 – 2014 has proven to be one of the harshest winters of the past twenty years. The snowfall totals were among the highest in years, and that combined with the subzero temperatures really took a toll on the heating oil business. Here at Jamie Oil, we paid our experienced employees overtime to work on the HESS plan, which stands for Holidays, Evenings, Saturdays and Sundays.

We had nine oil trucks out on the road on New Year’s Day, as well as Saturday, January 4, the coldest day in MetroWest in over ten years.

As far as service goes, not one of our customers went cold. We had ten licensed service technicians, with an average of twenty-seven years of experience each, on the road. They were able to rely on our two warehouses that are stocked with oil burner and service parts to better serve our customers and protect us and them against Mayhem.

When we opened the office on New Year’s Day, Tony Borelli our General Manager, with over forty years of experience, arrived at 6:30 am to manage operations. When the temperature was minus nine over the weekend, we staffed the office with eight people to better service our customers. A safe four wheel drive SUV dubbed as “Tommy’s Taxi” picked up office staff during several snowstorms which insured our customers a voice on the phone during the crisis. Our Service Manager John Gallagher (with thirty-seven years experience) kept our trucks running and allowed us to do what we do best: guarantee our customers quality, especially when the going gets tough.

Fixed Prices Available Mid-June

see back page for details

Don't Miss Out on Limited Time Rebates

see details on page 2

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 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 to 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.

Jamie Air

Pre-Season Specials

10% OFF
Any Central Air
Installation or Repair

\$ 25.00 OFF
Spring Central Air
Conditioning
Tune Up

Jamie Oil Beats Mayhem

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Our oil drivers had the courage to go out in the cold and snow. Our service men went out at night in the dangerous conditions for our customers as the temperature went below zero. The office staff came to work and directed all of the traffic.

Meanwhile, Mayhem hit cut rate oil companies, and he hit their customers even harder. At Jamie Oil, we received hundreds of phone calls from the customers of cut rate oil companies begging for an oil delivery because their low priced shoestring operation could not deliver when the customer needed their oil company most.

When the temperature fell to some of the lowest levels in recent years, cut rate oil companies failed, neglected and even refused to deliver oil to their customers for the following reasons:

- 🔥 Their poorly maintained oil trucks would not start or were unable to keep running in the extreme conditions. Without an in-house mechanic or a spare truck that runs well enough to pick up the slack, customers went cold.
- 🔥 Their under committed, non drug-tested oil drivers refused to go out in the cold. Some quit; others called in sick. The oil did not get delivered.
- 🔥 Since cut rate oil companies do not repair heating systems, many of their customers experienced frozen and broken pipes in their homes when the house either ran out of fuel or could not get a repair done in freezing temps.

Here at Jamie Oil, we take pride in customer satisfaction, and because of this our customers were protected against Mayhem.

Limited Time Rebates

Nstar and National Grid are offering LIMITED TIME REBATES to Massachusetts customers upgrading aging heating equipment. New for this year, furnace replacement is included!

Rebates as high as \$ 1,750.00 are available on qualified equipment. Call us today to find out how to qualify.

Jamie Oil's Father and Son Team



Dave Carter



Josh Carter

If you are looking for an experienced crew to install or maintain the central air conditioning system in your home, Jamie Oil is the only call you need to make.

Headed by the father and son team of Dave and Josh Carter, Jamie Oil boasts a lineup of seven licensed HVAC technicians that have a total of over one hundred and seventy five years of experience in our industry.

Dave Carter began his HVAC career in 1979. He worked twenty years for Framingham-based Trinity Oil, prior to joining JOC in the fall of 1999. Dave launched his own heating and air conditioning company in 2005, which he operated successfully until he returned to Jamie Oil in 2008 as we sought to increase our market share in the AC market. While Dave continues to work on heating systems in the winter, he specializes in trouble-shooting AC systems in the summer months.

Josh, who is in his tenth year at Jamie Oil, has been on the JOC service staff since he was nineteen years old. A most capable installer of new heating and AC systems, Josh has evolved into our lead installer on jobs that range from two to fifty thousand dollars.

“Father and son combinations really aren’t that rare,” said Tony Borelli, Jamie Oil’s General Manager, who has worked on heating and central air systems for over thirty years himself. “Quite often a son will start out as their dad’s helper and eventually get into the trade.”

Common or not, the Carters provide Jamie Oil customers with the best quality service on both heating and air conditioning, which today, is very rare.

A Few Questions After a Cold Winter

Q: Everybody is saying that we just had an extremely cold heating season. How does this winter compare to the winters of the past twenty years?

A: It was the coldest that we have had in the past ten years. It was 5% colder than the “thirty year normal” and almost 10% colder than last year, which is considered to be the new normal.

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A Few Questions After a Cold Winter

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Q: Is a cold winter more likely to cause a heating system to fail or shorten the useful life of a boiler or furnace?

A: Not really. Heating systems often suffer the most damage when they sit idle in a damp basement and do not run. Like an old snow blower that sits out behind your garage, they can rust from the inside out. That same snow blower will last 30 years if you maintain it properly.

Q: What is the best way to extend the useful life and get the optimum efficiency out of my heating system?

A: Have the system tuned up in the spring or summer. This is especially important if you have a hot air furnace. Cleaning your unit in the off season prevents rusting and corrosion, which will extend the life of your heating equipment. When the fall rolls around, your unit is ready to run at peak efficiency, which causes you to burn less fuel.

Q: What percent of your customers locked into fixed price contracts, and did they save money this past winter?

A: About 30% of our customers chose to lock in. Most all of them saved money on some but not all deliveries.

Q: What about Downside Protection? Has spending the extra money on downside been a good investment?

A: Not this year, and for most of the past ten years buying downside protection has not paid off. That said, in 2008-2009, when prices fell over \$2.00 per gallon from August to November, customers that bought downside protection were very happy that they did.

Q: Understanding that heating oil has been cheaper than natural gas for more than fifteen of the last twenty years, in recent years natural gas has had a price advantage over oil. Do you expect that to continue?

A: No. One of the biggest issues in international affairs today is that Russia is the primary natural gas supplier to Ukraine, Germany and other European nations. With all of the excess natural gas trapped in our country, experts believe that it is only a matter of time before the United States begins exporting natural gas, causing international markets to "equalize" on what they call a "BTU equivalent basis". Nothing cheap lasts forever.

Q: What about propane gas? Is that a good deal for the consumer?

A: While propane pricing can look attractive, when you consider that a gallon of propane has just over half of the heating output as a gallon of heating oil, you quickly learn that



propane does not generate any savings to the consumer. Most homeowners that heat with propane do not own their storage tanks, their propane supplier does, and homeowners are required to buy from that supplier because of the tank ownership issue. If your supplier owns your tank, you are at his mercy. Supply shortages caused some propane customers to pay over \$5.00 per gallon this past winter, the BTU equivalent of over \$7.50 per gallon for oil. Propane is not the answer.

Q: Based on your experience, what else can a homeowner do to reduce their heating and cooling bills?

A: Insulating definitely helps as does replacing your old inefficient heating equipment with modern, more efficient heating systems. Replacing old windows can help, but the payback is not always as good as the salesperson represents it to be. Turning down your thermostat at night or when you are not home helps save money by burning less fuel in the winter.

Q: What should I do if I have any questions about locking in to a fixed price contract, maintaining my heating and cooling equipment or finding the best way to manage all of this within my budget?

A: Give us a call or send us an e-mail. We are here to help you. Customer service is our number one priority and we look forward to helping you.

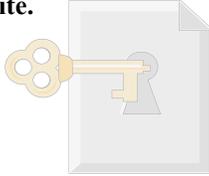
Jamie Oil Pre-Season Specials

\$500 OFF Any Boiler Installation <small>Must present coupon at time of purchase. Expires 7/31/14</small>	\$300 OFF Any Installed Furnace <small>Must present coupon at time of purchase. Expires 7/31/14</small>	\$150⁰⁰ OFF Any Indirect Water Heater Install <small>Must present coupon at time of purchase. Expires 7/31/14</small>
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Fixed Prices Available Mid-June

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 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.



Ductless Mini-Split

One of the best innovations in the air conditioning business over the last few years is the development of Ductless Mini-Split Systems. They are an ideal solution for adding comfort in a home or business setting without

the expense of adding ductwork. If your home or workplace has hot water or steam heat, which means you have baseboard or radiators, a Mini Split System could be your answer for staying cool this summer.

Mini Split Systems are much quieter than window units, they are easy and inexpensive to install, and they come in a variety of models and sizes. In short, you can cool your whole house or any portion of your home in an efficient, cost effective manner. Saving energy means saving money.

If you think you are unable to afford central air or do not want to run expensive ductwork throughout your home, call the experts at Jamie Air to inquire about the benefits of a Ductless Mini-Split System.



QUIETSIDE
Mini Split Air Conditioners

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Jamie Oil

PRESORTED
STANDARD
U S POSTAGE
PAID
PERMIT NO. 59
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