



718.854.7500



# The BORO BULLETIN

Spring 2009

[www.borofueloil.com](http://www.borofueloil.com)

## Message from the President

### We Are Your Year-Round Comfort Company



The heating season is over – so why are you receiving a newsletter from us?

At Boro Fuel, we're thinking of your comfort all year long. In terms of energy prices, this past year has been one for the record books. It was a colder winter than usual. We're happy that your fuel prices have dropped, but we know from experience that energy prices are volatile, and we offer many ways to help you get the most value for your energy dollars – like annual tune-ups, our convenient budget plan and sensible pricing programs, comprehensive service contracts and much more.

Plus, we're thinking ahead to fall by upgrading our customers' heating equipment. Inside this newsletter (on page 2) we'll help you determine whether you should upgrade your heating equipment. Ask us about our latest furnace and boiler models!

So, we ask again – why are you receiving a newsletter from us? The answer is clear ... **spring is a great time to save BIG with Boro Fuel. Give us a call today!**

Sincerely,

Jeffrey Cohn  
President



### Something You Probably Never Knew about Boro Fuel

Jeff Cohn, Boro Fuel's president, is a man with a goal. While at work, his goal is to give all his customers the best comfort services possible. Away from work, however, it's the opposing goal he has his eyes on – the kind on a soccer field. In Jeff's spare time, he loves to play soccer – so much so that he's earned a spot on the USA Maccabi Men's Team, and will be traveling to Israel this summer to compete in the 18th Maccabiah Games.

### Don't Switch to Gas Heat!

In past issues, we've discussed reasons not to switch to gas heat. Although Boro Fuel is a gas service provider (see page 3), we recommend that our Oilheat customers don't switch fuels, especially during these times of lower heating oil prices. With the economy being so tight, now is not the time to invest in conversion – but in conservation.

**Rather than switching to another energy source, we always tell our Oilheat customers to invest in conservation**, the only proven way to save money while raising the value of your home. **Whether you upgrade your entire heating system or install a programmable thermostat this spring, you will be saving energy come fall.** In many cases, there's a quick payback – and the savings will continue year after year.

Don't want to upgrade your furnace, boiler or air conditioner? A simple **annual heating system tune-up** will help your unit run more efficiently while helping you save on your energy bills. You can read more about tune-ups on page 4.

**Please feel to call us or our friendly staff anytime for conservation tips ...** and any other heating issues you'd like to chat about! At Boro Fuel, we're here for you!

ENTER OUR "SPRING SPLENDOR" PHOTOGRAPHY CONTEST! SEE PAGE 3.

# To Upgrade or Not to Upgrade? *Five Questions Every Homeowner Should Ask*

When your roof falls apart, you get a new one. When your carpet wears out, you replace it. When your furniture becomes outdated, you shop around. But how do you know when it's time to upgrade your heating system? Since the amount of energy and money you save may be at stake, here are five questions to ask yourself to determine if upgrading your boiler or furnace is right for you.

## **1. How old is my heating system?**

If your furnace or boiler is more than 20 years old, replacing it now may be a smart idea. Older equipment may send precious heat up the chimney and could be oversized. A new boiler or furnace – besides being quiet and virtually trouble-free, performs at up to 90% efficiency ... can result in energy savings of up to 40% ... AND can pay for itself in as little as three years!

## **2. How well have I kept up my heating system?**

Have you had your heating system serviced every year, or have you missed a few opportunities? Inadequate maintenance will mean a shorter life span for the equipment and can lead to premature failure, and send your money right up the chimney. During your annual tune-up (see page 4), your Boro Fuel service technician will let you know if you've been taking good care of your boiler or furnace.

## **3. Is my home being heated evenly?**

You can detect cold pockets simply by walking through the house. Our expert, certified technicians can determine the appropriate load and efficiency level for your home.

## **4. Have I remodeled my home recently?**

If you've added on to your home recently, or are considering doing so, please give us a call. We can address any shortcomings that may exist in your present heating system. If you've added any energy efficient improvements to your home, such as doors, windows or weatherization, we will let you know whether you can put your upgrading plans on hold.

## **5. How hot (or not) is my hot water?**

Hot water shortages may occur from a change in lifestyle, number of people in the house, or simply problems with the heating elements. A new indirect oil-fired water heater can give you virtually unlimited hot water all year long ... at a very reasonable cost.

If the answers to the above questions lead you to believe that an upgrade is in order — or if you're still unsure — the next step is to talk to us. A Boro Fuel technician will take time to analyze your specific situation and can recommend the best options for your needs and budget.

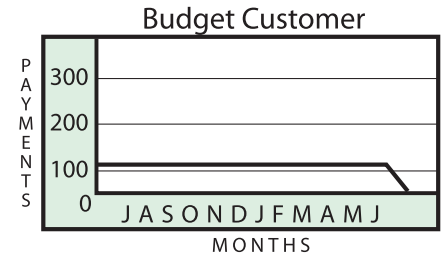
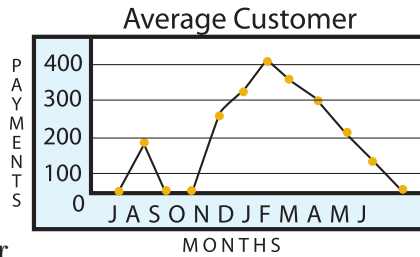


**BORO** 

# OUR BUDGET PLAN MAKES MORE SENSE NOW THAN EVER

In today's tough economic times, it makes sense to enroll in our monthly budget plan. You'll get financial freedom plus protection in times of volatile energy prices. Enroll now ... and relax next winter knowing you've taken control of your energy budget.

- Make one payment a month throughout the year
- Earn interest on your credit balance each month
- Include the cost of your service contract
- No surprises – no big bills in the winter time
- Relax with automatic delivery



*Prices shown are for illustrative purposes only.*

To enroll in a budget plan, call Boro Fuel today, at **718-854-7500**.

## IF YOU OWN OTHER PROPERTIES IN NEW YORK CITY THAT USE GAS HEAT, WE HAVE A GREAT PROGRAM FOR YOU.



You may not know this, but Boro Fuel and its partner Great Eastern Energy have teamed up to provide boiler service and discounted natural gas for National Grid customers. If you own another home, building or commercial property that uses gas, we can save you money on gas delivery and service. This makes Boro Fuel your one-stop shop for all energy products and services.

This winter, we performed over 600 emergency gas service calls for gas heating customers. Many of them have now enrolled in our National Grid Service Plans to eliminate costly repairs.

In addition, customers saved over 12 cents a therm each month by purchasing their natural gas from us, and having it delivered by our

utility, National Grid. National Grid promotes ESCOs (Energy Service Companies) by providing a discount of the gas delivery charges, and eliminating some of the taxes from your gas bill. As one of New York City's largest ESCOs, Great Eastern Energy purchases large volumes of gas, which affords you a lower price than the utility's gas.

For more information, call Jeff Cohn or John Pumilia at 718-854-7500.





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## It's Tune-up Time!



Your heating system worked hard for you this past winter – treat it nicely this spring with a tune-up. When one of our trained professionals comes to your home to perform preventive maintenance on your boiler or furnace, he will be looking for problems with your heating system before they become costly out-of-pocket repairs.

**An annual tune-up yields many benefits, including the following:**

- **Efficient operation.** A well-tuned system uses less fuel to achieve the same level of warmth and comfort. It also produces cleaner emissions.
- **Less money wasted.** By reducing the amount of fuel your heating system uses to heat the home, you'll be saving money as well! A tune-up alone can reduce your heating bills by 5%.
- **Improved reliability.** When a skilled Boro Fuel technician tunes a boiler or furnace, he is likely to spot any worn parts that could cause a system failure during the winter. He'll replace them, and your chances for a trouble-free winter will be greatly improved.

When your heating equipment is running properly, it's efficient, environmentally friendly, economical, safe, reliable, and comfortable. **Call 718-854-7500 today to schedule your tune-up.**

**OUR SERVICE PLANS INCLUDE  
YOUR ANNUAL TUNE-UP!**