



718.854.7500



# The BORO BULLETIN

Fall 2007

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

## Message from the President

### No One Knows Where Oil Prices Will Go



Last heating season was full of Oilheat price fluctuations. In December and January we experienced warmer weather than usual, which led to a decrease in oil prices. With the arrival of February and March, we experienced freezing temperatures and inclement weather, causing an increase in oil prices.

This type of market volatility is just one example of how **Oilheat prices are subject to many influential factors**, which, in addition to weather, include global supply and demand, crude oil production, political conflicts and Wall Street speculators' guessing games.

Will Oilheat prices decrease and then increase this heating season? No one knows for sure. **While you can't rely on Oilheat prices remaining steady, you can rely on Boro Fuel for complete home comfort and full-service convenience:**

- Automatic fuel delivery
- A monthly budget plan
- Affordable, comprehensive service plans
- 24-hour emergency service
- Professional installations and repairs
- Annual heating system tune-ups
- Fully licensed and experienced technicians
- The latest, high-efficiency brand name equipment



From our headquarters in Brooklyn, let us be your "bridge to complete home comfort" every day of the year. Thank you for your loyalty throughout the years. We look forward to serving you.

Sincerely,

Jeffrey Cohn  
President



## Log Onto Our NEW Website!

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

Visit [www.borofueloil.com](http://www.borofueloil.com) and discover a wealth of information on our energy- and money-saving products and services, as well as need-to-know conservation tips. You'll also find these conveniences:

- Pay online feature**
- Credit application**
- "Schedule service" form**
- "Referral rewards" sign-up form**
- Web specials and coupons**

Our new website is one more way we go the extra mile to exceed your expectations!



# Don't Switch! Boro Knows You Best

It happens every fall! No, it's not the kids going back to school ... or the leaves changing color. It's those ads from cut-rate heating oil companies trying to get your business. Their "low, low prices" look very interesting, don't they? But remember the old adage: **"You get what you pay for!"** These discount companies **can not offer you the same caliber of full-service features as Boro Fuel.**

**Boro Fuel's commitment to you — whether it's around-the-clock emergency service, budget plans or expert installations and repairs — means greater bang for your energy buck.**

Plus, there's another reason not to switch to a discount company: **Boro knows you best.** As our valued customer, **you have the advantage of us already knowing your heating system and fuel usage.** In addition, you can depend on our dedication to helping you at any time.

## Some differences between a discount oil dealer and Boro Fuel

### Discount Dealer

- Prices may be good for the first few deliveries
- May contract with outsiders for equipment maintenance and repairs
- May run out of fuel
- May not offer 24-hour emergency service
- You may talk to an answering machine
- May not be insured
- May only offer oil deliveries

### Boro Fuel

- We honor our prices all year long
- We do all our own work using our own expert technicians
- We will NOT run out of fuel
- We offer 24-hour emergency service
- We always have a live operator standing by
- We are fully licensed and insured
- We offer FULL SERVICE

Boro Fuel prides itself with many services that are meant to help you have a worry-free comfort experience (see front cover and then go online to [www.borofueloil.com](http://www.borofueloil.com) for more details). So, don't jump from one oil company to another just because they are making you an offer ... stay right here with us and let us deliver personal service, superior workmanship and excellent value for your hard-earned money.

**After all, which matters more on a cold winter day — a low, low price or a company you can trust?**



## We Deliver Your Oil Promptly and Honestly

We at Boro Fuel want to assure you that we deliver the highest quality of fuel oil when you need it. Tests of our trucks' meters are performed annually by weights and measures inspectors from the New York City Department of Consumer

Affairs. You will see a sticker on each of our trucks showing that we have passed inspection.

You can trust Boro Fuel for a full tank and full service ... and we take full responsibility to serve you honestly and reliably.

## IMPORTANT NOTICE CONCERNING YOUR CREDIT STANDING

### *Credit. Trust. Integrity. Accountability.*

For years, Boro Fuel has dealt with our customers based on these concepts. We purchased – and paid for – oil at the beginning of the season, delivered it to you all throughout the winter and even set up budget plans to ease your financial burdens. We want to thank all of you who paid your energy bills in a timely manner, and appreciate your business.

**However, as we enter a new heating season, several customers still have open balances from last year.** Our monthly bills – like your home bills – need to be paid, and your payments help us meet our financial obligations.

If you have any outstanding invoices, please clear them up today so we can continue our relationship unimpeded. We can no longer extend credit beyond our standard 30-day terms, and **accounts with past due balances will be deemed in default of our credit terms, and downgraded to "LTL" or "COD" status.** If, for some reason, you have not received notices or phone calls regarding your account, please contact our office to update your contact information.

**We understand that many customers are facing economic uncertainties.** This new, tougher credit stance is not one we ever wanted to take. Unfortunately, we have no choice if WE are to remain in business, as the "credit crunch" has affected us as much as our customers.

Having you as a customer is very important to us – but we need you to do your part, as well. We accept all major credit cards and electronic bank payments, and you can pay your balance online. Even now, we can set you up on a budget plan to help you get through the upcoming heating season ... **but we can only work with you if you make your payment now.** If you are unable to pay your heating bill, please contact us. Home heating assistance is available through LIHEAP (Low Income Home Energy Assistance Program) to ensure a safe, warm winter. In addition, the Citizens Energy Oil Heat Program will begin taking applications on December 3, 2007. This program helps many in need make ends meet during the cold winter months.

For more information about these programs, please give us a call.



# Upgrading Means Savings

Is your heating system over 20 years old? If it is, you should consider upgrading. Older heating systems have lower Annual Fuel Utilization Efficiencies (AFUE) and therefore waste energy. New Oilheating systems boast efficiencies of 85% and over, so **by upgrading you'll be saving money and energy! Plus, upgrading your heating system is an excellent way to add value to your home.**

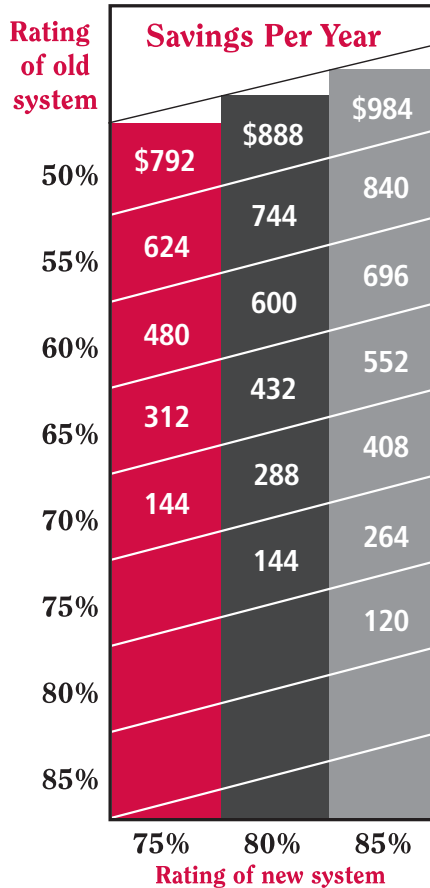
Upgrading is also — despite what many of our customers may think — economically practical. To determine savings on your annual energy bills, in the graph to the right find the AFUE of your current system (which can be found on a label affixed to your equipment) on the vertical axis. Then, find the AFUE of the new efficient heating system on the horizontal axis. The number that intersects with these two variables is the projected dollar savings based upon 800 gallons of Oilheat used per year, at \$3.00/gallon.\*

**The payback for the installation of a new boiler or furnace is between three and six years.**

Therefore, with a short payback, and the knowledge that your new boiler or furnace will save you money, supply more heat to your home, and waste less energy, you can be sure that **upgrading benefits your budget, your home and the environment!**

**An upgrade can help you get:**

- \$ Better fuel efficiency**
- \$ Fewer emissions**
- \$ Improved comfort**
- \$ A more compact design**
- \$ Fewer service calls**



So, call Boro Fuel today at (718) 854-7500 about upgrading your heating system. We will be happy to arrange for a **free, no-obligation consultation** with our service manager, who will advise you on which equipment models best meet your needs and fit your wallet.

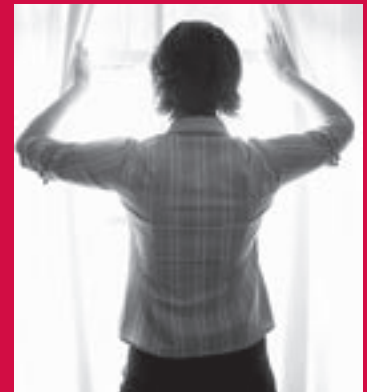
*\*Actual savings may vary. Based on percentages from the American Council for an Energy Efficient Economy (ACEEE).*

# 10

## Ways to Conserve Energy This Fall

Looking to conserve energy and money this fall? Here are 10 things you can do around your home to reduce your energy bills this heating season.

- 1. Wrap heating pipes** with foam insulation.
- 2. Don't let furniture and rugs block baseboard outlets.**
- 3. Install and repair weather stripping and caulking.**
- 4. Close your kitchen vent, fireplace damper and closet doors** when not in use.
- 5. Remove air conditioning window units,** or cover them well.
- 6. Keep radiators and baseboards free of dust** for top efficiency.
- 7. Open curtains and blinds** to let the sun naturally warm your home.



- 8. Turn back your thermostat ... or install a programmable thermostat,** which, when used correctly can save you up to 10% on annual energy costs.
- 9. Replace any cracked glass in your windows.**
- 10. Seal off your attic circulating fan** with polyethylene and tape.

For more energy-saving tips for all seasons of the year, log on to [www.borofueloil.com](http://www.borofueloil.com) and click on the "Conservation Tips" tab.



2 Church Avenue  
Brooklyn, NY 11218

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## Protect Your Comfort with a Boro Fuel Service Contract



Our customers often ask us whether they should enroll in a service contract. Our answer is always an unqualified “Yes!” The main reason is that **our service contracts are problem-stoppers that can save you time, money and stress.**

Our two Oilheat service contracts help ensure that you are achieving maximum comfort system efficiency while shielding you from expensive, out-of-pocket costs.

### Value Comfort Plan

This service contract covers just about anything that’s likely to go wrong with your system and includes our annual Boro Fuel tune-up to increase your system’s longevity and performance. It includes coverage of over 80 parts, service calls and labor.

### Ultimate Comfort Plan

This service contract includes everything in the Value Plan and over 60 additional parts and services, plus labor.

**Boro Fuel also offers gas equipment service contracts for both small residential and small commercial gas boilers.**

**Our service contracts include prompt emergency service, as well as priority response** over those customers not enrolled in a service contract. **All of our service contracts include your annual tune-up**, which we feel is in itself a significant money-saver. According to the National Oilheat Research Alliance, a tune-up could save you up to 5% off your annual heating bills.

To enroll in a service contract, please call Boro Fuel at (718) 854-7500. You may want to enroll now before those winter winds start blowing!

## Mayor Bloomberg Calls for Energy Efficiency

On June 12 Mayor Michael Bloomberg announced plans to use solar power and cleaner-burning heating oil in municipal buildings. The initiatives are part of Bloomberg’s recently announced goal to reduce New York City’s carbon emissions total by 30 percent within the next 12 years.

To accomplish this goal, the mayor has been championing an array of new programs, including a multiyear plan to



replace the city’s taxis with hybrid vehicles, replace the light bulbs in City Hall with energy-efficient models, and issue a request for

proposals for a pilot program to install solar panels on city-owned buildings.

Also, by next summer, city buildings could be using a biodiesel blend for heating oil. This renewable fuel, made from vegetable oils or animal fats, emits far less soot than standard heating oil. City Councilman David Yassky plans to introduce legislation that would gradually phase in a biodiesel blend for home heating oil. The law would introduce a 5 percent biodiesel blend in 2009 with a goal of a 20 percent blend mandated by 2013.