



Warm thoughts

from BURCH OIL

winter 2009

PERSONALLY SPEAKING

we're always looking out for you

Dear Friends,

After last year's run-up in the price of oil, the recent decline comes as a welcome relief. As I write this, the price of crude oil is about \$37 a barrel—an amazing drop from last July's high of more than \$140. This simply confirms what we have always told you—that oil prices are cyclical, and that paying more than \$4 a gallon for heating oil for a short time last year was definitely the exception, not the rule.

oil: a smart choice

History has shown that there will always be ups and downs in the oil market, but that over time, heating oil has proven to be less expensive than other heating options. Of course, this does not mean that we will stop looking for ways to help you save on your fuels costs, like offering you service plans to keep your heating and air conditioning systems running as efficiently



Sonny Burch

as possible, and offering suggestions to help you use less fuel. (Please see page 2.)

programs to help you save

Our commitment to you extends to finding ways to make your fuel costs more manageable. We will begin working shortly on our price protection programs for next year's heating season—more about this

soon. No matter what happens with oil prices, you should know that Burch Oil is dedicated to keeping you warm in the winter and cool in the summer, and that our commitment to you will never waver.

With warmest regards,

Sonny Burch
CEO

save 10% on an oil-fired hot water heater

When it comes to heating your water, oil is a natural. Oil can heat water two to three times faster than gas or electric. Burch Oil is proud to sell **Bock** oil-fired water heaters, featuring their legendary Turboflue heat exchanger, a proprietary design that heats water faster, using less fuel.

We have other oil-fired options as well. One of these is a tankless coil system, in which domestic water is heated by hot water from the boiler. A tankless coil system can be inside or outside the boiler. Some models also have a water storage tank, also known as an aqua booster, which increases the amount of hot water available. Because water inside a tankless coil can be extremely hot, all tankless coil systems should have an anti-scald device, known as a tempering valve or a mixing valve.

We can advise you about what kind of water heating system is best for your particular needs. It's a great time to buy because we are offering a **10% discount on any oil-fired hot water system** purchased by 3/31/09. Call us today.



WIN \$1,500 worth of gasoline!

How would you like to pull into your local gas station and get a **FREE fill-up—over and over again?** You can do just that if you win this great prize: a \$1,500 gasoline gift card that you can use at the major gas retailer of your choice. To enter, read our newsletter and answer the questions on the enclosed reply card. If we receive your correct answers by April 30, we'll enter you in our drawing.

Congratulations

to the Fall Contest Winner of a massage chair:
Peter Wilityer

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.





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never run out of fuel

Occasionally one of our customers will call us to cancel their automatic delivery service. They are under the impression that this service costs them extra. Not true. In fact automatic delivery can actually save you money in the long run because it ensures that you will never run out of fuel. *(If you're not on automatic delivery and you run out of fuel, it will probably take a service call to get your system running again.)*

With automatic delivery, you don't have to worry about monitoring the amount of oil in your tank, or waiting around for the

delivery truck. We keep track of the amount of oil in your tank and set our delivery schedules based on past usage and the weather. Automatic delivery customers are eligible for EZ Pay, which spreads out winter heating costs and provides a 5-cents-per-gallon discount.

If you are not on automatic delivery, please remember that when you call for delivery, it can

take two to three business days to deliver your oil, and possibly longer, if the weather makes driving hazardous.

Automatic delivery can actually save you money in the long run.



heating oil: a drop in the bucket

There's a lot written and said about oil supplies. But you may be surprised to learn that the oil used to heat people's homes represents only about 3% of the total petroleum consumption in the U.S. You may also be surprised to know that most heating oil is produced in this country.

With new ways being developed to extract crude oil from the earth, and oil heat equipment that's getting more and more efficient all the time, heating oil is sure to be an excellent fuel option for many years to come.



winter delivery reminder

A fuel delivery shouldn't take more than 10 minutes or so—unless there's something obstructing your oil fill pipe. Please make sure that branches or debris are not blocking the pipe, and be sure you clear a path to the pipe if it snows.

Also make sure the roofs of nearby sheds are

cleared to eliminate the possibility that snow or ice could fall and obstruct the fill pipe.

Thanks for your help. The easier it is for the driver to find the fill pipe, the faster you'll get your fuel.

