



# The Comfort Connection

A PUBLICATION OF RICH'S OIL SERVICE • RICH'S PLUMBING, HEATING & AIR CONDITIONING • COMFORT HEATING, INC.

## The Low-Down on Today's Oil Prices



*After a long winter, almost everyone welcomed the arrival of spring. It was great to hear birds chirping, watch the first flowers of the season take bloom and, finally... turn down those thermostats! Today's high oil prices gave us one more reason to appreciate the change of seasons.*

Why the cost of oil is so high is the question on just about everyone's mind these days, and there's no shortage of answers.

Crude oil accounts for approximately half of the wholesale price of heating oil, which means that as our costs rise, yours do, too. Factors contributing to the increased cost of crude oil include production limits in the Persian Gulf, the political uncertainty experienced by other producers, the sharp rise in demand from countries such as China and India, and the need for new and expanded refineries here in the United States. Financial institutions and others who bet and trade on the oil market have also been blamed for driving up oil prices. In addition, natural disasters such as Hurricanes Katrina and Rita have upset the energy infrastructure throughout our nation.

Whatever the reason for high oil prices, please be assured that it is not because local oil dealers are making more

money. Some people are surprised to hear that as wholesale prices rise, our profit margins often decrease. We feel the pressure, just like you.

Unfortunately, looking ahead to next heating season, it is unlikely that the cost of oil will be too much lower. That said, now is the perfect time to consider measures that could save you money:

- Keep your heating system running at peak efficiency by scheduling a tune-up.
- Consider low-cost adjustment options such as reducing the fuel-firing rate, lowering the temperature settings of boiler water, and adding pipe and duct insulation, among others.
- When the cold weather returns, remember that setting your thermostat lower can save you as much as 3% per degree.
- Install a programmable thermostat. Used wisely, this inexpensive measure can result in a return on investment of up to 124% or more.
- Since most of the heat rises through the attic, make sure you have adequate attic insulation.

For those seeking an even larger impact, major equipment upgrades have the potential to save you 15 to 20%. If your heating system is more than 15 years old, replacing it with a

high-efficiency, oil-fired furnace or boiler could produce significant fuel savings, while also helping to extend our national energy resources. Upgrading to a high-efficiency water heater is yet another means to maximize your energy and cost savings.

At Rich's Oil, we understand the burden placed on homeowners by the high cost of oil, and we are here to help. Skilled technicians are available to ensure optimal performance from your heating system, and financing is available on equipment upgrades. In addition, our cost-saving programs and flexible payment schedules can help ease the burden of buying oil. To schedule an appointment for a system tune-up or for more information about upgrades, please call (860) 763-3734. For more information about oil delivery, please call (860) 763-2015. ♦

### Your Referrals Pay Off!

By simply spreading the word about Rich's Oil Service, you could receive a **\$25 Cash Card**. In order for you to be eligible for this incentive, the new customer must sign up for automatic delivery and tell our office staff that you are responsible for the referral. We will, in turn, mail you a cash card as a token of our appreciation.

# The Rich's Team Gives Back

*Members of the Rich's Oil Service team care about people, as evidenced by the way they treat customers. Their commitment to helping others often extends even further. Read on to learn how some members have recently taken action to support two very special causes:*

## Relay for Life

In May, Rich Tkacz, owner of Rich's Oil and Comfort Heating, and Sarah Marrella, a member of the Rich's Oil office staff, participated in the American Cancer Society's Relay for Life. This 24-hour event is intended to celebrate cancer survivorship, while raising money for research and programming. During the entire course of the event, teams strive to have at least one representative of their team walking the track at all times.

For both Rich and Sarah, this was the third year of participation in the Relay for Life. Sarah explains that she

originally began participating as a means to pay tribute to her uncle, Roger Steele, who died of throat cancer in 2004. Sadly, Sarah also lost her grandparents to cancer. "I've known many special people who have been touched by this disease," she says. "I walk in loving memory of those who have lost their battle and in celebration of those who have won."

Like other Relay for Life participants, Sarah sought sponsorships prior to the event; however, she didn't set a specific monetary goal. "Every dollar counts to make a difference, and I was just grateful to be part of such a wonderful event."

Rich and Sarah walked in the Relay for Life with family members and friends, including Rich's wife, Carolyn.

## Locks of Love

Jennifer Gannon, another member of the Rich's Oil office staff, is sporting a new, shorter hairstyle these days as a result of her recent donation to Locks of Love. This organization uses donated hair to

provide high quality hairpieces to children under the age of 18 who are suffering from long-term medical hair loss from any diagnosis.

"I originally grew my hair long because my husband and I were in a wedding party, and I wanted to wear an 'updo' to match the other bridesmaids," explains Jennifer. "With three young children, it was very convenient for me to wear a pony tail, so I let it keep growing."

Her children were the inspiration behind Jennifer's decision to cut and donate her hair. "Seeing my children smile when I do something for them is so rewarding. Making more children smile by doing something as natural as growing my hair just seemed right."

Hair donated to Locks of Love must be in braid or ponytail form and measure at least 10 inches in length. Jennifer says that growing her hair was very easy. All she had to do was take care of daily maintenance and have it trimmed every six to eight weeks. ♦



Jennifer Gannon was inspired to donate her hair to Locks of Love by her children, (left to right) Finley, Caitlin and James.

# Keep it Cool and Comfy

The temperatures are heating up daily, which means now is the time to tend to your air conditioner. While many people overlook the importance of servicing their air conditioners, this can result in significantly lower efficiency. In fact, an air conditioner can lose as much as 5% of its original efficiency with each passing year. Multiply that by a few years and it equates to higher costs for less

comfort. Fortunately, most of the lost efficiency can be recovered with a professional tune-up.

Experienced technicians are available to offer a full range of central air conditioning services, including installation, service and maintenance. As part of routine maintenance, our technicians:

- Replace air filters that may have become clogged with dust, pollen, etc.
- Check the amp draw of the compressor
- Oil fan motors
- Ensure that belts are well adjusted
- Check system operating pressures and temperatures

- Check the coolant level
- Clean condensate drains and ensure that all hoses are fit properly
- Clean the outside condenser unit of leaves and other debris
- Inspect air distribution registers

By performing these tasks, we can help prevent the need for more costly repairs and ensure that your air conditioner is working as efficiently as possible to keep your home cool and comfy all summer long.

To schedule an annual tune-up on your air conditioner or inquire about a new central air installation, please call us at (860) 763-3734. ♦

## How Will *Your Oil* Weather the Summer?

In an effort to improve the storage stability of oil and ensure trouble-free startups after off-season storage, Rich's Oil Service uses a heating oil additive known as TES System3000™. This multi-functional additive has been shown to have a significant impact in increasing the life of fuel systems and lowering maintenance costs.

TES System3000™ helps prevent the formation of sludge, which can result in plugging and blockages, and disperses existing tank sludge. The additive also forms a protective film on metal surfaces, thus reducing corrosion of fuel tanks, lines and burner equipment, and reduces the reaction of heating oil with copper and copper alloy parts common in many burner systems.

The use of TES System3000™ is just one more way that Rich's Oil is working to save customers money and ensure the best possible service.

## Meet the Tech Team



*Our skilled team of technicians features (left to right) Don Dubuc, Mark Wright, Stacy Carabelli, Joseph Levesque, Dave Cague and Mark Schacht. Together, they hold all the plumbing and mechanical licenses necessary to ensure the highest quality service. ♣*

## AUTOMATIC DELIVERY AND THE BUDGET PLAN: You've Got Options

*Customers of Rich's Oil Service benefit from two special options that help ease the burden of buying oil. If you feel that one of the options listed below may be right for you, give us a call today at (860) 763-2015.*

### **Automatic Delivery**

With the automatic delivery program, you'll never have to worry about running out of oil. Using computerized tracking and temperature calculations, we are able to determine precisely when your next delivery is due. Some customers refrain taking advantage of this service out of fear that delivery might be held until prices are higher. While we understand this concern, **we can assure you** that we have our customers'

best interests at heart and would, therefore, never engage in such an unethical practice. That aside, since local oil delivery companies are not profiting from today's high oil prices, there would be no benefit to us holding deliveries.

### **Budget Plans**

The budget plan helps take the sting out of buying oil by allowing customers to spread their annual oil usage costs out over a ten month period extending from July to April. To calculate payments, we work with customers to estimate how many gallons they will use, multiply this by the estimated average price per gallon, and then divide it by the number of monthly payments. Of course, the actual price per gallon varies from one delivery to the next, but monthly payments remain the same. The goal is to keep payments manageable and predictable so that customers can plan their monthly budgets accordingly. ♣

# At Your Service



*The helpful, courteous professionals who staff Rich's Oil Service include (left to right) Sarah Marrella, Lori Ezold, Rhonda Stock, Jennifer Gannon and Rachael Morin. ♠*

## Plumbing, Gas and Cooling Services



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