

# Warm thoughts

from MASS ENERGY

PERSONALLY SPEAKING

## if we only had a crystal ball...

Dear Friends,

**U**nfortunately, few things in life are 100% predictable. The uncertainty that continues to surround oil prices is a perfect example.

As I write this, prices have risen to near-historic highs. And there's no way to predict just when a downward trend will begin. Oil prices have always gone down before, and they will again. The big question, though, is when.

If this uncertainty makes you frustrated, you aren't alone. As a full service heating company, we feel an obligation to do what we can to keep your fuel price under some kind of control.

But in times like these, when markets are so volatile, it's tough to predict with any certainty what any given year will bring. This makes structuring our price protection programs challenging, to say the least.

Every year we try to give you the best chance of coming out ahead, no matter what happens with market prices. This year is no exception. We are currently working on a price protection strategy that will make things as easy as possible for you.

Although details of the price protection program won't be finalized until some time this spring, the enrollment period for **SmartPay**, our monthly payment plan, will open in the near future.



Bill Carmell

See the SmartPay article on the back page for details on this great plan for keeping winter fuel bills low. Elsewhere on the page you'll find important information on money-saving comfort equipment and the benefits of having a service plan.

Thank you for your loyalty in these difficult times. We'll continue to do our very best to keep your comfort up and your costs down.

Warmly,

*Bill Carmell*

Bill Carmell

P.S. Our new website is almost ready. Look for us online this summer for lots of information and special offers for saving you money.

## time for your tune-up

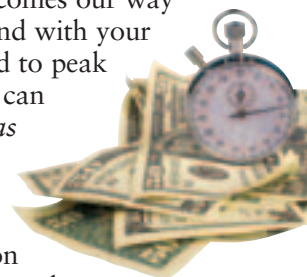
**N**ow that your heating system has worked hard through another winter, it's time for a tune-up to get it back to peak efficiency for next year.

Believe it or not, the best time for a tune-up is right now. That's because it's a slow time for us. Not only can you get a convenient appointment, but if we find a problem you won't have to worry about going without heat while we make the repair.

### tune-ups don't wear off

Remember, your tune-up won't wear off while your system sits idle until next fall. Once it's tuned up, your equipment will be ready to handle anything that comes our way next winter. And with your system restored to peak efficiency, you can *save as much as 10% on your fuel bills.*

To schedule your post-season tune-up, call us today.



## protecting your fuel price next season

**A**lthough fuel prices went through the roof last winter, those of you who opted for price protection came out ahead.



Customers who chose to pre-buy their fuel and those who chose fixed price coverage were protected against the worst of

the price spikes. And, of course, customers who spread out their fuel costs with the monthly payment option were able to cut their winter fuel bills in half.

At this point we are working on our price protection program for 2008-09 to offer you an enhanced plan with greater protection.

Look for our enrollment package in the mail this spring.



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## cut winter fuel bills in half

**M**any of our customers are cutting their winter heating bills down to a manageable size by enrolling in our **SmartPay** program. SmartPay is designed to keep your fuel bills low and predictable *in any economy*.

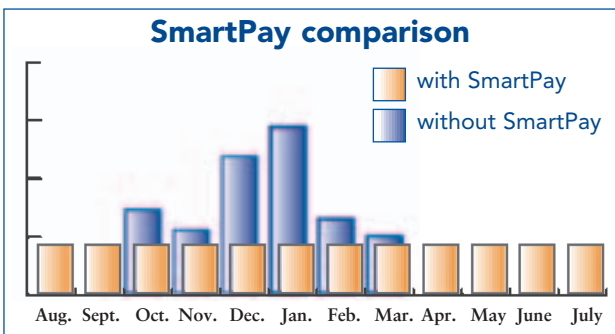
### how SmartPay works

When you are a SmartPay customer, instead of paying for your fuel in just a few months, you get to spread out the costs over the entire year. Your payment is calculated by estimating your annual fuel cost, based on past usage, and dividing

it into 12 equal payments.

We benefit from the program too, so there is no charge for SmartPay. It costs you *nothing* to sign up.

Enrollment begins in July, so look for our letter in the mail soon.



## service plans save \$\$\$

**W**ith fuel prices so volatile, the last thing you need next winter is to shell out hundreds of dollars on unexpected heating system repairs.

As a Mass Energy customer you can protect yourself with some of the best

service plans in the area. For just pennies a day, our **Total Comfort Service Plan** covers the cost of just about anything that could go wrong with your heating system. For complete peace of mind, you can add oil tank coverage, which shields you against the high cost of replacing a leaking oil tank.

The Total Comfort plan comes complete with an *annual tune-up*, *24-hour priority service for emergencies* and up to *\$100 a year in Loyalty Credits*, which you can use toward the purchase of new equipment from us.

Call today for more information.

## no more cold showers

**T**ired of running out of hot water? We have the solution. You can replace your old, inefficient electric water heater with a more efficient oil-fueled alternative. On average, oil-fired water heaters heat water *five times faster than electric units* and they can *cut your water heating costs by hundreds of dollars a year*.

If you have a boiler for heating your home, we suggest an indirect water heater that “piggybacks” on the boiler. When the boiler is running to heat your home, the water heater is at peak efficiency.

That’s because the energy produced by the boiler for home heating also heats your “domestic” water, i.e., water for baths, showers, laundry and similar uses.

Call to find out more about today’s best oil-fired water heaters and how you can use our convenient financing options to start saving right away.



### JUST LOOK AT THE SAVINGS...

average repair costs	with service plan	without service plan
<b>blower motor</b>	<b>\$0</b>	<b>\$175</b>
<b>zone valve</b>	<b>\$0</b>	<b>\$190</b>
<b>circulator</b>	<b>\$0</b>	<b>\$450</b>