



Lehigh Valley's #1 Ranked Heating & Cooling Service for the 29th Year



Authorized Dealer

WINTER 2016
SPECIAL EDITION

1226 Stefko Blvd., Bethlehem, PA 18017 • 610-868-8566 • www.dbrothers.com

The Last Word on Today's Lower Energy Prices: Hooray

For decades we've fretted about oil prices. The media machine stoked anxieties with tales of dwindling oil supplies and ever-higher costs. Demand outdrove supply. So what happened? American, Canadian and other drillers tapped more oil, supplies increased 764243 and—big surprise—prices dropped to historic lows. And now the media attributes an anemic stock market to low oil prices? *What!??*

I see today's prices from a far more positive perspective. Since 1929 my family has worked on the retail side of the energy business. In the long process from geological discovery to delivery, we're the last to "touch" the heating oil, diesel fuel or propane product before it is used by the consumer for heat, power or transportation. We're also the first to hear about it when prices go up. So I have one word for the current energy prices: *Hooray*.

Hooray for all the families now paying far less than what they did in past years to heat their homes and drive their cars. Hooray for more

money in the family budget for necessities... or niceties. Hooray for businesses saving on energy and transportation costs. And a huge hooray for the fact that America is no longer held hostage by foreign oil.

Energy supply and demand is a tricky game. You never know for sure what lies ahead. It's heartening to know that industry experts predict oil price stability well into the foreseeable future (see article on reverse: "*Low Oil Prices Predicted into Next Decade.*") We shall see. But for now, Deiter Bros.' customers and American consumers are winning. Hooray.

James G. Deiter
James G. Deiter
Vice President
Deiter Bros.



DOUBLE DOWN with your Energy Dollar Dividend!

Want to do something really smart with those heating dollars you're saving this season? Roll them into FUTURE paybacks for many years to come! Invest your energy savings in a new high-efficiency home comfort system that will use up to 40% less fuel.

See reverse side of this issue for incredible savings with Deiter Bros. ENERGY DOLLAR DIVIDEND DEALS. Limited time offers...check them out now!

Lower Monthly Payments Ahead for BetterWay Budget Customers

(Oh, I Just Love to Bring Our Customers Down!)

If you are one of the many Deiter Bros. customers on our BetterWay Budget Plan, I have some real good news for you. You will soon be paying LESS every month for your annual heating oil or propane.

Here's why: At the beginning of each BetterWay cycle, we project how many gallons your home may use in a year, based upon a degree-day weather temperature system. We then factor in prevailing energy



market prices, figure your total annual energy costs and divide that total into 12 monthly budget payments.

This formula usually works well. Our BetterWay customers love the "no surprises" factor; they know what their fuel bill will be every month. But during the past year, the drop in heating oil and propane prices threw our formula off...and that's a 764444 very good thing for BetterWay customers.

Local Natural Gas Prices to Rise

In January, 2016, The Morning Call headline read: "UGI plans first base-rate increase in years"...and this may be just the beginning of natural gas price hikes, but we promise it won't be the last of them. See the story on reverse side.

IN THIS ISSUE

5 LUCKY Winners of FREE Heating Oil or Propane

This is a special *Junior Edition* of our usual multi-page *Comfort Courier* newsletter, but we still wanted to provide customers chances to win. So, we've included FIVE customer account numbers hidden in this issue. If one of these is your customer account number, you are an INSTANT WINNER of \$50 worth of EnviraFuel® heating oil or propane.

We have printed your customer account number on the mailing label on the reverse side. Check it, then read this issue carefully. If you spot your number, give us a call and we will immediately credit your account with \$50 worth of EnviraFuel® heating oil or propane.

GOOD LUCK!

WELCOME Huntington Oil Customers

As the newest members of our Deiter Bros. Family, we warmly welcome all customers previously served by Huntington Oil.

Be assured that our leading priority is to earn your trust through responsive service and outstanding value.

Your comfort level is our comfort level.

Welcome!

THANKS for Your Votes of Consumer Confidence



We just found out that, in the annual independent consumer research survey conducted by *Who's Who in Lehigh Valley Business*, Deiter Bros. was named the region's #1 ranked heating fuel service company. According to *Lehigh Valley Style* magazine, the study "is the result of months of research. Polk-Lepson Research Group, an independent market research firm asks the questions and then compiles the responses from a random sample of households all across the Lehigh Valley." This is the 29th year that Deiter Bros. has won this recognition.

So, to all you homeowners who put our name FIRST among all the great companies serving our region, we are grateful for your votes of confidence. Rest assured that we will 764343 now work harder than ever to live up to the trust that you have placed in our service and value. THANK YOU!

Natural Gas Prices On the Rise

Homeowners saddled with costs to rebuild UGI's decaying and dangerous underground pipe delivery system

The regional natural gas monopoly needs to rebuild its dangerous underground pipe delivery infrastructure and guess who is going to pay for it? Yep, homeowners...including those who switched to natural gas because UGI convinced them that it was the heating bargain of a lifetime.

As reported in the January 21, 2016 edition of *The Morning Call*, UGI has asked the Pennsylvania Public Utility Commission (PUC) for a 19.7% increase in its delivery charge to residential customers. According to the article: "The increase is at least partly a result of UGI's accelerated efforts following the deadly 2011 gas explosion that killed five people in Allentown."

And it appears that this is just the beginning. Following this will be another add-on fee called a "distribution system improvement charge." Apparently, getting this base-rate increase is a prerequisite to adding 801560 the next layer. The article states: "The base-rate filing, when concluded, will fulfill the requirements necessary for UGI to file a DSIC (distribution system improvement charge) in the future, when qualified expenses warrant a DSIC filing."

Oh, also tucked into the back of the report is another interesting fact. While UGI's residential customers will shoulder a nearly 20% increase, commercial customers will pay just 7.4% more and *the big industrial customers' increase will be a measly 3.2%*.

And this is just the beginning of the price increases coming to homeowners who have natural gas heat. Fact is, natural gas sells for many times more in Europe and Asia than it does here in the U.S. According to an April 30, 2015 report in *Wall Street Daily*: "...it's more profitable to sell gas offshore to foreign companies than to sell domestically." Plans are underway to export a LOT more of the domestically-produced gas overseas... which will drive up prices to U.S. homeowners even more.

If you fell for the UGI siren song of cheaper heat with natural gas, that tune is just starting to sour. With petroleum prices at historic lows, maybe it's time to come home to safe, dependable and affordable oil heat.



Low Oil Prices Predicted into Next Decade

Deloitte is a leading authority in the oil industry which predicts that oil prices will stay low for the next several years. In a January 6, 2016 release, the firm is forecasting oil prices to average below \$50 a barrel for 2016 and 2017 with a slow rise to \$80 a barrel by 2022.



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Deiter Bros' Pennsylvania Home Improvement Contractor Registration #PA000736 / NJ HIC #13VH04248200

Reduce Your Heating Bills EVEN MORE!

Lower heating oil costs mean more money in the family cookie jar. Want to do something really smart with it? Invest in a new high-efficiency heating system that will drive all your future bills even lower by reducing your current fuel consumption up to 40% or more. If your heating system is getting 800712 up there in age, now's a great time to upgrade. Check out OUR ENERGY DOLLAR DIVIDEND DEALS below and call us today for more facts.

ENERGY DOLLAR DIVIDEND DEALS



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Lower Fuel Costs!**

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SAVE MORE \$\$\$!**



Offers subject to product availability and 6/30/2016 deadline. Cannot be combined with any other offer. Check with Deiter Bros. for complete details. LENNOX Industries, Inc. reserves the right to cancel or change this promotion at any time.

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