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Need New Central Air  
or Heating System?

Save up to **\$2,100**

when you purchase  
a qualifying home  
comfort system.  
(See inside now.)



Lehigh Valley's #1 Ranked Heating  
& Cooling Service for the 27<sup>th</sup> Year

Authorized Dealer:  
**GENERAC** Whole House Back-Up Generator for as little  
as \$75 a Month? (See details in this issue)

SPRING EDITION 2014

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*Personally Speaking*

## Energy Insider: A Winter to Remember...or Forget

Extended cold and snow levels throughout the nation compromised energy supply lines, impacting prices and volumes available for customer use. Here are "energy insider" facts on how this winter shook out...and shook up the energy markets.

### WET CROPS, RECORD COLD LOCKED UP PROPANE SUPPLY

First came the "perfect storm" for propane. With a wetter than normal growing season more propane was needed for crop drying in the Midwest and western states. There were also more crops, largely due to Federal mandates that ethanol (made from corn and other crops) be blended with gasoline. This raises the cost of both gas AND food!

Then came the Polar Vortex effect in early January with extreme cold freezing the nation. Propane products were not where they needed to be logistically. Fortunately, the propane industry lobbied the Federal government aggressively to relax interstate energy transport regulations to address this emergency. For the first time in its history, the Federal Energy Regulatory Commission (FERC) ordered that strategic pipelines ship the fuel to where it was needed the most. This redirected inventory and the fact that most retail delivery outfits like ours were "short filling" (not filling the entire volume for larger tanks) helped ease the propane crisis.

### NATURAL GAS SHUTOFFS MADE BIG USERS SWITCH TO OIL

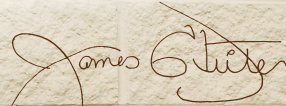
For oil, it was 265294 a different set of circumstances. Cold weather certainly played a role, but the real drivers of the oil price spike were the natural gas utilities. Unbeknownst to most consumers, the gas utilities have deals with their big commercial end-users, like industrial complexes and universities. The users get cheap gas when all is normal but when there is insufficient gas pressure (from high demand) the gas

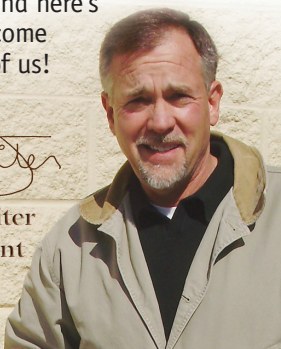
utilities require these users to switch over to their alternative fuel, usually the less-refined (and far cheaper) grades of #4 or #6 fuel oil. These big users were then surprised to learn that their long-time supplier of these heavier oil grades—Hess Corporation—was no longer in that end of the business. So these mammoth users then took what they could get—#2 oil, same grade as homeowners use—and plenty of it! This rapidly reduced inventories destined for retail homeowners...and drove up prices.

### NATURAL GAS EXPORTS INCREASE PRICES

ALL energy costs were up this past winter...with natural gas price increases leading the way. According to many energy authorities, natural gas prices will soon be on par or higher than oil. For most of our lives, we have heard about American dependence on foreign energy imports. Today, America's exports are at historic highs. And natural gas exports are projected to rise even higher in the coming years. The simple reality: as long as there are countries willing to pay more for our energy than we are, those that own it will sell it to the highest bidder.

FOR MORE FACTS on the energy markets and how we can work together to protect your family's comfort (and your wallet!), please read more inside this issue of *Comfort Courier*. Thank you for your continued loyalty and here's to a very, very welcome Springtime for all of us!

  
James G. Deiter  
Vice President  
Deiter Bros.



## In This Issue

- Spring & Summer WEATHER FORECAST
- Paygo 2.0: Improved Billing!
- Deiter Bros. Rewards
- Enter to Win at Spring Home Show
- Spring Savings!
- Win Nikon COOLPIX Camera
- Get a Top-Quality Whole-House Generator for as Low as \$75/Month
- BetterWay Budget Plan

**We Did It  
AGAIN!**



**27 YEARS  
Running**  
(See Inside)

**See Us at  
The SHOW!**



Find an Entry Form  
to win \$500 inside!

In this issue:

**10 PERFECT** **Winners of  
FREE Heating  
Oil or Propane**

This could be your lucky issue of the *Comfort Courier*. There are 10 customer account numbers hidden throughout 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 of this issue. Check it, then read the *Comfort Courier* 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!**

**Check  
INSIDE  
NOW!**

# Spring & Summer WEATHER FORECAST:

## Welcome the Warmth, Lehigh Valley!

(But Be Prepared for Hotter-Than-Normal Temperatures through Spring and Summer.)



The Old Farmer's Almanac was almost eerily accurate in their predictions of record snows for last winter. Perhaps not too surprising in view of their traditional claim of 80 percent accuracy since the founder of the publication, Robert B. Thomas, first used his secret weather forecast formula way back in 1792. Secrets or science notwithstanding, here's hoping that our favorite Kings of Climatology are also on-target with projections for a warm and not-too-wet spring and summer here in our beautiful Lehigh Valley.

### APRIL

A warm welcome to Spring with temperatures 4-degrees above average. Sunny with a very warm peak in Week 3 then cooler with April showers rounding out the month.

### MAY

May flowers will bloom in abundance this year with the earth well-moistened from winter snowmelt and temperatures for the merry, merry month 3-degrees above average. We open with some showers but it all turns super sunny in the midsection of the month with only seasonal sprinkles dampening what promises to be a truly magnificent Memorial Day weekend May 24 to 26.

### JUNE

Another warmer month 3-degrees above average. After some early showers June turns sunny and hot with welcome relief from the occasional thunder storm until we reach Week 3 and then get ready for some serious sun driving temperatures up into the higher heat ranges with only intermittent breaks of cool rain. Here's hoping that you have had your central air conditioner tuned up by this point... you will definitely be needing it this month!

### JULY

The average monthly temp of 76-degrees is a few notches higher than normal but July will be wetter than usual, so get ready for the humidity. July 4<sup>th</sup> falls on a Friday this year and it looks like the long weekend could be subject to a few storms with Ma Nature tossing in some fireworks of her own. Seasonal warmth and a few sprinkles simmer up the Valley and our humidity levels for the balance of July.

### AUGUST

The hot streak continues with August predicted to be 2-degrees warmer than average with a smattering of early rainstorms giving way to sunny, pleasant days until mid-month 76-178 when the days and nights turn hot and sticky. Cooler, sunny days prevail Week 3 with Labor Day weekend (Aug. 30, 31, Sept. 1) cooled by scattered rain.

### SEPTEMBER

Summer's warming trend kicks back a bit as we welcome early Autumn with average temps of 67-degrees and less than normal rainfall. Short shots of showers open the month lulling us with sunny and near-perfect weather until a mid-month hurricane threat. Surviving that, Weeks 3 and 4 should be a breeze with sunny, picture-perfect weather escorting us into the Fall.

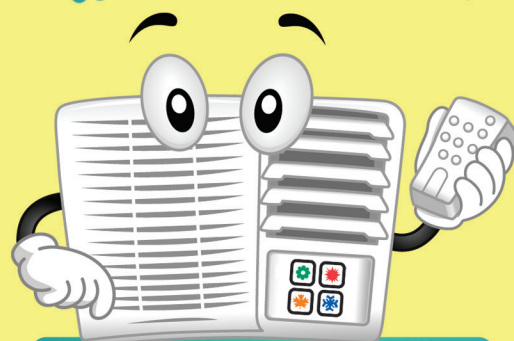
## Is YOUR Central Air Conditioning System Ready for the Higher Temperatures?

The weather prognosticators were correct about last winter. Will they keep the streak going with predictions for a hotter-than-usual Spring and Summer this year?

Why take a chance? Contact us now to schedule a Spring Tune-Up for your central air conditioning or heat pump system. Deiter Bros. Master Technicians will give your system the care it needs to run at peak energy efficiency through the hottest days and nights. And our pro-active maintenance will keep it running for many more seasons.

We always get barraged with tune-up calls once the first few warm days hit, so get to the top of the list by calling and scheduling your appointment now!

## Hey, It's Time for My SPRING TUNE-UP!



Your Central Air System:

Great at Cooling...  
Lousy at Calling.

**Contact Us Today  
for Your Spring AC Tune-Up!**

Call: **610-868-8566**

E-mail:  
**service@dbrothers.com**



# paygo<sup>™</sup> 2.0 Improved Billing!

## Our Deferred Fuel Payment Plan Now Working Perfectly!

Like a lot of introductory products, our initial Paygo deferred payment system model (let's call it Paygo 1.0) needed some fine-tuning. The main complaint was billing confusion. We agreed with you and streamlined the billing process into Paygo 2.0; now we send one simple, end-of-month invoice. Paygo 2.0 is working perfectly and your feedback 267059 has been overwhelmingly positive. Data issued for actual cost/consumption ("true-ups") are also working accurately. They were not displayed with initial introduction of Paygo 2.0 but will be displayed again in the March/April timeline as a response to many customer requests.

## Why Has Paygo Proven So Popular?

With Paygo, when we make a heating oil or propane delivery, you don't pay for it at that time. We defer the entire balance and only send you a monthly invoice for the fuel you used. Unlike our BetterWay Budget Plan, it does result in higher prices in the winter months because, logically, you use more fuel when it's cold. But it also provides LOWER BILLS DURING WARMER MONTHS when there is little or no fuel consumption.

Paygo has proven to be immensely popular since Deiter Bros. introduced the plan two seasons ago. The SUPER 6 REASONS shown below are why. Now that we have Paygo 2.0 working perfectly, we expect even more response from consumers interested in paying their fuel bills the same as they do other energy bills: monthly and only for that product which they have used. To sign up for Paygo, see below.

For HEATING OIL or PROPANE, Here Are the

**SUPER 6** Reasons  
to Switch to

**paygo<sup>™</sup>**



**1. Hold Onto Your Money Longer.** With Deiter Bros.' Paygo, you pay for your fuel AFTER you use it...NOT when it is delivered. Plus, once you DO start using the fuel, you STILL have 30 days to pay.

**2. Predictable Bills.** Once a month, you'll get a bill ONLY for the fuel you've used during the previous 30 days. Paygo monthly fuel bills are smaller, more predictable and easier-to-pay.



**3. No-Run-Out Guarantee.** Deiter Bros.' Paygo integrates your billing with our automatic delivery system. Our "Enhanced" Degree Day system monitors factors such as system type, weather and other factors to help us determine your fuel need with incredible accuracy...and we back it up with our Paygo No-Run-Out Guarantee.

**4. You Pay Normal Fuel Prices with Paygo.** You will not pay any more for fuel with Paygo. You pay Deiter Bros. normal market price at the time the fuel is delivered and it is posted on your delivery ticket.

**NO  
EXTRA  
FUEL  
COST**

**NO  
RISK**

**5. You Can Switch Back Any Time.** There are no binding contracts with Paygo, so you can change back to the old payment method any time you wish. (But why would you?!) Just pay for the fuel you have received but not paid for yet.

**6. It Doesn't Cost a Penny to Join Paygo.** There is no cost to join Deiter Bros. Paygo...and you will not pay more for heating oil or propane as a Paygo customer.

**NO  
EXTRA  
COST**



## Deiter Bros. Voted #1 in Service for 27<sup>th</sup> Year

"We must be doing something right" is the thought that came to mind when I got the news that Deiter Bros. was voted the #1 Heating & Cooling Service in the Lehigh Valley for an unprecedented 27<sup>th</sup> year in the independent consumer research survey conducted by **Who's Who in Business—Lehigh Valley**.

There are lots of good HVAC firms serving our market. So how has Deiter Bros. managed to earn the top spot for more 1920 than a quarter century? Good question. I think it all comes down to two things:

First, the good old Golden Rule: "Treat others as you would wish to be treated." About as simple as it gets but it's a timeless truth for both life and business that has never steered us wrong.

Second, we've always been looking for innovative ways to deliver better service and value for our customers. And we're willing to take chances to offer more, or do things a bit better, than the competition. We don't always succeed and we've made our share of mistakes during 85 years in business. But as Albert Einstein noted: "A person who never made a mistake never tried anything new." Good life lesson from a guy known for some very serious smarts.

**Are You Ready  
to Sign Up  
for  
paygo<sup>™</sup>?**

Paygo signups will be taken all summer from June 1 through September 1.

**ONLINE:** Visit [www.dbrothers.com](http://www.dbrothers.com) and click the Paygo button on our homepage. Read all the facts. When you're ready, you can sign up online.

**CALL:** Want to talk to one of Deiter Bros.' folks about Paygo? Just give us a call at 1-888-492-5003.

# CONGRATULATIONS

## To Our Fuel Delivery Team!

You see a lot of "tough guys" on TV and in the movies. Professional athletes, crime show heroes, action movie stars. But in my experience, the toughest guys are right here at Deiter Bros.: our fuel delivery team.

During the bitter cold and slogging snows of last winter, these professionals worked day and night to make sure every Deiter Bros. customer family or business got the energy they needed. They worked as a team and got the job done despite 4722 the challenges of unplowed roads, late-night emergency deliveries, snowed-over fuel tanks and so on.

Fuel delivery trucks are not easy vehicles to drive, especially on icy streets narrowed down to one lane by plowed snow banks. Fuel delivery hoses are heavy and dragging them all day or night through deep snow to get to a fuel tank is hard work. Doing what needs to be done around the clock is tough enough. But even after their shifts ended, some of the crew were so stiff from the cold and exertion that it was difficult to even walk normally. It's a rough assignment by any standards, yet our delivery team came through in every clinch. They are the true "tough guys," in my book. My congratulations go out to every one of them.

Winter 2013-14:  
THIS ONE WAS TOUGH.  
OUR GUYS WERE TOUGHER.  
*Thanks!*  
Deiter Bros.

Visit Us at **THE SHOW!**  
March 28, 29, 30



We always enjoy connecting with our customers and this month's **Spring Home Show** at Stabler is a great occasion to see you. This promises to be the biggest and best home show ever, so if you're planning to come, be sure to stop by our double-booth exhibit. Say hello, pick up a free gift and enter to win any of our Spring Home Show contests. After all, the winter is over and IT'S SHOWTIME!

  
**DEITER BROS.**  
HEATING • COOLING • ENERGY  
*Just Right.*

See Us In Booths R129 & 130.

See special entry form in this issue for CUSTOMERS' CONTEST.

# WOW!

## Our Customers Love These REWARDS!!

More and more of our customers are registering online to take advantage of the loyalty points earned through Deiter Bros. TWO Rewards Programs. In fact, this has been a RECORD YEAR for points redeemed...and every redeemed point means some customer is paying less for their fuel or service purchases from Deiter Bros.

When our customers are happy, we're happy. And we encourage every Deiter Bros. or GreenWorks customer to register online now to take full advantage of our TWO Rewards Programs. Here are brief facts on each:



With our **ENERGY REWARDS** program, every time you shop at participating stores and online merchants, you earn cash credits which are 18813 automatically converted to direct reductions on your Deiter Bros. energy bill.

Thousands of leading retail and online stores are participating in this program, including:

- Lowe's
- Macy's
- Walgreen's
- Hotels.com
- Payless Shoes
- K-Mart

Every time you shop at any of them, credits will be added to your **Deiter Bros. ENERGY REWARDS** account within 2 to 30 days, But you MUST register! So visit **www.dbrothers.com** and REGISTER NOW!

With our traditional **REWARDS** program, every time you purchase any of Deiter Bros. quality heating oil or propane, energy-saving heating or cooling equipment OR services 20371, you earn valuable rewards points redeemable for future fuel or services from Deiter Bros. You can even earn up to 1,000 REWARDS points by bringing a new customer to Deiter Bros.



And, yes, you can earn points simultaneously with both our **Deiter Bros. REWARDS** and our **ENERGY REWARDS** programs! It pays to learn more about these two money-savers so call us at **610-868-8566** or, better yet, visit our website now for all the facts and to register for both programs.

**START REWARDING YOURSELF NOW!**

Visit

**www.dbrothers.com/deiter\_bros\_rewards.cfm**





Bring This Entry Form to  
Booths **R129 & R130**

**DEITER BROS!**  
HEATING • COOLING • ENERGY  
Just Right.

& You Could **Win \$500**

**Worth of Heating Oil, Propane, Energy-Saving Heating or Cooling Equipment!**

**MARCH**  
**28 29 30**  
FRI SAT SUN

**STABLER ARENA's  
Rauch Fieldhouse**

This must be presented at the Show to be eligible.

Name \_\_\_\_\_

Address \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone \_\_\_\_\_

Winner chosen Sunday, March 30 at 3 p.m. Winner need not be present. No cash value.

Visit [www.lvba.org/Homeshow](http://www.lvba.org/Homeshow) • Admission \$6 • Kids 12 & Under FREE!

Clip, Save &  
Bring to  
The SHOW!



Visit

**DEITER BROS!**  
HEATING • COOLING • ENERGY

Booths  
**R129  
&  
R130!**

*See You at  
The SHOW!*

## SPRING SAVINGS!

SAVE ENERGY and BIG BUCKS ON BILLS with  
a New Cooling or Heating System from

**LENNOX**

Save Up To **\$2,100\***  
when you purchase a qualifying  
LENNOX home comfort system.

Savings include up to **\$400 Deiter Discount**  
off any qualified LENNOX comfort system installed  
between March 24 and June 13, 2014!



Delivers Amazing 91.5% Efficiency  
HOT ENERGY SAVINGS with  
**FIREBIRD Oil-Fired Boiler**

We have now installed several FIREBIRD Oil Condensing Boilers and are very pleased to report that they are delivering on their promise of **91.5% AFUE**—the highest efficiency we've ever seen! The difference is FIREBIRD's revolutionary patented down flue design. If interested in learning more about the FIREBIRD, call us or visit [www.qhtinc.com/firebird-products](http://www.qhtinc.com/firebird-products).



**ORDER YOUR FIREBIRD NOW**

And Get Up To **\$400 Trade-In**  
On Your Old Heating System.

CALL: **610-868-8566**  
E-MAIL: [info@dbrothers.com](mailto:info@dbrothers.com)  
VISIT: [www.dbrothers.com](http://www.dbrothers.com)

\*Offers subject to product availability and June 13, 2014 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.



Visit us on Facebook and  
you could **WIN** This  
**Nikon COOLPIX** camera!

## Two Lucky Deiter Bros. Customers Will Win!

We're on Facebook.

You're on Facebook.

And now Instant Customer Service is just a click away! So let's connect! And to show our appreciation, two (2) lucky Deiter Bros. Customers will WIN this really cool Facebook-friendly, user-friendly Nikon COOLPIX S800c 16 MP Digital Camera:



The **Nikon COOLPIX S800c 16 MP Digital Camera with 10x Optical Zoom and built-in Android Operating System with wi-fi** which allows you to edit, and/or 23705 post your photos instantly right to Facebook from your camera!

Participating in this giveaway is simple:

1. **Visit** our Deiter Bros. Facebook page:  
[www.facebook.com/DeiterBrothers](http://www.facebook.com/DeiterBrothers)
2. **Post a comment** on our page about an experience you've had as a Deiter Bros. Customer.

And that's it —\*it's easy!



\*Our commitment to our customers who connect with us on Facebook is to keep our page interesting, enlightening and entertaining. So while you're there, we'd hope you will "Like" us too, and join in on the conversation!

Winners will be randomly selected from comments posted to our Deiter Bros. Facebook Page at milestones of #400 & #500 "Likes". Liking our page is not required to participate (but we really hope you will). Comment must be posted on our page sharing a Deiter Bros. experience. This promotion is in no way sponsored, endorsed or administered by or associated with Facebook. All entrants and participants release Facebook from any participation in this contest sponsorship.



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PRSRT STD  
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Lehigh Valley, PA  
Permit No. 547



See Us at  
**THE SHOW & WIN!**

Details Inside



Deiter Bros. Pennsylvania Home Improvement Contractor Registration Number: PA000736  
Text HEAT to 24587 to receive Deiter Bros. Promotions on your mobile phone

## **GENERAC** Get a Top-Quality Whole-House Generator for as Low as \$75/Month

**Yes**, a whole-house generator is the answer for future power outages and weather emergencies...inevitable of America's aging power grid

**Yes**, a top-quality, professionally installed GENERAC generator system increases your family's safety and your peace-of mind.

But what about the cost? Can you afford a new whole-house power generator? Thanks to a new financing program through Deiter Bros. and GENERAC, you can add one more **"Yes"** to that answer!

Because we are one of the Lehigh Valley's leading GENERAC Authorized Dealers, Deiter Bros. can offer special financing for homeowners 29232 and businesses who order a new GENERAC whole-house back-up power system installed now through October 2014. Payments can be as low as \$75 per month. For more facts, call us at **610-868-8566** or visit **www.dbrothers.com**.



## **Budget Plan:** Why the Payment Adjustments?

Many of the customers on our BetterWay Budget Plan received notification that their last three payments have been adjusted. Most have gone up simply due to the colder than normal winter. Our systems are very good at predicting what you will consume and at what price. But we cannot predict the weather. So we typically base our initial projections on either the average of the last two years or on the 30 year average. We then work on securing fuel product commitments and use those numbers combined with weather projections for predicting costs.

Our goal is always to spread your payments over 12 months to make them as manageable as possible. And we always try to ensure that you wind up with a zero balance at the end of the BetterWay budget year. We have hit that "magic zero" number almost every year since we started offering the BetterWay Budget Plan more than 30 years ago. This last season was the exception because of the exceptional weather 167496 circumstances. As always, we continue to research ways to calculate these projections so that we can be as accurate as possible.