

Personally Speaking

“War of the Wallet” in Heating Fuel Choices: WHO’S WINNING?

EIA Report Projects Heating Oil, Propane Prices Lower. Natural Gas Prices to Increase.

Sometimes you get lucky. We sure did last winter as our Lehigh Valley experienced milder temperatures and—except for that mid-March surprise—very light accumulations of snow and ice from fall through spring. Just for the heck of it, I checked our family records here at Deiter Bros. and last winter was one of the mildest in our company’s 88-year history. Thank you, Mother Nature.

We can also be grateful to the energy markets for early indications that prices for heating oil and propane are expected to remain stable. Following are excerpts from the **U.S. Energy Information Administration (EIA)** March 7 report titled “Winter Fuels Outlook” projections for next heating season (2017-18).

HEATING OIL: Average household heating expenditures are projected about 32 percent lower than in the five winters prior to last winter. Supply volume in our region will remain strong to further stabilize prices with heating oil inventories the highest since 2010. High stock levels should limit price volatility.

PROPANE: In our region, cost projections are 18 percent below average expenditures from the five winters prior to last winter. Supply volumes should keep prices down. Propane inventories, which were at record-high levels throughout last winter, are going into this heating season at even higher levels.

Unfortunately, homeowners heating with natural gas will see prices increase, according to the same EIA report. One of the main reasons? More power companies use it to generate electricity and they get first dibs (and far better pricing) than residential users.

NATURAL GAS: Residential prices are forecast to average 11 percent higher than last winter. Prices at this level would be the highest since the winter of 2010-11. If it gets colder than EIA weather projection models predict, demand will push prices higher. Under a 10 percent colder scenario, EIA projects natural gas-related heating expenditures to be 31 percent higher than last winter.



U.S. Energy Information Administration

We are thankful that the price outlooks for most heating fuels are so positive. And even more grateful to our customers who trusted 800427 Deiter Bros. for fuel and service. Looks like heating oil and propane will be winning home heating’s “war of the wallet” for the foreseeable future.

Thanks for your faith in the laws of supply and demand...and in Deiter Bros. Heating Cooling Energy.



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

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Grilling Season PROPANE SAFETY!
Always store and transport propane cylinders in an upright position. Laying the cylinder on its side can have serious consequences!

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!

Federal Mandates on Greenhouse Gas: Older Central Air & Heat Pumps TOO COSTLY TO KEEP?

If your central air conditioner or heat pump is more than 10 years old, chances are it uses a refrigerant commonly known as R-22. (Also known as HCFC.) This is a powerful greenhouse gas with environmental damage potential 1,810 times more detrimental to the ozone layer than carbon dioxide. Because of this environmental impact, back in 2010 the U.S. government mandated for manufacturers to cease production of all cooling systems using R-22.

Perhaps more impactful for older cooling systems is a related Federal mandate about phasing out R-22 refrigerant altogether:

FACT: In less than 33 months for now, chemical manufacturers cannot produce the R-22 needed for servicing those older central air and heat pump systems.

How Does This R-22 Phase-Out Affect You?

The phase-out laws are making any residual R-22 supplies very scarce. This is driving up the costs of getting R-22, the lifeblood of older central air and heat pump systems...and the cost impact is increasing every cooling season.

In addition, service technicians must have EPA credentials, use EPA-certified refrigerant recovery equipment and meet other costly requirements to service the older R-22 systems.

If you have a central air conditioning system or heat pump that was installed before 2006, it probably uses R-22...and due to Federal environmental regulations, it will be increasingly difficult to service if it has a refrigerant leak. Within a few years, it may be unlikely that ANY registered HVAC contractor can service it.

Our Advice? Upgrade Your AC or Heat Pump NOW... FOR THESE 3 REASONS:

1. **Just like cars, it's a fact of life** that regularly used older systems always require more maintenance. Costs to maintain and repair your current equipment will get progressively higher due to Federal R-22 mandates.

2. **Remarkable advances have been made in HVAC technology.**

Well-engineered new central air and heat pump systems can reduce electric bills up to 50 percent. (And we have the real results to prove it. See article at right.) These savings alone make it worth looking into new equipment now. Plus, with new equipment warranties, your service costs are minimal to zero for years...and so are your worries 801777 about breakdowns and repair bills during summer's hottest days and nights.

3. **The year's best deals** on top-quality American-made LENNOX central air and heat pump systems are now available during Deiter Bros. Spring Sale. Check it out in this issue or online at www.dbrothers.com. **We are scheduling spring installations now, so act soon and you'll be in time to beat the heat...and those summer electric bills!**



CALL 610-868-8566

This section helps you understand your year-to-year electric use by month. Meter readings are actual unless otherwise noted.



Monthly Comparison	Days Billed	kWh	Average kWh/Day	Average Temp.
Aug 2016	29	1595	55	76F
Aug 2015	31	2558	83	73F

Billing Period	Type	Reading
Aug 30	Actual	89305
Aug 1	Actual	87710
29 Days	kWh Billed	1595

Yearly Comparison	Total Use	Avg. Monthly
Sep 2015 - Aug 2016	14304	1192
Sep 2014 - Aug 2015	23323	1944

Anatomy of an Electric Bill

BEFORE and AFTER Installing New Central Air

Okay, you've heard how installing a new central air or heat pump will cut your summer electric bills by 30, 40, even 50 percent. Here's the real proof.

Shown here is 801804 a real PPL bill from a homeowner in the West End of Allentown. Her central air conditioner was over 10 years old. Service and repairs were getting pricey. In May of 2016 Deiter Bros. installed a new Lennox central air conditioning system.

Yes, this customer likes the whisper quiet cooling of her new Lennox AC system. (And the great deal she got during our Spring Sale!)

But what she *really* loves is the fact that her electric bills are now about 40 percent LOWER during the hottest weeks of summer!

See for yourself the difference between her electric consumption during the summer of 2015 (with the old AC system, lighter blue bars above) and the summer of 2016 (with the new Lennox system, darker blue bars).

This is a photo of the REAL electric bill. And as with all of Deiter Bros. promises — *our proof is in our performance!*


Beware of FAKE FINANCIAL FACTS!

Maintenance Agreements Save Dollars & Make Sense

On behalf of his sponsor, a local radio host recently criticized the value of maintenance agreements (sometimes called "service contracts") for central air and heating systems. Sure, the media "expert" is paid to broadcast this by some HVAC advertiser. I get that. But what I don't get is the absolute falseness of it and how going without this common sense insurance protection can cost consumers big bucks...*especially if your system is five years or older!*

I can't speak for other reputable HVAC companies, but here's the dollars-and-sense truth about ours. Heck, just the value of the Annual Cleaning & Tune-Up make it worth the annual investment in your comfort, safety and savings!

See for yourself!


DEITER BROS.

**Planned Maintenance Agreement:
CENTRAL AIR CONDITIONING SYSTEMS**

TOTAL COST. \$192/Year (\$16/Month)

INCLUDES:

Benefit	Value (Est.)
• Annual Cleaning & Tune-Up.	\$175
• Annual Electric Bill Savings <i>(Annual Cleaning & Tune-Up BOOSTS System Operating Efficiency.)</i>	\$84*
• Longer System Lifespan <i>(Annual maintenance lengthens your system's lifespan by years.)</i>	More Years of Service!

PLUS!

- Priority Dispatch 24-Hour Service
- NO Emergency or Overtime Charge
- 15% Discount on Repairs AND MORE

TOTAL VALUE \$259

VALUE in Peace-of-Mind and Safety **PRICELESS**

*Source: U.S. Energy Information Administration – 2009 "Report for PA"

Costs and service needs vary based on system age, heating season and individual residential cooling usage patterns. But the financial facts are clear: Planned Maintenance Agreements like Deiter Bros. CAN AND DO save money, discomfort and the worries of high repair bills.

FOR MORE FACTS on 264057 the costs and features of ALL Deiter Bros. Planned Maintenance Agreements for Cooling, Heating, Heat Pumps, Hot Water, Emergency Generators and other systems:

VISIT dbrothers.com • CALL 610-868-8566



**Deiter Bros.
Voted #1
for 30th Year**

The year was 1987:

The New York Giants won their first Super Bowl ever. Quarterback Phil Simms and the "Big Blue Wrecking Crew" hammered John Elway's Denver Broncos by a score of 39–20.

"Walk Like an Egyptian" by The Bangles topped the Billboard Hot 100 singles chart.

In an historic speech in Berlin, U.S. president Ronald Reagan challenged Soviet leader Mikhail Gorbachev to "tear down this wall." Four years later, the Soviet Union dissolved.

Closer to home, local consumers named Deiter Bros. the #1 heating/cooling/fuel supply service in the 1987 **Who's Who in Business — Lehigh Valley** independent research survey.

Flash forward three decades to 2017 and for the 30th year, Deiter Bros. has been voted #1 in the current rankings of the **Who's Who in Business** survey—making our family business the longest-winning company in the history of the region's leading annual consumer preference research program.

All of 1064 us in the Deiter organization are humbled by this recognition for our family style of service. Most of all, we know in our hearts that we owe it all to you, the local families and business folks who trust us to provide value that stands the test of time. We would not be here without you.

THANK YOU!

Mount Up!

New Home for Bethlehem Police Horses to Open in May

As an historic showplace of Pennsylvania farm life, the Burnside Plantation is one of Bethlehem's greatest treasures. But as the home for the horses of Bethlehem Police Department's Mounted Unit, it wasn't so hot in the winter...and in the summer, it just wasn't cool.

Since the mounted police unit was re-launched in 2009, its horses have lived in the barn at the Burnside Plantation—a Historic Register site that showcases local farm life from the 1700s. But according to a March 24, 2017 report from *Lehigh Valley Live*: “officials said the historic barn couldn't provide the climate controlled space needed for the team and its supplies, and the search for a new home began.”

That new home was found on a 10-acre plot off Linden Street in Bethlehem which is now leased from the Diocese of Allentown. Rising from the site tucked into a quiet neighborhood is a beautiful new barn for Bethlehem's police horses. The facility (*shown below*) has seven stalls—four for the full-time team and three for guest horses—as well as an isolation stall for when the horses are ill or injured. There's also plenty of storage space for hay and tack gear, second floor office facilities for the police officers, and an indoor washing stall with hot water—a necessity for horse hygiene that the Burnside Plantation lacked.

And the climate control needed to keep comfortable year round in this new facility? All HVAC systems are provided with pride by Deiter Bros.

“Our hometown's mounted police are an impressive and highly-visible asset of our community's law enforcement presence,” says Jim Deiter, Vice President. “We feel privileged to be the HVAC provider for this new facility and are proud to play a role in keeping the Bethlehem Police Mounted Unit riding high.” He noted that, beyond being a home for the horses, additional plans 267783 include educational programs for area school children and summer programs for the Bethlehem Parks Department.

With the horses scheduled to move into their new quarters in May, the facility is being built without taxpayer dollars. Most of the cost has been committed from local donors, but the project still needs individual and corporate contributors to “pony up” so it can get to the finish line. A not-for-profit corporation exists to accept donations for this important community project. For facts, call **484-893-0801** or visit **FriendsOfTheBethlehemMountedPolice.com**.



ENERGY INSIGHTS:

What's hot and what's not in the energy markets? Here's what the experts have to say:

LOWER PRICES FOR HEATING OIL, PROPANE, GASOLINE

Bloomberg – March 31, 2017

“When it comes to petroleum, the U.S. is the land of the plenty. **The U.S. now exports more oil than ever before;** it's also importing less. It's even better news for American consumers, who can reap the benefits of falling heating oil, propane and gasoline prices.”

PROPANE PLENTIFUL

U.S. Energy Information Administration – March 7, 2017

“Propane inventories in the Northeast are 42 percent above the 5-year average. Higher inventory levels and improved rail delivery networks should contribute to more robust propane supply chains.”

NATURAL GAS PRICES DOUBLED

Forbes – January 23, 2017

“The days of cheap natural gas are over. Prices have more than doubled since March 2016. But gas is still under-valued (prices too low). Supply is tight because demand and exports have grown.”

SINGLE DAY OF U.S. OIL PRODUCTION MATCHES ENTIRE MONTH FOR SAUDI ARABIA

UPI via American Energy Coalition – March 24, 2017

“Strong U.S. oil production is helping to keep prices low. According to a UPI report: U.S. production is the highest it has been in a year—9.1 million barrels *per day*, roughly the amount Saudi Arabia produced in February.”

MORE NATURAL GAS EXPORTED TO MEXICO

American Energy Coalition – March 2, 2017

“Increases in natural gas exports will drive up prices for U.S. consumers. U.S. natural gas exports to Mexico have doubled since 2009 and will continue growing through 2020. Several pipeline projects are currently under construction.”

MORE NATURAL GAS TO POWER UTILITIES

U.S. Energy Information Administration – March 7, 2017

“Higher natural gas prices reflect falling natural gas production during 2016 and increased use of natural gas for electricity generation.”

Spring and Summer: 2017 WEATHER FORECAST



June Hurricane Threat, Sizzling July Temps Top Weather Highlights for Warm Months Ahead

Once again, the *Old Farmer's Almanac* proved to be uncannily accurate in its forecasts for a milder winter here in the Lehigh Valley. Traditionally, they have an 80% accuracy rating so we are gazing into their crystal ball once again to see what's on tap for the warmer months ahead.

MAY

This month's flowers will be late bloomers with temperatures slightly colder than average. At least the soil will stay moist with 2-inches more rain than usual. Windows of summery skies flirt between showers at month's start until Week 3 when all is sunny and warm for a glorious 6-day stretch. Then it's rainbow weather with intermittent waves of raindrops and sunshine on Memorial Day weekend, May 27, 28, 29. (While you're enjoying the fun with family and friends, remember the men and women of our nation's Armed Forces—past and present. Thank you!)

JUNE

Hold onto your hats! With temps 3 degrees below average and rainfall 4 inches above, we're in for a jumpin' June. Sunshine is a rarity for the first two weeks with dominant thunderstorms and 49793 a big daddy hurricane threat rolling in during the week of Father's Day (Sunday the 18th). After the big winds settle down, Summer officially starts on the 21st with seasonably sunny days but still-cool nights.

JULY

Lotta sizzlin' and not much drizzlin'. Summer weather kicks in warmer and drier than in previous years, so make sure your AC system is ready to handle the workload. July 4th falls on a Tuesday but that entire week will be sunny and hot. A bit of rainy relief comes around the 10th but the heat stays on high until month's end. Lightweight showers 38431 the last two weeks only add steam to stifling humidity levels.

AUGUST

The last full month of Summer features pretty standard weather for our Lehigh Valley this year...at least for the first two weeks of August. Not too hot or too wet or too unpredictable. Obviously all too boring for Mother Nature because at mid-month she turns her thermostat up to "high" for the last blast of 90-plus degree heat in 2017. Week 4 we welcome thunderstorms for relief and bid a sunny and cooler farewell to August.

SEPTEMBER

Back-to-class will be tough on school kids this Fall. Labor Day weekend—September 9, 10, 11—will be picnic perfect with blue skies and shirtsleeve warmth. This California-dreamin' style weather stays with us right up to the mid-month mark. Then like clockwork on that first day of Fall—September 22—heavy rains bring on chillier nights and a beeline for the sweater drawer. The magic of Autumn in Pennsylvania has begun!



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Power Generator**
**\$200 Off TO THE FIRST
10 Callers!**

CALL NOW – 610-868-8566 Mention Code #CC517

Ready to TAKE THE HEAT?

Central Air Conditioning System & Heat Pump SPRING TUNE-UPS!

It's going to be a hot summer. Contact us now to schedule a Spring Tune-Up for your cooling system. Our Master Technicians will 131475 give it the maintenance and service care it needs to keep running at peak efficiency.

Get to the top of the list. Contact Us Today!

CALL: **610-868-8566**
EMAIL: **service@dbrothers.com**



Spring Special ON A NEW ENERGY-SAVING
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Deiter Bros.' Pennsylvania Home Improvement Contractor Registration #PA000736 / NJ HIC #13VH04248200



Thank You, Al

Through one of the most transformational periods in our 88-year business history, Deiter Bros.' financial operations have been shaped by the experience, wisdom and personal integrity of Al Bova, Jr., CPA (left), our Chief Financial Officer since 2004. There are few words capable of describing his many contributions to the forward progress of our family business, and even fewer to express our affection for Al as a trusted co-worker and beloved friend.

Always the gentleman, Al proved instrumental in the complex process of selecting a new financial officer to fulfill his many responsibilities here. We look forward to continued growth with the newest member of our team, Anthony Buczek, CPA.

Yet as we focus on where we are going, there is value in looking back on where we have been...and the people who have been instrumental in getting us to this point in the journey. Al Bova was certainly one of these people. And as much as we wish him unbounded success in his worthy new work, all of us here in the Deiter Family will miss the values, vision and respect for all that he embodied in our workplace.

Congratulations and thanks to Al, his wonderful family and best wishes in his new responsibilities with the Diocese of Allentown.

Al Bova's ideals, expertise and presence in our lives has made us a better company...and better people. *Thank you, Al.*



Watch Your Mailbox for New PAYMENT PLANS!

Every Spring we send out our Payment Plan mailer. It 765168 contains multiple options on how customers can pay for their heating oil or propane during the coming year. We're keeping a sharp eye on the market to ensure the best pricing for Deiter Bros. 2017-2018 Payment Plans. Watch for it in your mailbox later this spring. If you have any questions, give us a call at **610-868-8566** or visit www.dbrothers.com for more facts!

