

Personally Speaking

Why Your "Right Time" Might Be Right Now

In your lifetime, how often will you need a new heating or cooling system? Two, maybe three times? With proper service, a good furnace or central air system can last 20 years, sometimes longer. So when it IS the right time to replace equipment, smart consumers want quality equipment and installation... oh, and at the right price.

If this is YOUR "right time" for a new indoor comfort system, here's the right opportunity to get the most value for your hard-earned money.

For a short few weeks this fall, we're running Deiter Bros. HVACComfort Sale—it starts now and ends on Halloween, Tuesday. We haven't done a sale like this in over five years and our family decided to go all in on this one. Why? Three basic reasons:

1. Lennox, American Standard, Utica Boilers, Fujitsu and other top manufacturers came through big-time for Deiter Bros. with special deals just for this sale. We committed to higher volume, so they committed to lower wholesale prices. Bottom line: customers who buy during this sale will get high-performance systems at great prices!

2. Interest rates are still low...at least for now. We can arrange financing for your new system at a low monthly rate. (It makes more sense than throwing good \$\$\$ away on more repair bills for a system on its last legs, doesn't it?) Plus, a new high-efficiency system will cut your energy bills by 20, 30, up to 40 percent, so the savings will actually help pay for your new HVAC system.



3. The Lehigh Valley home market is hot.

Ask any realtor, the properties that fetch the highest prices are those with new upgrades, like HVAC systems. If you are thinking 265060 of selling your home within the next few years, the words "new high-efficiency HVAC system" look great on the listing sheet.

So take a look at a few of our **Deiter Bros. HVACComfort Sale** deals inside this issue of *Comfort Courier*. Check out even more on our website at www.dbrothers.com. And if this is your "right time" for a new heating or cooling system, just give us a call. We'll make sure your new system, installation and price are all *Just Right!*



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

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**NEW HEATING or
COOLING SYSTEM
Financing on
ALL Equipment**

\$60 /mo.
as low as

Can YOU Find the

10 WINNING NUMBERS
Hidden In This Issue?

One of Them Could Be YOURS!

This could be your lucky issue of the *Comfort Courier*. There are 10 customer account numbers HIDDEN throughout the text 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, or \$50 off a Maintenance Agreement.

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, or \$50 off a Maintenance Agreement.**

GOOD LUCK!

The prayers and support of our family go out to the countless families and communities impacted by Hurricanes Harvey, Irma, Jose and Maria. Here's to standing strong and working together in all recovery and rebuilding efforts.

When Is It Time to Replace a Furnace?

Straight Answers on Your System's Health and Life Expectancy from Deiter Bros. Experts



REPAIR OR REPLACE? If your furnace or boiler is more than 15 years old, it's a smart question to ask before we head into the winter months. Here's the answer based on our 88 years of experience here at Deiter Bros.:

If your furnace or boiler is less than 13 years old and has been properly maintained with annual service tune-ups, you can rest easy. Chances are 265308 excellent that your system will function well through another winter.

If your furnace or boiler is more than 15 years old, you may start to see signs pointing to the need to replace it—if not this season then sometime within the next few years. No machine can function indefinitely...especially a mechanical system that has worked day and night through 15 or so winters.

If your heating system was installed prior to 2002, look for these signs indicating that it may be time to start shopping:

- **Energy bills up.** Whether you heat with oil, natural gas, propane or an electric heat pump, greater energy consumption may be a sign of a worn system ready for retirement.
- **More repairs needed.** Just like your car, increasing repair frequency is a sign the "nickel and dime" syndrome may have begun. Major breakdowns are expensive, especially in the middle of winter. Might be a smart time to make the move to a new, higher efficiency system.
- **Turning thermostat higher and still not comfortable?** Could be any number of age-related problems with the furnace or boiler.
- **Strange noises or smells coming from the heating system?** Never a good sign if you are experiencing unusual sounds or odors from the main heating unit, so call your heating service professional right away.

Naturally, every heating system and every usage pattern varies widely. Some can weather through for decades while others may wear out prematurely due to hard use. **For more facts on YOUR system's current health and future life expectancy, give Deiter Bros.' experts a call at 610-868-8566.**

**It's Time to Book Your Annual
HEATING SYSTEM
CLEANING & TUNE-UP.**

**Call Now!
610-868-8566**



More Power Outages from Cold Weather Storms?

**Remember These
SURVIVAL STRATEGIES
To Keep Your Family,
Home, Business Safe**

If it seems like our weather has become a bit unsettled lately, you are right. Heavier rains and more frequent thunderstorms seem to be on an upward trend. If this continues through the colder months, the addition of lower temperatures could mean serious ice storms and power outages.

1. **Know where your electric panel is** and how to reset circuit breakers after an outage.
2. **Get all cell phones and battery-operated devices fully charged up** when a storm is forecast. Have alternative charging methods for phones ready if main power goes out.
3. **Do you have a disaster kit prepared for the worst storms?** Include a flashlight, fresh batteries, cash, water and canned food. Make sure your first aid kit and all medications are current. Also, have a list of emergency phone numbers handy.
4. **To delay food spoiling**, keep refrigerator and freezer doors closed. Open only when absolutely necessary.
5. **Avoid going outside during a power outage.** Falling trees and dangerous downed power lines are life threats.
6. **Have a reliable backup home generator.**

A standby generator automatically turns on during a blackout. It can keep lights on, food and medicine from spoiling, heat running and medical devices operating. It's vital to have the right home generator to handle your home or business power needs.



Deiter Bros. is the Lehigh Valley's Power Pro Select Authorized Dealer for GENERAC—America's leader in standby generators. We've installed hundreds of these foul weather workhorses all over the Lehigh Valley 265838, and their owners couldn't be happier with their performance during power outages...and the peace of mind they provide year 'round. **For facts and special GENERAC Authorized Dealer pricing, give us a call at 610-868-8566. Why wait for storm season? Call now and BE PREPARED!**

Fall & Winter 2017-2018 WEATHER FORECAST



If ever there was a cold season when our Lehigh Valley dodges any major weather challenges, this may be it. According to the weather wizards at The Old Farmer's Almanac, our winter temperatures are predicted to be warmer than usual without any super-snowfalls in their projections. The soggy downside is that it will be a lot wetter than usual, especially in November.

So take a look at what the experts are calling for from now until spring...and always remember that Deiter Bros. is here for you whatever the weather!

OCTOBER

Following a balmy September, bewitching beauty befalls us during October's first two weeks as colder-than-average temperatures coax brilliant colors from trees across the Lehigh Valley. Week 3 will be warm and clear, perfect timing for that walk in the woods or 265158 an autumn leaves car tour. Seasonably cooler temps and rain then close in with wet, slick roads, so extra caution is a must for both drivers and trick-or-treaters on Halloween.



NOVEMBER

Theme for month: "Slop 'Til We Drop." Temps 2 degrees colder than average but the real issue is rain. Our region's average is about 3.7 inches for November. This year, predictions are for 5-inches *more* than average. Flood watches? Sure. But if fallen leaves clog sewers, city streets may become waterways; sub-freezing nights mean further safety concerns. Heavy rains and progressively cooler temps continue right up until Thanksgiving on the 23rd. The last week of the month dishes up a soggy, slushy serving of "wintry mix."

DECEMBER

Slightly warmer throughout the ho-ho-holiday month with no big surprises—spotty rain and chillier nights—until we get a nice break midmonth with sunny days and colder temps tracking right through to Christmas (on a Monday this year.) Watch for a few flurries in the first 3 weeks of December, but "yule" see the Lehigh Valley's first real snowfall between the 25th and New Year's Eve.

JANUARY

2018 kicks off with a warm welcome. Temps are 3-degrees higher than average with an extended stretch of sunshine-filled days and seasonably cold nights right up until the 22nd. But this IS still winter in Pennsylvania, so get ready when Week 4 teases with rain which quickly turns into a considerable snow accumulation. Keep the shovels handy for smaller snow showers until month's end.



FEBRUARY

Slightly colder than average with crisp, clear days and light rain showers 764987 with a few dustings of snow throughout the first two weeks. Valentine's Day (on a Wednesday this year, guys) brings a few snow showers and light accumulation but not enough to chill Mother Nature's heart. The final week is sunny and mild with only an occasional rainfall.



MARCH

Watch for the greenery to pop earlier this year with well-watered soil and March 2018 predicted to be a welcome 4-degrees warmer than average. The last glimpses of light snow come in Week 2. With St. Patrick's Day (March 17) on a Saturday this year, 'tis only fittin' that the heavens are blue and warm as your heart, darlin'. The following Tuesday, March 20, is the first day of spring with occasional showers rounding out the month as we welcome a mild and flower-friendly April.

Our Most Tasteful Calendar Ever Is Now IN!

Every year Deiter Bros. produces a limited supply of 12-month wall calendars offered free to our customers on a first-come basis. For 2018, we're offering a calendar guaranteed to turn on your taste buds with "augmented reality" technology!

Yes, it looks like a regular wall calendar featuring delicious monthly recipes. But when you download a free App and take a mobile device snapshot of the picture of each monthly dish, it'll 763182 actually

come to life with a step-by-step video of that recipe being prepared by a chef!

To check it out, Google up "augmented reality recipe calendar." Better yet, get your own Deiter Bros. 2018 calendar at our offices in BETHLEHEM (1226 Stefko Blvd.) or EASTON (1000 Bushkill Dr.)

Supplies are limited to one per customer and when they're gone, they're gone so please drop by soon! Here's to making 2018 your tastiest year yet!



ENERGY OUTLOOK

Heating Oil, Gas, Propane Prices Projected to Remain Stable. Electric Heat Costs to Increase

With U.S. crude oil production projected to reach a record high in 2018, we are hopeful that abundant domestic supplies will keep prices stable throughout the upcoming heating season for our Lehigh Valley region.

According to the U.S. Energy Information Administration (EIA), heating oil and natural gas price projections for 2018 are only slightly higher than 2017. Electric heat users (heat pumps and baseboard systems) will see another price jump coming their way. Here's how the three energy sources stack up for next year.

	2017	2018
HEATING OIL		
Dollars per gallon	2.48	2.59
NATURAL GAS		
Dollars per thousand cubic feet	11.02	11.07
ELECTRICITY		
Cents per kilowatt-hour	12.98	13.39

How about PROPANE prices? The EIA's projections for propane prices in 2018 don't come out until October 2017, so we don't have factual projections yet. But great strides were made in the past year on propane delivery infrastructure throughout the mid-Atlantic region. In the past, it wasn't supply as much as delivery systems that caused propane price spikes. Given the fact that propane is a byproduct of oil and natural gas processing—two raw energy sources in abundant supply—we believe that propane prices will 133348 remain stable in the upcoming heating season as well.



TECH TIP:

Does Your Home Have a FURNACE or a BOILER?

Many homeowners just refer to their heating unit as a "furnace." But if you heat with combustible fuels (oil, propane or natural gas), your heating unit is technically either a furnace or a boiler. There's a big difference. **A furnace heats air** which is then forced through air ducts into the living spaces delivering warmth 800081. **A boiler heats water** which is then circulated through pipes to radiators or baseboard systems which then warm the air in the living spaces. Boilers can also heat hot water for domestic use—showers, laundry, dishwashing, etc.

5

SCARY EXCUSES to NOT Replace Your Old Heater Before This Halloween



But it only broke down ONCE last year.

FACT: Older heating systems are like older cars. Repair bills grow bigger with age and use. One emergency repair last year probably means two this year. Deiter Bros. techs can keep fixing almost any old heater...but even we can't make them young again.



But it's only (multiple choice: A. 10 B. 15 C. 20) years old!

FACT: Some heaters age better than others depending on make, design, service history years of usage. We've seen systems that chronically fail after eight heating seasons and others that have lasted for 30. Rule of thumb: if your system is 15 years or older, replacement time is probably coming sooner than later.



We'll be selling our house in a few years.

FACT: Highest prices and fastest sales go to properties with recent upgrades...and upgraded HVAC systems are 801083 a major plus.

Remember: Astute buyers want to see energy cost history, too. Investing in a high-efficiency system now will pay dividends when you sell.



Fuel prices are lower now.

FACT: Older units guzzle more fuel and produce less heat. A new high-efficiency system will reduce fuel bills by 20, 30 even 40 percent. Unless you have money that you are mad at, why waste up to 40 cents of every energy dollar year after year?



Repairs are cheaper than replacement.

FACT: Yes, up to a point. Getting nicked and dined with service cost and higher energy bills may work for a heating season or two. But why pay more just to put off the inevitable? Especially when Deiter Bros. is offering bargain deals on new high-efficiency equipment AND special financing to keep your monthly costs so affordable. How affordable? Call us and find out your low monthly cost. But remember...

Our HVAComfort Sale's Drop-Deadline is Halloween! (Tues., Oct. 31, 2017)

SPOOKTACULAR PRICES on New Heating & Cooling Systems!

Call NOW: 610-868-8566





GET YOUR BEST DEAL NOW!

Call: **610-868-8566**

Email: **comfort@dbrothers.com**

All Systems Purchased Eligible
for **Double Points!**



Need a New Heater Before Winter?

0% Financing for 60 Months*
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- Heat Pumps

OR

Up to \$1,600
REBATE
on Qualifying
Systems



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Utica's MAC Wall-Mounted Boiler

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48 Months

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American Standard
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— PLUS —

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OR

Energy Recovery
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\$300 BONUS OR **0% APR** for
48 Months

Offer Valid NOW through January 31, 2018

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Super Heating & Cooling in 1 Sleek Unit

- Revolutionary Design Fits Almost Anywhere
- No Ducts, Lower Install Cost
- Whisper Quiet
- New Heating Design Warms Even with Outside Temps Down to 15°F Below Zero!



Limited Supply.

Call NOW for up to **\$250** Instant REBATE.

Subject to cancellation based on volume. Cannot be combined with any other offer. Offers expire 12/31/2017 unless otherwise noted. Check with Deiter Bros. for complete details. *Financing provided by Service Finance Company.



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It's ON!



us on Facebook at www.facebook.com/DeiterBrothers

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



Lora J. (Deiter) Velekei
April 25, 1962 –
August 10, 2017

Words cannot express...

...the depth of sorrow we have experienced in the recent loss of

Lora (Deiter) Velekei, our own daughter, sister, mother and member of the Deiter Bros. team for so many years. She brightened countless moments with her laughter, love of life and unbridled willingness to always help others.

Our hope is that our family will experience some healing through all the love and spiritual strength shared with us by so many loved ones and family friends during this time. Heartfelt thanks to all of you for being by our side during this most difficult stretch of life's journey.

Tech-Savvy Customers LOVE IT!

Take All Your Comfort Needs IN HAND!

Have you visited Deiter Bros. website lately?

Everything you need to manage all your heating, cooling and energy needs is all right there at **www.dbrothers.com**. With your mobile device or computer, you can:

- **Order** heating oil or propane
- **Schedule** fuel deliveries
- **Request service** for your heating & cooling systems
- **Check your Deiter Bros. REWARDS Points** and redeem them to reduce your fuel & service bills
- **Set up reminders** about timing of fuel deliveries and regular service for equipment
- **Review your entire transaction history** and much more.

Okay, maybe this level of online convenience is not for everybody. But tech-savvy customers love it, particularly our younger customers. If you enjoy managing so many of your life's needs quickly and paperlessly from your mobile phones, **dbrothers.com** is for you!

Naturally, we also still offer an abundance of good, old-fashioned 800524 human-power for our customers who still enjoy a helpful voice on the phone. We're here with Deiter Bros.' family-style service any time, day or night, year 'round at **610-868-8566**.

So, whether you prefer online or phone line, we are here for you!

