



COMFORT COURIER

Why is
Deiter Bros.
IN THE PINK
this October?
See Inside
NOW!



Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 25th Year.



4 Seasons
Security
A Division of Deiter Bros.



Security
Pro

FALL/WINTER EDITION 2012

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

Personally Speaking

Paygo: Revolutionary New Way to Pay for Fuel

There's never a good time for fuel bills. The tank gets filled, the wallet gets emptied and it *always* seems to happen at the wrong time for the household budget.

That's why for years I've been searching for innovative ways to make our customers' fuel bills easier to handle. Yes, Deiter Bros.' ever-popular **BetterWay Plan** chops winter fuel costs into 12 easy-to-handle monthly payments. And, yes, Deiter Bros. was the first fuel dealer in the Lehigh Valley to offer a volume buy **Pre-Pay Plan**. And, yes, we offer special savings for Seniors, Veterans and prompt-pay accounts.

But now we have a truly revolutionary new way to pay for your heating oil or propane...AFTER you use it! Which means you can now hold onto your money a lot longer, avoid paying for gallons sitting in your tank during warmer months AND never worry again about getting stuck with a big delivery at a bad time!

This incredible new deferred payment plan is called **Paygo** and it is now available here in the Lehigh Valley *exclusively* through Deiter Bros.

Here's an example of how **Paygo** works. Say we deliver \$500 worth of oil or propane to your home in March. With **Paygo**, you won't pay one cent for that fuel sitting in your tank. You pay only AFTER you use it... just like your utility bills. Plus, once you do start to use it, you still get to pay the price it was when it was put in your tank months prior.

Prices could have jumped in the meantime, but you'll still pay the price at the time of delivery...not the potentially higher market price at time of use. Even when you start to use the energy (in many cases *months* after

delivery!), you don't get billed until 30 days later...just like any other utility bill. Plus, our **Paygo** program doesn't cost one penny to join and you will **STILL** get all the per-gallon discounts you're entitled to!

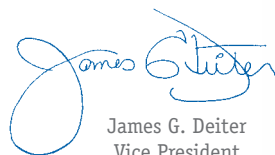
There's no lock-in contract either...you can go back to the traditional payment way any time you like, simply pay for the fuel that you have 81894 used to date.

Can you tell how jazzed I am about **Paygo**? It's

so exciting that I've included a lot more **Paygo** facts on the following pages of this issue of *Comfort Courier*. Read them all and I think you'll agree that there is simply **NO DOWNSIDE** to this revolutionary way to pay for your heating fuel.

Okay, there is one catch. Because the **Paygo** program is so new, we are limiting it to the first 300 customers to sign up. Bring a friend or family to join **Paygo** and we'll even pay you \$75 for every new Deiter Bros. customer that signs up.

There's a lot more to learn and to like about **Paygo**. So read all about it in this issue of *Comfort Courier*. Thanks!



James G. Deiter
Vice President
Deiter Bros.

Heating • Cooling • Security • Propane



P.S. It's easy to sign up for **Paygo** on our website...www.dbrothers.com OR give us a call at **1-888-492-5003**.

In This Issue

- Oil Prices to Decline
- Are You Prepared for the Next Power Outage?
- Weather Forecast
- 10 Win/Win Reasons to Switch to Paygo
- Pre-Winter Coupon Club
- Breast Cancer Awareness Month
- Bring a Friend to Deiter Bros.
- Fall Tune-Up Time

It's Fall Tune-Up Time!

See Inside NOW!



In this issue:

10 **Winners**
PERFECT of **FREE**
Heating Oil
(Are YOU one of them?)

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.

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.

GOOD LUCK!

**Check
INSIDE
NOW!**

Oil Prices to Decline, Experts Say

It was not too long ago that you heard the dire warnings that we were at or approaching "peak oil" and that we were headed for a major crisis.

Well, U.S. oil production surged recently to the highest level since January 1997, reducing the country's dependence on imported fuels as new technology unlocks crude trapped in shale formations, according to Bloomberg News.

Crude prices are set to decline over the next six to nine months because of rising production from the U.S., David Martin, an analyst at JP Morgan Chase & Co., said recently.

Crude oil output rose by 3.7% to 6.509 million barrels a day in

the week ended September 21, the Energy Department reported. "America met 83% of its energy needs in the first six months of the year, department data show. If the trend continues through 2012, it will be the highest level of self-sufficiency since 1991," the Bloomberg article states. Imports have declined 3.2% from the same period a year earlier.

"This has been driven by [production from] shale, and the two states leading the way are North Dakota and Texas," Andy Lipow, president of Lipow Oil Associates, LLC told Bloomberg. "It appears that over the next five years, U.S. oil production could 67638 climb to well over 8 million barrels a day."

Time for Daylight Saving AND Life Saving

Chances are you'll remember to set your clocks back one hour for daylight savings on November 4. But it's also a great time 48993 to replace the batteries in your home's smoke alarms and carbon monoxide alarms. Both are valuable lifesavers, but the batteries should be replaced semi-annually to ensure proper performance; both types of alarms should also be tested monthly.

Also, remember that smoke and carbon monoxide alarms each emit their own distinctive sounds. When replacing the batteries or testing them, get to know and recognize each sound, and educate your family on the lifesaving sounds of these important protective devices. *Thanks!*



Are You Prepared for the Next Power Outage?

A sensible way to prepare for the inevitable is by installing a propane back-up generator from Deiter Bros. So when the electric power goes out from the next storm or 67381 any other cause, the generator AUTOMATICALLY starts and your home or business has electricity.

We sell the best name brand power generators in the business. Deiter Bros. team will assess your needs and match your property with the generator system that best fits your needs and your wallet. Naturally, every generator brand we carry comes with a long warranty for worry-free performance. If you're interested, give us a call and we'll get you our best price, fully installed by our Master Technicians. And the next time your neighborhood's power gets knocked out, your electricity won't be.



BRIGGS & STRATTON

KOHLER

GENERAC

PROPANE
EXCEPTIONAL ENERGY

For deals, see our Coupon Club

Fall & Winter WEATHER FORECASTS

Get out the sweaters and extra blankets. If the weather wizards at the Old Farmer's Almanac are on target, it's going to be colder than usual this Fall and Winter accompanied by a fair share of snow. Our Lehigh Valley could even have a white Christmas this year...so keep your fingers 148652 crossed inside those woolly mittens.



OCTOBER 15-31

The bewitching month will be 3 degrees colder than average with the last warm kiss of Indian Summer in Week 3. Halloween week will be cold, damp and appropriately spooky.

NOVEMBER



Starts with a warm tease Week 1 but then turns a cold shoulder with midmonth snow showers and rain, Thanksgiving arrives on the 22nd with chilly football weather followed by rain ending a November that will be a full 4 degrees colder than average.



DECEMBER

Monthly temps average 35 degrees F. with a mild start and scattered flurries turning to sloppy, maybe sleety rain by midmonth. Our first real snowstorm hits around the 22nd then stays cold so we could have snowscapes for Santa's visit this year. Holiday week from Christmas to New Year's will bid 2012 a cold and snowy farewell.

JANUARY



We'll welcome 2013 with average temps of 30 degrees F., light snows and then a genuine Pennsylvania-style snowstorm in Week 2. After a mild melt, snow and freezing rain conspire to slick down the streets, but by Week 4 the sun finally fights through with blue 57910 skies and seasonable temps to conclude the month.



FEBRUARY

Or is it Febrrrrrruary with average temperatures a shivery 6 degrees F. below average? Week 1 sees the mercury dropping like an iceball with only a short lift in temps around Valentine's Day. But the honeymoon glazes over quickly and we're back in the deep freeze for the rest of the month with wind-chilly days and frigid nights.

For HEATING OIL or PROPANE, Here Are...

10 WIN/WIN Reasons to Switch to



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. How Do We Know How Much Fuel You Use Each Day?

We will be installing a transmitter on **Paygo** customer tanks that will give us an accurate meter reading each day. Until the transmitter network is built out we will be using our "Enhanced" Degree Day system to "estimate" consumption. We will "true-up" upon each delivery, very similar to the way you would calculate miles per gallon.



3. Smaller, Easier-to-Pay Fuel 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.



4. 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.



5. Never Worry Again about...

...paying for fuel when it's delivered.
OR when your tank gets filled again.
OR how many gallons it takes to fill it.



6. 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.



7. You'll Still Get All the DISCOUNTS You Deserve.

If you're a Senior Citizen, you'll get your applicable discount. If you pay your monthly bill within 10 days, you can take an early-pay discount.



8. You Earn Valuable Rewards Points.

With every **Paygo** fuel purchase you still earn valuable Deiter Bros. Rewards points, redeemable for equipment, services or fuel. In fact, you'll earn 1,000 BONUS POINTS just for signing up as a **Paygo** customer.



9. 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.



10. 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.

IT'S EASY TO SIGN UP FOR



ONLINE: Visit 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**.



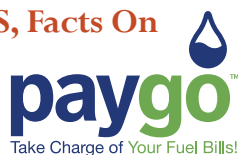
1226 Stefko Blvd. • Bethlehem, PA 18017

Just Right.

Presort-Standard
U.S. Postage
PAID
Lehigh Valley, PA
Permit No. 547

Inside:

**Your WINNING NUMBERS,
“Customers Only” Deals,
PLUS, Facts On**



**Deiter Bros. New WIN/WIN
Way to Pay For Heating Fuel.**



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



We Get Letters:

The Best “Thank You” letter Ever?

We get lots of “thank you” letters from customers and we cherish every one of them. But 254079 this recent letter from a clergyman that we helped out in an emergency really warmed my heart. I guess we must be doing *something* right.

Dear Jim,

Words have their limitations in saying what has to be said. Actions get to the point more graphically. Emotions last forever.

When I was considering whom I should get as my propane dealer, a friend of mine who had been a customer of yours for many years, urged me to give you a try. Never have I met a business such as yours where people and customers truly do matter to you.

That fateful day of being without electricity confirmed my choice of Deiter Brothers. Because you took the time in dealing with me as one of your customers, I was able to have my generator back on in a very short while.

Your prompt service impressed me as well as many of my neighbors. Thank you so very much for that act of kindness on your part. I am of the proven opinion that Deiter Brothers goes beyond the standard of dealing with people.

Thank you! Thank You! Thank You! for all that you have done for me in this short time as a customer of yours.



It's Fall Tune-Up Time!

Save on Fuel this Winter by Getting Your Heater in Top Shape NOW.

Like any mechanical appliance, your heating system needs a little TLC every now and then...and the “now” is, well, right now. Because Fall is the time to tune-up, test and clean that faithful friend in the basement to make sure it can do its job throughout the coming winter.

Our Service Pros do a great job cleaning, lubricating, replacing worn parts, tuning up and 57902 efficiency-testing all heating systems: oil, natural gas or heat pumps. It's the smartest way to get the most out of every energy dollar this winter AND keep your system running strong for many years to come.

WE'RE SCHEDULING FALL TUNE-UPS NOW. To get near the top of the roster, give us a call today at **610-868-8566**. Or schedule on our website at www.dbrothers.com.

We thank you...and your heating system thanks you.

PRE-WINTER COUPON CLUB

Offers End Soon! Please Contact Us NOW!

Wall-Mounted • Propane-Powered

TANKLESS WATER HEATER



- Endless Hot Water
- Energy Savings Up to 40%
- Last twice as long as old-style tank water heaters

Instant \$400 Rebate
to Our FIRST 5 Callers!

DEITER BROS.
Rewards

Heats
Water
ONLY
When You
Need It.



Home or Business

SECURITY SYSTEM

\$99 for ALL This...FIRST 10 Callers ONLY!

- 2 Door/Window Sensors
- 1 Motion Detector
- Deterrent Package
- Phone Jack Interface
- Control Panel
- Interior Siren
- Power Supply
- Backup Battery

PLUS 3 MONTHS FREE MONITORING (With any monitoring agreement.)



NEVER LOSE POWER AGAIN!



TOP NAME BRANDS!

PROPANE-POWERED GENERATOR

\$100 OFF to Our FIRST 5 Callers!

DEMAND IS HIGH so call SOON to schedule your installation!

DEITER BROS.
Rewards



Any New HEATING System!

Furnaces • Boilers •
Heat Pumps • Oil • Propane •
Natural Gas • Electricity

HIGH Efficiency, LOW Prices & Quality Installation
by Deiter Bros.

PLUS

\$250 OFF (First 20 Callers Only!)

DEITER BROS.
Rewards

For Quotes and Information

CALL: **610-868-8566**

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

Please reference your customer # on address mailing portion.

October is Breast Cancer Awareness Month...



...and Deiter Bros. is doing our part for the cause of breast cancer research and survivor support. Okay, maybe pink isn't the color you'd expect to see on a bunch of heating guys, but that's okay. All of us here in the Deiter Family have experienced how breast cancer affects the lives of loved ones. And we're proud to join the teams working to eradicate this disease. A portion of Deiter Bros.' October proceeds will 2144 be donated to the Lehigh Valley chapter of the American Cancer Society. If you'd like to join the fight, there are several great walks, runs and other events happening here in the Lehigh Valley. One of them is the American Cancer Society's Making Strides Against Breast Cancer walk on October 27 in Bethlehem. For more facts, visit

<http://makingstrides.acsevents.org>.

CUSTOMER REFERRAL Bonuses: Bring-A-Friend-To-Deiter Bros.

Referrals from current customers have always been Deiter Bros.' most valuable marketing strategy. We work hard at earning the trust of you, our valued customers, through delivering consistent quality and value. If your Deiter Bros. experience has been good, you may want to share that news with family and friends. Frankly, we'd be absolutely thrilled if you'd tell them about us. And should they decide to become a new Deiter Bros. customer 5753, we believe you deserve a reward for sharing your trust in us. So...

- **NEW PROPANE CUSTOMERS:** For every referral that becomes a new Deiter Bros. credit approved automatic delivery propane customer, we will credit your account with \$75.
- **NEW PAYGO CUSTOMERS:** For every referral that becomes a new Deiter Bros. credit approved automatic delivery customer (for heating oil or propane), we will credit your account with \$75.
- **NEW HEATING OIL TRADITIONAL PAY CUSTOMERS:** For every referral that becomes a new Deiter Bros. credit approved automatic delivery customer, we will credit your account with \$75.

FOR MORE FACTS on the Deiter Bros. Customer Referral Program, please call us at **610-868-8566** or visit www.dbrothers.com.

Deiter Bros. **PROPANE**
Pre-Winter New Customer Pricing
It PAYS to Switch!



CALL NOW!
610-868-8566

DEITER BROS.
Rewards