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THE **MEDFORD**
MESSENGER

A NEWSLETTER FOR OUR VALUABLE CUSTOMERS

SPRING/SUMMER 2011 ISSUE

**Thank You,
Thank You,
and
Thank You!**



From everyone at Medford Heating we would like to extend a heartfelt thank you to our customers for your assistance this past winter with allowing us to keep your family warm. With record snowfall and below average temperatures we know keeping your driveways cleared and the fill pipes shoveled was not easy, but we appreciate the effort made by everyone.

Sincerely,

Medford Heating

FOR INFO AND DEALS
SENT DIRECTLY TO
YOUR CELL PHONE,



TXT
**609-654-2188
TO ATT411!**

#1

First in South Jersey!

Medford Heating is the first in the region to make the switch to the eco-friendly, all American, BIOHEAT! Look inside to become a Bioheat expert.

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New Service from Medford Heating!

Medford Heating is now offering onsite fleet fueling for commercial entities in our service area. We have upgraded and outfitted our delivery trucks with the ability to fill each vehicle and provide detailed information regarding gallon usage.

Call Medford Heating today for more information on ensuring your fleet is fueled and ready to go!

Receive up to a \$300 Rebate!

Shop smart with New Jersey's Clean Energy Program™

The WARMAdvantage Program provides rebates for high efficiency home heating systems and/or water heaters. To be eligible you must purchase, install and operate a heating system and/or water heater that meets all applicable efficiency requirements. Call Medford Heating at (609) 654-2188 for more information.

You don't need to be an energy expert to make the right decisions on equipment for your home. Choosing high efficiency equipment can save you money on your heating bills, while reducing pollution associated with energy use. As part of the American Recovery and Reinvestment Act (ARRA), the NJ Board of Public Utilities has received funding from the federal government to increase participation in New Jersey's Clean Energy Program and allow the WARMAdvantage Program to be statewide and inclusive of oil and propane customers.



Easy Plan Update

Due to the unseasonably cold winter it is likely that our original estimates for your **Easy Pay Plan** are less than your actual fuel usage. Many of our customers have already increased their budget payments to avoid a large bill at the end of the heating season, if you have not and would like to do so please call our office today!

MedfordHeating.com
has added convenient
online bill pay!

Checks and Credit Card are
accepted. Use our secure web
portal to pay for your Bioheat or
service anytime day or night!

Air Conditioning Tune-up!

Stay ahead of summer, call (609) 654-2188 today to schedule your air conditioning tune-up!

Normal usage and general wear and tear can make your central air conditioning system work harder, airborne dirt and debris can clog filters and affect proper and efficient operation. This can result in greater-than-normal wear on fans, motors, and moving parts within the system making an annual maintenance program important for your system.

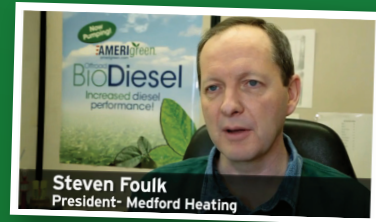
Think about your air conditioning system right now, that stretch of hot muggy days will be upon us sooner than we all think. When you reach for the thermostat you want to hear the purr of an efficiently operating system that is properly tuned to produce the comfort you deserve. **Call on Medford Heating for service, maintenance and tune-ups at (609) 654-2188.**



Become a Bioheat Expert

- Q What is Bioheat?**
A Bioheat is a blend of conventional heating oil and ASTM certified biodiesel.
- Q Why should I want to use Bioheat?**
A For many reasons including:
 - Bioheat improves your heater's overall efficiency.
 - Bioheat reduces emissions, improving local air quality.
 - Gradually dissolves gunk & grime (from petroleum) that builds up in tank and lines that can cause system malfunction if not cleaned.
 - Supports American energy independence, reduces dependency on foreign oil.
 - Supports American Economy.
- Q How much is Bioheat going to cost me?**
A Bioheat is cost-competitive with conventional heating oil. You will now get far greater performance and system benefits from using Bioheat than conventional heating oil for the same price.

Check it out!



Medford Heating owner, Steve Foulk, explains the benefits of bioheat. Find out why Medford Heating chose to become the first business in South Jersey to switch to bioheat. **Visit medfordheating.com to view.**

- Q How do you know this is going to work when I need it to?**
A Bioheating oil has been used in the Mid-west for nearly 20 years. Biodiesel leaves your system running cleaner inside and out, improving your heater's efficiency ensuring your heater is reliable when you need it most.
- Q Do I have to do anything to my heater?**
A Bioheat is completely compatible with conventional oil heaters. No modifications are necessary. Bioheat is blended with conventional petroleum so it can be mixed with the fuel already in your tank.
- Q What else do I need to know about Bioheat?**
A Bioheating oil is the next step in oil heat technology. You are being upgraded to the most efficient fuel available to the oil industry. We have committed our company to providing this environmentally-friendly, American product because we believe this is the right thing to do. Using Bioheating oil gives you a superior product while at the same time improving local air quality and supporting American energy independence.



EASY PAY PLAN

Now there's a way for you to get more control over your budget... and say goodbye to unexpected high energy bills! Our Easy Pay Plan takes your yearly fuel costs and divides them into equal monthly payments. So, no matter what Mother Nature sends our way, you'll have the peace of mind and convenience that comes from knowing exactly what your fuel budget is each month.

How Easy Pay Plans Work

It's really simple. We examine your past usage to forecast next year's fuel costs. Then, we simply divide that amount into equal monthly payments. At the end of the period, we'll either credit your account for the following year or bill you for the remaining balance due.

So rest easy. Get control of next winter's energy budget now. It's easy... and smart!

Simply give us a call at (609) 654-2188 and we'll set you up for our Easy Pay Plan!

Fuel Oil vs. The Others

The Real Facts May Surprise You

Sometimes what we think is not necessarily the truth. Take for example these fundamental facts about fuel oil, natural gas, and propane.

- Oil heat fuel and technology is cleaner than ever.** Today's low sulfur fuel and BioHeat blends mean fuel oil is cleaner than ever. With a modern heating technology, oil is as efficient and clean as natural gas - without the pollution from natural gas pipelines. Plus, all Medford Heating customers receive Bioheat!
- Natural gas is not so green.** Natural gas is 95% methane. Leaks from natural gas pipelines account for 18% of all methane emissions each year. Methane has 70 times the global warming potential of carbon dioxide. Many natural gas pipelines are over 50 years old and these lines account for approximately 180,000 leaks each year in the US! - According to the natural gas industry.
- Propane misses the economic mark.** What many consumers do not realize is that real heating value is proportional to the energy derived from the fuel. This means the fuel's BTU value must be considered - not just the gallon price. Therefore, to compare oil and propane one must factor in the BTU value of the respective fuels. A gallon of propane has 91,500 BTUs per gallon; heating oil has 138,690 BTUs per gallon, so it requires 1.515 gallons of propane to equal the heat equivalent of #2 heating oil. (1.515 x \$3.966) Propane is \$6.01 per gallon when compared directly to heating fuel.
- Converting is a \$ loser.** One of the most respected consumer publications, Money Magazine, has stated that "the cost of converting [from fuel oil] would be higher than any potential savings you'd get". On the other hand, an upgrade in oil heat equipment can cost half as much as a conversion. If your current boiler is 15 years old or older you can save an additional 30% per year in efficiency.

When the facts are clear, the choice is clear.

Today's fuel oil is not only the most economic way to heat your home; it's also the best choice environmentally. Please call us if you have any questions or if you would like more information on our new highly efficient oil heat technology.



Buying or Selling an Oil Heated Home?

As you may have heard, now is the best time to buy a home. Spring is a notoriously fertile time to look for a new home as many residents are eager to move the process along. With lower sale prices and plenty of homes on the market, you can find a home that best suits your needs! Oil heat provides the cleanest and most efficient heating source available, especially if you are using Bioheat!

Feel free to call us to discuss your new home purchase or sale. Medford Heating offers many services, including the inspection of heating equipment and the measurement of the tank level at the time of the closing. **Call (609) 654-2188 to learn more.**

Here are some things to remember, especially for older homes.

- 1. Is the heating system upgraded to be as efficient as it can be?**
 The new high efficiency heating systems can help save significantly on your heating bills.
- 2. Is the oil tank upgraded?**
 The vessel that carries the oil delivery should be in excellent of shape as the heating system itself. Make sure that the tank's condition is inspected.
- 3. Make sure the service provider has a good reputation.**
 For over 50 years, Medford Heating has treated our customers with respect, courtesy, and gratitude. We continually strive to exceed our customer's expectations.