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**Get the
FACTS
before
YOU ACT.**

Dear Customer,

When oil prices rise, the “opportunists” — contractors, plumbers, gas utilities — go into overdrive. They want you to pay them thousands of dollars to convert to natural gas.

They know that if you rush, you are less likely to get all the facts. They come out ahead...but you don't.

Talk to us before you act. Find out what the gas industry isn't telling you. Learn about options that can save you money and that cost much less than converting your entire system.

It won't cost you a cent to talk to us, but it could save you lots of money and aggravation.



Thinking about converting? **THINK AGAIN.**

Here are some facts that may give you pause:

1 The same old line...
For decades, utility companies, contractors and plumbers have been telling homeowners they'll **save money** if they switch. But the truth is, oil prices have been lower than gas for most of the last 20 years.* Plus, they don't tell you that fuel prices are cyclical. While one fuel may be cheaper for a few years, economic factors will cause things to change. That's why the Consumer Energy Council of America has said that "switching fuels makes no economic sense."

*Energy Information Administration

2 Beware the hidden costs.
The full costs of conversion are often left out of the opportunists' estimates—costs like removing your tank, re-lining your chimney and running a gas line. These will add thousands of dollars that you don't have to spend if you just upgrade your oil heat system.

3 History is on our side.
Oil prices may be high now, but history tells us that they will not last. In 1990, when prices rose, it was followed by the lowest oil prices in a decade. In 2008, the price spike was followed by another big drop.

4 Breakthroughs in oil heat technology.
New advancements are making oil heat equipment much more efficient. Technology already in play in Europe has achieved system efficiencies of 95% AFUE.** Increasing availability of biofuels and ultra-low sulphur fuels promises an even greener and renewable future for heating oil. All these advancements come with personal service that no utility company can match.

**Annual Fuel Utilization Efficiency

Clean and cheap? Not quite.

"Fracking," the new drilling process that's helping keep natural gas costs lower now, is starting to face major resistance—which will likely impact supply. Entire communities are up in arms over well water so tainted it can be lit on fire. (See gaslandthemovie.com.) New York state has already passed a temporary moratorium on fracking. And a new Cornell University study just concluded that natural gas production from shale gas contributes much more to global warming than oil, or even coal, production.***

In addition, the electricity industry is switching from coal-powered generators to natural gas generators, driving up gas demand.

The likely result? Much higher natural gas prices for the average homeowner.

***"Methane and the Greenhouse-Gas Footprint of Natural Gas from Shale Formations," Cornell University, April 2011

"The take-home message of our study is that...shale gas is worse than conventional gas and is, in fact, worse than coal and oil."

— Robert Howarth, Cornell University

There is no “sure win” in switching from one fuel to another...the real win is cutting your fuel use.

Call us to learn about the ways that you can cut your fuel bills without the big investment and hassle of conversion.



**Once you switch,
there's no turning back.**

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BEFORE YOU ACT.**