

# In Rhoads

WINTER  
2012

## *Small decisions, Big impact*

We've had a very early snow, cold nights and predictions for a snowy winter. Welcome to the heating season in Central Pennsylvania.

With work, family obligations and other responsibilities, we're all busy this time of year. But sometimes, our busy lifestyles prevent us from taking a bit of time to make small decisions that can ultimately have a big impact. A prime example: how you approach home heating.

Whether you heat with oil or natural gas, I encourage you to take time to ask yourself two basic questions as winter gets underway:

- 1) "How can I reduce my energy usage?"
- 2) "How can I cut my winter energy costs?"

The answers can involve turning down your thermostat and better insulation. Or, they may involve system maintenance that improves efficiency. Rhoads Energy also offers ways to help you save: budget payments, our cap-price program, and more.

If you take time to consider a few simple steps to explore cost savings, you can achieve measurable results. Check our website for details on programs that help you achieve efficiency and savings. Have an idea you want to share? Join us on Facebook for an ongoing discussion this winter and for ideas that have helped others.

We hope you enjoyed a wonderful holiday season and look forward to serving you this winter, and beyond.

  
Michael DeBerdine III

## *Seek peak efficiency... Save big*

Creating peak efficiency within the home is the key to reducing winter energy bills. Here are several simple steps that any homeowner can take to cut costs this winter:

**Do-it-yourself.** Clean registers, baseboard heaters and radiators, making sure no heating outlets are blocked by furniture, carpet or drapery. Clean or replace any furnace filters regularly throughout the heating season to ensure systems are functioning at peak efficiency. Using weather stripping on doors and windows and ensuring adequate insulation can go a long way in keeping your home warm and toasty.

**Regain control.** Consider purchasing a programmable thermostat so you can better control your usage throughout the day. Homeowners can save around 10% a year on heating bills by simply turning thermostats back 10°–15° for eight hours per day.

**Budget your payments.** We offer customers the option of stretching out payments throughout the year to avoid costly bills during the heating season. Budgeting your payments allows you to plan for a monthly bill that remains the same throughout the year, helping you avoid any surprise spikes over winter months (*See the article on page 2 for further details.*)

**Use ceiling fans for air circulation.** In cold weather, set the fan to blow *toward* the ceiling. This pushes warm air away from the ceiling and evenly distributes heat throughout the room.

By following these and other simple steps outlined in this newsletter, you'll ensure peak efficiency this winter, prolong the life of your heating system, and save big throughout the season.

## *Premium Protection = Peace of mind*

Your heating and cooling systems are among the most expensive - and important - products in your home. When they operate at optimal efficiency, they use less energy, which can translate into big savings - as much as 13% during a heating season.

As with any major investment, it's important to have an "insurance policy." Rhoads Energy offers a Premium Protection program for your oil heat, natural gas, and air conditioning equipment — an affordable service contract that provides peace of mind and helps you avoid expensive repair bills.

With Rhoads, you get the region's most comprehensive plan — 24-hour emergency service, annual maintenance, and complimentary repair and replacement of covered parts. For one low cost, you'll know that your system is running at peak efficiency, and that small problems are being found before they become large (and expensive) ones.

For details, or to enroll, visit [www.RhoadsEnergy.com](http://www.RhoadsEnergy.com) or call 717.397.5277.

## Winter Energy Efficiency Quiz

Think you know your stuff when it comes to energy efficiency? Test your knowledge below (and get some money-saving tips in the meantime!)

### 1. What percent of yearly natural gas home heating use occurs between December and March?

- a. 25%
- b. 40%
- c. 55%
- d. 60%

### 2. How much can the average consumer save on their energy bills by plugging leaks at windows and doors with weather stripping?

- a. 5%
- b. 8%
- c. 10%
- d. 14%

### 3. How often should furnace filters be cleaned or replaced to avoid restricted airflow?

- a. Once per week
- b. Once per month
- c. Once every three months
- d. Once every six months

### 4. For every degree you lower your heat below 70°, up to what percentage can you save on your energy bills?

- a. 2%
- b. 3%
- c. 5%
- d. 8%



**Answers: 1.c, 2.b, 3.c, 4.d**



## The Budget Payment Plan: Plan better... save more

When your family is trying to stick to a budget, spikes in your energy bills over the cold winter months can become a real financial burden. With our Budget Payment Plan, you pay 11 equal monthly installments for oil heat costs, so you never have to worry about surprises on your bill.

The average heating oil customer uses about 700 gallons of oil per year. That translates to about \$2,700 in payments *just* over the winter months—an expense that would be tough for any budget-conscious family to foot.

ANNUAL GALLONS USED	11 MONTH BUDGET FOR HEATING OIL	BUDGET PLUS SERVICE CONTRACT
500	\$175	\$199
700	\$245	\$269
1,000	\$349	\$374
1,500	\$526	\$549

\*Assumptions based on full tank at the beginning of the budget plan and estimated oil price of \$3.859 for entire budget plan.

### Our Budget Payment Plan offers customers a variety of money-saving advantages:

- Average payments of \$250 per month for 11 months, rather than several payments of \$700 - \$1,000 during peak winter months.
- If you pay by the due date each month, you automatically receive a 10-cent per gallon discount on your deliveries.
- We pay you an annualized rebate rate of 3% on all credit balances each month – tax-free earnings that are far better than you'll get from a typical bank account.
- Credit balances roll over into the next year, reducing payments even further.
- Service Contracts on heating equipment and AC can also be added to the budget plan for \$25 or less per month.

To learn more about the Budget Payment Plan, or to enroll, visit [www.RhoadsEnergy.com](http://www.RhoadsEnergy.com), click "Contact Us," fill out the form and check "Budget Plan Information." Or call one of our friendly customer service representatives today at 717.397.5277.



## *Rhoads technicians: Experts you can trust*

A service program is only as effective as the individuals performing the work, and consumers should make sure that their regularly scheduled service work is being handled by an established company that has experienced, nationally certified technicians.

Rhoads is proud to say that every one of its technicians is required to complete extensive heating oil and natural gas certification programs. Our experienced team can handle repairs and maintenance on a wide range of heating systems, and is able to identify a problem before it can become a major service disruption.

At Rhoads, we take pride that our technicians are courteous as well as highly trained. Our service staff will always carry proper identification and will be driving an official, company-logoed service vehicle. To schedule an appointment for service, call 717.397.5277.

## *Take care of your home heating equipment — so it can take care of you*

According to Environmental Protection Agency estimates, regularly maintained heating units can save a typical household as much as 13% every heating season. Regular maintenance can also extend the life of a heating system by 20 to 30%.

A yearly clean-and-tune by a certified technician can enable your home heating system to operate at peak efficiency. The Department of Energy recommends having gas-fired equipment serviced every other year and having oil-fired boilers cleaned and tuned once a year.

Rhoads Energy offers the expertise of technicians with years of experience servicing a variety of equipment and systems. Rhoads Gold Certified technicians are available 24/7 to take care of basic service — as well as specific problems you may have with your home heating system.

To contact our service department, visit [www.RhoadsEnergy.com](http://www.RhoadsEnergy.com) or call 717.397.5277.

## *And the winner is . . .*

Congratulations to Dennis Y. from Marietta, who won a \$25 Gift Card from our Facebook drawing. Thanks for being our fan, Dennis! Also, Nick P. of Bainbridge took home a \$25 Gift Card for signing up for Rhoads Energy's E-newsletter. Find us on Facebook at [www.facebook.com/rhoadsenergy](http://www.facebook.com/rhoadsenergy), and sign up for our E-newsletter at [www.RhoadsEnergy.com](http://www.RhoadsEnergy.com) to receive energy savings tips and special offers from Rhoads.

## *Rhoads does that?*

All of our customers are aware that we offer heating and cooling service and installation, but they may not know about all of the services and programs we provide. From geothermal, to radiant floor heating, Rhoads offers comprehensive energy services to meet any family's needs:

- **Heating & Cooling Service & Installation**
- **Heating Oil Delivery**
- **Natural Gas**
- **Geothermal Systems**
- **Radiant Floor Heat**
- **TankSure**
- **Premium Protection Plan**
- **Budget Payment Plan**
- **Comfort for Life Program**
- **Natural Gas & AC Service Contracts**
- **Fleet Fueling**
- **Voyager Card**
- **Annual Maintenance**
- **Online Bill Pay**

To learn more about any of the services listed above, please visit us online at [www.RhoadsEnergy.com](http://www.RhoadsEnergy.com).

### **Refer a friend, get \$50!**

Existing Rhoads customers who refer a new oilheat customer will receive a \$50 credit for heating oil. It's easy — have your friend mention this ad when they call Rhoads Energy, and tell us you sent them. We'll credit your account with \$50 for every referral!

**CALL RHOADS ENERGY TODAY!**



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# In Rhoads

A newsletter from  
Rhoads Energy

WINTER  
2012

*In this issue . . .*

OVER **90** Since 1917  
YEARS OF COMFORT

- **Small decisions, Big impact**
- **Seek peak efficiency... Save big**
- **Premium Protection = Peace of mind**
- **Winter Energy Efficiency Quiz**
- **The Budget Payment Plan: Plan better... save more**
- **Rhoads technicians: Experts you can trust**
- **Rhoads: Doing well by doing good**
- **And much, much more!**

## *Rhoads: Doing well by doing good*

At Rhoads Energy we consider it part of our mission to support our neighbors and our community. We are proud to be recognized for doing what we see as doing well by doing good:

- Rhoads Energy was a finalist for the Lancaster Chamber of Commerce's Samaritan Counseling Center's Business Ethics award, which recognizes businesses, organizations and individuals who stand apart in their dedication to corporate social responsibility in their employment practices, civic activities, environmental concern, and ethical conduct.
- Rhoads Energy received a Gold Award from the United Way of Lancaster, recognizing a specific level of giving for 2011 thanks to the generosity and commitment of our employees.
- Rhoads is proud to have supported Lancaster Barnstormers in their 2011 season. Look for the Rhoads Energy sign at the Barnstormer's ice park!



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