

# Count on Carroll!

**CF CARROLL**  
FUELS • SERVICE  
[www.carrollfuel.com](http://www.carrollfuel.com)

Spring 2009



## Thank You for Your Patience

Dear Friends,

**H**AVE YOU EVER BOUGHT SOMETHING that said “some assembly required”? You start putting it together thinking you just need a bit more time to get it right—but it ends up being much more complicated than you thought it would be.

This is a perfect analogy for our new computer system, which has turned out to be a lot harder to integrate than we were led to believe.



Howard, Rick and John Phelps

Although we're excited about the benefits you will see from this new technology, we're troubled that the effort to implement this system has caused a temporary interruption in the quality of service you have come to expect when you call our office.

Perfecting the new system, combined with the heavy volume of calls during our busy season, resulted in many of our customers being left on hold for far too long.

We realize this has been frustrating, but we are very close to resolving these challenges. We apologize for the inconvenience and thank you for your patience during this transition period.

Please be assured that we are doing all we can to provide you with better service and greater value than any other company in the area. On behalf of all the Carroll employees who work hard to keep you satisfied, thank you once again for your patience.

Warmly,

John, Rick and Howard Phelps

## We Treat You Right

**U**NLIKE SOME COMPANIES, we don't give you the runaround or play games with hidden fees. We save you money with comprehensive service plan protection, and we are always glad to spread out your winter fuel bills into more manageable monthly payments.

**Julie S. of Phoenix, MD** recently discovered the “Carroll Difference”. Julie says she came to us because she always had a difficult time with her billing statement from her fuel dealer.

“One month, they charged me double the normal amount and I had to call to get it corrected,” she says. “They also wanted me to sign a fuel contract this year that had a \$500 cancellation fee. That made me uncomfortable, especially if they defaulted on their customer service.”

Julie says when she called to sign up with us, the service and receptiveness from our office staff was “wonderful.”

“My old dealer tried to get me back with an offer. But I don't want special treatment after I've left. I want it as an existing customer so I have a reason to stay—not to leave!”



## Tell us a Story, WIN Dinner for Two

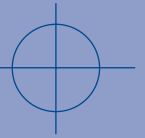
**C**an you remember a time when we came through for you in a difficult situation? Did one of our employees go above and beyond the call of duty for you? If you have a story that illustrates our commitment to great service, we'd love to hear from you. We'll randomly select one entry and award the winner a dinner for two at their favorite restaurant.

(Up to \$100 value.)



Email your  
**Best Service Story** to our  
customer account specialist,  
**Tindy Henderson:**  
[tindy.henderson@carrollfuel.net](mailto:tindy.henderson@carrollfuel.net)

# SEEING DOUBLE? ASK THE EXPERTS



**Q:** Is now a good time to replace my heating or cooling system?

**A:** Absolutely! You can now get a federal tax credit of 30%, up to \$1,500, of the cost to purchase a qualifying high-efficiency system. **This is a credit, not a deduction.** That means you can take every dollar of the credit off your federal income taxes.

**Q:** Why is the government giving me a \$1,500 tax credit?

**A:** It's part of the stimulus bill to funnel more than \$25 billion to energy efficiency and conservation programs. The bill expanded the federal tax credit for energy-saving home improvements, allowing homeowners to get a much larger credit.

**Q:** How can I qualify for this credit?

**A:** Equipment must meet certain efficiency standards and be "placed in service" at a taxpayer's principal residence from Jan. 1, 2009 through Dec. 31, 2010. Purchases made in 2009 can be claimed on your 2009 taxes (filed by April 15, 2010 using IRS Tax Form 5695 (2009 version). This form will be available in late 2009 or early 2010. A Manufacturer Certification Statement is also needed to qualify.

Please call us or return the enclosed card to learn more about this unique savings opportunity. See related article on page 4.



**John Marshall**  
Master HVACR Technician

**Dan Marshall**  
Master Plumber

**Q:** What does "hard water" mean?

**A:** It means water that contains a lot of minerals. Pipes, faucets, showerheads and appliances can become clogged with mineral deposits. Filtering your water can eliminate this buildup and make your water "soft." We can perform a detailed water test to determine exactly what your domestic water contains and then offer solutions for improving your water quality.

**Q:** But isn't municipal water treated?

**A:** Yes. Many municipalities treat water with chlorine to kill bacteria; some soften the water too. But their goal is to meet only minimum federal requirements. Installing a water treatment system will eliminate any chlorine aftertaste and other problems associated with tap water.

**Q:** Is a water treatment system a better option than bottled water?

**A:** Yes. You'll save money and help the environment by switching to a water treatment system. The highest-quality bottled water is actually produced by reverse osmosis filtration, which is the method used by one of the water treatment systems we install. Over time, a filtration system will pay for itself.

If you would like to schedule a water quality test or have questions about our plumbing services, call us or return the enclosed reply card.

## JOHN'S AIR CONDITIONING TIP



Check the filter in your air conditioning system about once a month and change/clean it when necessary. A cooling system with a dirty filter uses up to 5% more energy than a system with a clean filter.

## DAN'S PLUMBING TIP

If you suspect your toilet tank is leaking water into the bowl, put several drops of food coloring into the tank after it fills with water. Let it sit for a few hours without flushing. If the color shows up in the bowl, you know water is leaking from the tank. This is caused by a bad seal.

# Answering Your Questions About Price Protection



**Wendy Stepanoff**  
Customer Support Manager

## **Q:** Is a price cap always my best option?

**A:** There's no one type of program that always works out the best. Many people like the cap because it gives them a feeling of certainty. But it's not guaranteed to save you money. In two of the last three years, customers did fine just paying our daily price. While there's no cap, there's also **no fee**, and your price is guaranteed to go down when oil prices drop. In the last 17 years, oil prices have actually dropped more in the winter than they've risen. So what you choose really depends on your personal situation, and which option makes you feel most comfortable.

## **Q:** Why is there a fee for your price cap?

**A:** In order to provide a price cap, we must purchase a costly form of insurance from our suppliers. This is what allows us to lower our price when market prices drop. We cannot absorb the full cost of this insurance, which is why we charge a fee. But we absolutely do not make money from the fee. Some companies offer free price caps, but that usually means they haven't purchased enough "downside protection." When prices fell last year, people with these free price caps were stuck paying 30 to 40 cents more per gallon than customers who had true price protection, which is what you get from Carroll.

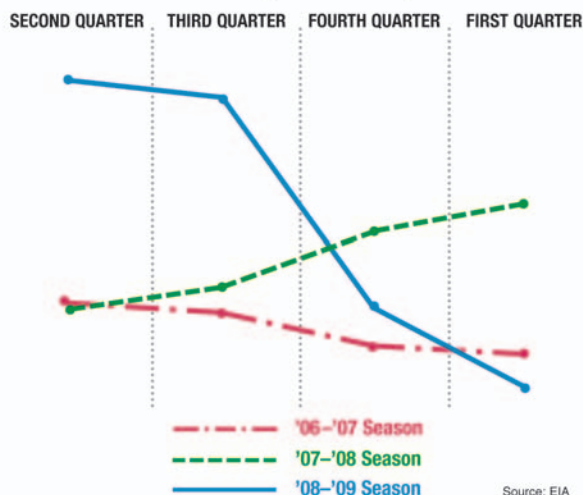
**Q:** My neighbor gets her fuel from another oil dealer and her prices were more than \$2 a gallon higher than mine. Why was there such a big difference?

**A:** It sounds as if she was locked into a fixed price contract. Although people with a fixed price save money when the market price of oil rises, they can't benefit when market prices fall, as they did this year. We never want our customers to be stuck in this situation. We therefore do not offer a fixed price program. We like a price cap because it offers true price protection: It guarantees you won't lose money if market rates fall and saves you money if market prices go above the cap.

**Q:** How can I enroll in your price protection program?

**A:** You can now visit our website, log in to your account, see the cap price for that day (prices will change daily) and decide for yourself if the time is right to cap your price for next season. No more enrollment deadlines!

### Wholesale Heating Oil Prices, 2006–2009



You can now sign up  
for a price cap online at  
[www.carrollfuel.com](http://www.carrollfuel.com)

If you have a question for Wendy about fuel prices and your pricing options, email her at [wendy.stepanoff@carrollfuel.net](mailto:wendy.stepanoff@carrollfuel.net).

*Count on Carroll!*

- you could win a mini-laptop\*
- save thousands on a new system

\*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

## Tune-Up and Save!

**I**F YOU DON'T NEED a new cooling system, remember to have your central air or heat pump system serviced before the summer heat. One study has shown that the average monthly savings from an air conditioning tune-up can exceed \$30!\*

conditioning tune-up can exceed \$30!\*

That's because tune-ups increase system efficiency, which is boosted when we give your system our thorough maintenance service. This includes cleaning indoor and outdoor coils, checking the refrigerant charge

and cleaning and adjusting blower components. Tune-ups also allow us to pinpoint potential problems, saving you money on what you might have spent on a costly repair.

So avoid the expense and inconvenience of a summer breakdown by scheduling your annual cooling tune-up now.

If you have a service plan, your cooling tune-up is already paid for. Don't have a cooling service plan yet? Contact us today to find out how you can save on cooling coverage right now.

Call us or return the enclosed card to set up an appointment for your tune-up. You'll save money and keep your cool through the long hot summer.

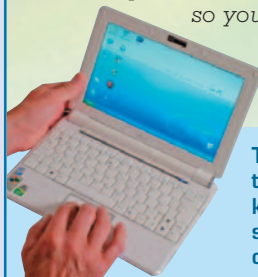


# WIN a Mini-Laptop!

\$400 value!

**HERE'S YOUR CHANCE** to enjoy the latest in computer technology.

Enter to win a 10-inch "netbook" mobile Internet device with the power of a full-sized laptop! **Five prizes will be awarded**, so your chances of winning are greater than ever!



To enter, read this newsletter and answer the questions on the enclosed card. Correct answers received by 7/31/09 will be entered.

The **Asus EEE PC 1000** weighs less than 3 lbs., features a large screen and keyboard, provides battery life of up to seven hours and offers high-speed connectivity. Multiple colors available!

**Congratulations**

to **Arnold Schunick**

winner of the Apple iPhone 3G contest in our fall newsletter.

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

## Save Thousands on a New System

**E**VERYONE ELSE SEEMS TO BE getting a "bailout," so why not you? At Carroll, we can bail you out from summer's heat—and save you thousands of dollars in the process.

Thanks to the federal stimulus bill, you can get a \$1,500 tax credit on qualifying cooling systems. This means, for example, that if you spend \$5,000 on a new system this year, you can take 30% of the cost—\$1,500—and claim it as a credit on your 2009 income taxes (filed in 2010).

To sweeten the pot we're offering our own money-saving deals on new systems:

Purchase a qualifying Carrier system and get as much as \$1,100 in Cool Cash rebates.\* A FREE 10-year parts warranty and 6-month financing with 0% interest also available.

A new comfort system provides even more savings because it can cut energy costs by 30% or more. Combine these savings with the tax credit and Carrier rebate savings, and you can see this is **ONE GREAT DEAL**.

Call or return the enclosed card to find out more and schedule a FREE no-obligation comfort consultation.



up to **\$2600**  
**total savings!**

\*Louisiana State University and Gulf State Utilities

\* Limited time offer. A 10-year labor warranty may be substituted for rebate.