

Count on Carroll!

CF CARROLL
FUELS • SERVICE
www.carrollfuel.com

Spring 2010

When You Use Less Fuel, Everyone Benefits

Dear Friends,

SOME PEOPLE THINK that fuel companies want their customers to use more fuel. We can't speak for other companies, but at Carroll the opposite is true. We understand that one of the keys to customer satisfaction is helping you use less fuel. Not only is this good for the environment, but it saves you money too.

There is lots of good news in this regard. Heating and cooling



Rick, John and Howard Phelps

equipment is becoming more efficient every year; we have a wide range of equipment, products and services to help reduce your energy costs. Also, there is movement toward ultra-low-sulfur fuels, which we expect to be available in the next couple of years.

Fact: Heating Oil Is Getting "Greener"

You may be surprised to know that the heating oil industry has reduced its carbon footprint by 40% over the last 30 years. Today, it is estimated that within two to three years heating oil will have the same carbon emission levels as natural gas. (And unlike natural gas, oil does not contain methane—a powerful greenhouse gas.)

Carroll has been certified as an authorized saving expert for the Baltimore Gas and Electricity (BGE) rebate program (see page 2 for more). We think your future includes more efficiency and greater savings, and we are here to show you the way.

Warmly,

John, Rick and Howard Phelps

Carroll Difference #7:

We Go the "Extra Mile"

Any fuel company can "come through" when it's 50° out and the roads are clear. But what about when it's freezing outside and the roads are filled with ice and snow? David Horch of Frederick experienced the Carroll difference firsthand on Jan. 8.

After forgetting to call for fuel, Mr. Horch ran out and called us for an emergency delivery. With the forecast in the single digits, our driver went out and made several attempts to get up Mr. Horch's long hilly (and icy) driveway. It was impossible.

"Not long after this," Mr. Horch recalls, "a white SUV pulled up my drive. It was Joe Mathias from Carroll. He told me it was his day off, but he'd heard about our problem and he wanted to see what he could do."

Service and Commitment

After looking things over, Joe agreed that an oil truck couldn't make it up the drive.

"About an hour later Joe called," says Mr. Horch. "He said he felt bad about our situation and he had a solution. So he drove to Carroll from his home in Taneytown, filled a bunch of five-gallon cans with heating oil and then drove all the way out to my house. We used a big funnel to pour the oil in the tank. Joe got our heat going."

"You cannot buy the kind of service and commitment that Joe Mathias showed us that day."

Carroll employees like Joe are why you can always count on us to go the extra mile.



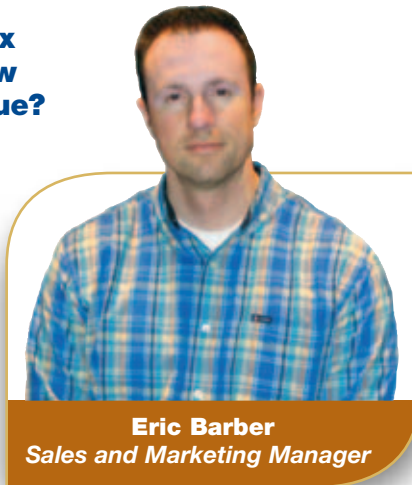
Joe Mathias

OUR EXPERT Talks About Tax Credits and Rebates for New Equipment

Q: I've heard there are tax credits and rebates for new heating systems. Is this true?

A: Yes. The federal stimulus package includes a tax credit for up to \$1,500 for energy-efficient improvements, including the installation of high-efficiency heating and cooling systems. This income tax credit ends this year.

Baltimore Gas & Electric (BGE) is also offering rebates. Carroll can install equipment that qualifies you for these rebates. Depending on which equipment you buy, you could save up to \$900. Carroll also has special financing available. For more information, go to www.carrollfuel.com/aboutus/deals.php.



Eric Barber
Sales and Marketing Manager

Q: Do these incentives apply to other improvements?

A: Yes. Both the federal tax credit and the BGE rebates cover other energy-related improvements, including home energy audits, duct sealing, diagnostic tune-ups, water heaters and insulation. Carroll is a registered contractor for the BGE Smart Energy Savers Program as well as a BGE saving expert. We will be happy to answer any questions you have.

Warm for the Holidays

LOSING YOUR HEAT IS BAD NEWS AT ANY TIME, but it's even worse right before Christmas—and that's just when it happened to Ronald Cuffie of Baltimore.

Mr. Cuffie called us on Dec. 22 to report that he'd lost his heat. Our sales coordinator, Brenda Alban, scheduled Comfort Consultant Dave Wertz to go out and perform a "site survey" at 10:30 a.m.

Dave had bad news for Mr. Cuffie. The heating system was shot and needed to be replaced. After explaining what the options were, Dave worked up an estimate and Mr. Cuffie signed the contract on Dec. 23.

Knowing how important it was for the customer to have heat on Christmas, we put two crews on the job. Thanks to their teamwork, we installed the system—which normally would have taken two days—in a single day. As a result, the Cuffie home was warm on Christmas Day.

It makes us feel good when we can come through for our customers. And you can rest assured that if you ever have an emergency, we will be there for you too.

A Carroll representative (left) meets with satisfied customer Ronald Cuffie.



Cut Your Energy Bills Today

5 simple steps you can take now

1. Turn off exhaust fans when you're done using them.

Kitchen and bathroom exhaust fans not only remove smoke and odors, but they also remove heat. Remember to turn them off after a few minutes.

2. Use compact fluorescent lamp (CFL) light bulbs.

CFLs use about 75% less energy than incandescent bulbs, and they can last up to 10 times longer.

3. Seal cracks around doors and windows.

These gaps cost you money all day, every day. You'll find caulk and weatherstripping products at your local home center. Don't forget special insulating pads for behind switch plates — another heat loss culprit.

4. Kill the "vampires." Energy "vampires" include MP3 players, cordless phones and gaming consoles—any electronic device that consumes power when it is off.

With an advanced power strip, you can shut off some appliances and keep others on, like DVRs and alarm clocks.

5. Get a programmable thermostat.

It lets you "program" your heating and cooling based on your schedule. If you already have one but don't know how to use it, you can probably find a user's manual online. Just "google" the make and model number, read the manual, set the thermostat — and start saving!



Would You Like a Healthier, More Comfortable Home?

Carroll Home Services is our expert installation and service division. All of our technicians are trained to solve your home comfort problems and enhance the quality of the air inside your home. Here are just some of our solutions.

Performance Fan-Powered Humidifier

Are you "shocked" by static electricity in your home? Is dry skin driving you to distraction? Carrier has the answer: the Performance Series fan-powered humidifier. It blows moisture vapor directly into your ducts, ensuring correct humidity levels for greater comfort in every room of your home.



HYBRID HEAT Split System

A Carrier HYBRID HEAT split system is your year-round home comfort solution. It has a heat pump, which cools your home on hot days and provides efficient heating when temperatures are moderate. When the weather gets colder, the hybrid system's oil- or gas-fired furnace takes over.



Germicidal UV Lamps

Carrier ultraviolet (UV) lamps, which install easily in your ducts, zap mold and bacteria that can grow in the moist environment of your air conditioning system, especially the coils. The UV light kills these contaminants, keeping the air in your home healthier and safer.



Infinity Air Purifier

The Infinity air purifier doesn't just filter air. It captures and kills airborne pathogens, such as bacteria, viruses and mold spores. This whole-house air cleaner re-purifies indoor air up to eight times an hour.



Every home has issues. Carroll can "clear the air" in your home. Call us today for expert advice and state-of-the-art solutions.



No One Installs It Like Carroll

Of course quality equipment is important, but who *installs* your system is as important as who makes it. At Carroll, we take pride in our reputation for precision installations. We get it right the first time because we:

- ✓ take the time to determine which equipment is right for your home.
- ✓ are experienced pros who install hundreds of systems each year.
- ✓ require all our technicians to attend factory training classes.
- ✓ conduct in-house training and troubleshooting sessions.
- ✓ respect your home and carefully clean up after we're done.
- ✓ follow up to make sure your new equipment is working properly.

Carroll is known for the great care we take when installing new systems. We want you to be so impressed with our work that you recommend us to your friends and neighbors.

Community Corner

THE COMMUNITY INVOLVEMENT AND CORPORATE GIVING COMMITTEE, or as we call it, "Carroll Cares," is a group of Carroll employees who identify charitable events and volunteer activities to sponsor or participate in.

Some events we currently sponsor are the Muscular Dystrophy Association (MDA) Golf Tournament, the Johns Hopkins Children's Center Golf Tournament; Making Strides Against Breast Cancer Walk and the GEDCO Food Drive.

If you would like to request support for your event or organization, please submit your request in writing to Corporate Giving Committee, 2700 Loch Raven Road, Baltimore, MD, 21218, or fax it to (410) 366-1223.

Carroll employees collect food for the GEDCO Food Drive.



Count on Carroll!

- Heat your home free for a year!
- Save Up to \$2,400 on a New System

Q & A With Wendy

Some fuel companies are playing “games” these days that can mislead unsuspecting customers. I like to pull the curtain back to expose the truth. Here are a couple of examples that came up this month.

Q: I got a postcard from a big fuel company with a really good price. But then I found out my neighbor is paying 50¢ a gallon more with the same exact company. What's the deal?

—L.M., Baltimore

A. Everyone likes a bargain, but no one likes to be taken. What companies like this one don't tell you is that the low price is temporary, designed to get you in the door. But once they have you for a while, they step your price up until you are paying much more than you do with us. Unless you like playing “musical oil companies” every year, you should ask them to show you their posted price for existing customers for a few seasons. That way you can really compare.



Wendy Stepanoff
Customer Support Manager

Q. I see some companies say they have “free” price caps. You guys charge for a price cap. Why can they do it for free?

—G.G., Bethesda

A. The fact is, they can't. What these companies do is build the cost of the cap into their price per gallon. Most of them have several different “posted” prices, one for cap customers and various prices for everyone else—and the cap customers' price is 20¢ or 30¢ higher. But that's not all. Last year, when prices dropped, these companies' prices came down much more slowly than others' prices, including ours. At one point, their customers were paying 33¢ a gallon more than ours were. We think it's better to play it straight with you. To offer a true price cap, all fuel companies need to buy a type of price insurance. We let you see the cost of this insurance clearly and up front. Then you can decide if you really want the price cap.

Questions? Email me: Wendy.Stepanoff@carrollfuel.net.
If we use your question here, we'll send you a \$25 credit.

Win a year of heating oil!

Just imagine keeping your home warm next winter without paying a penny. It could happen if you are the winner of our latest contest. All you need to do is take a few minutes to complete the enclosed customer survey. You can also

enter to win by completing the survey online at www.carrollfuel.com. Everyone who enters will be entered in a random drawing to win a year of heating oil (600 gallons maximum).

Completed survey must be received by 8/31/10.

