



# warm thoughts

from CHRISTOFF MITCHELL PETROLEUM

winter 2012

## PERSONALLY SPEAKING

### can you put a price on reliable neighborhood service?

Dear Friends,

Some of you have asked us about another company's door hanger "ads" for propane that's offered at a super-low price. So what's behind this "great deal"?

The truth is, this is a classic bait-and-switch tactic. This particular company can afford to "swallow" the cost of a super-low introductory price— up to a point. Meanwhile, they're charging their current customers at least 75¢ a gallon more!

Once you've signed on the dotted line and the introductory period is over, they step up your price (hoping you won't notice) until you are paying much more than you would with CMP. (See the related article, "don't get bluffed," on page 3.)

So stick with us and we'll help you

save money the right way— with tune-ups and upgrades to energy-efficient systems.

Plus, when you call us for service, you will always reach a service representative right here at our office. You'll speak to someone who understands your concerns and can address them with the immediacy they deserve. We are here to help you day or night. That's reliable neighborhood service—the kind you can't put a price on!

Warmly,

Rusty Christoff and Jeff Mitchell



Rusty Christoff and Jeff Mitchell

### we'll help you weather any storm

Doesn't it seem like extreme weather events are becoming the norm? First, there were last winter's record snows, and then over the summer came a hurricane, a tropical storm, damaging floods and even an earthquake.

Mother Nature's latest treat was to trick us with a freak snowstorm right before Halloween. The heavy snow brought down trees and power lines, closed roads and knocked out power for thousands. Many of our employees' homes were also in the dark.

During this time, we responded to **four times more** no-heat emergency calls than normal. To meet this high demand, our team worked around the clock to help our customers. Sure, we ran into a lot of obstacles, but we know that you rely on us to keep your family safe, warm and comfortable—through all kinds of weather. It's a responsibility we take very seriously.

As another winter sets in, we want you to know that **you can depend on CMP** to be there for you when it matters the most—regardless of the next trick Mother Nature plays on us.



## Win a Weber grill!

Make next summer's backyard barbecues spectacular ones with this high-end Weber propane grill. Read this newsletter and answer the questions on the enclosed reply card. All entries received by 5/14/12 with the correct answers will be entered into a drawing for the prize.



The *Weber Summit S-420 grill* features 538 square inches of primary cooking area and four stainless-steel burners that generate 48,000 Btu's per hour of intense cooking heat. **Can't you hear those steaks sizzling already?**

Total prize value:  
**\$1,799!**

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



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win a Weber grill\*

what's the best way  
to heat your water?

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

## CMP installs and services ALL types of systems

Hoping to cut their heating bills, some of our customers have converted from oil to natural gas, only to be disappointed by the quality of their new system installation, done by their contractor (often a local plumber).

Before switching fuels, it's important to get an objective analysis of the costs and benefits of both fuels. We'll be glad to help. After doing an **honest cost analysis**, we'll tell you if it makes sense to switch. If you do decide to switch from oil to gas, it's critical that the installation of

your new equipment be done the right way.

We're experts at installing and servicing all types of heating systems—oil, natural gas and propane. We also install and service electric heat pumps and central air conditioning systems!

So whatever kind of equipment you are installing, we can handle the entire job for you. You can count on us to install your new heating (or cooling) system properly, so you'll get the most from your investment.

Call Larry Dixon to learn more, or send us an email or return the enclosed reply card.



## SNAPSHOT

Welcome aboard to Jim Burns, who joined us in October. As our customer service representative, Jim's duties include ensuring that your fuel orders are processed efficiently.

Next spring, you will be seeing Jim work his customer service "magic" at our newly refurbished propane appliance showroom.

Away from work, Jim enjoys family time with his wife, Sue, their two grown daughters (who are both third-grade teachers) and two grandchildren, Carly, 13, and Jake, 9.



Jim Burns  
customer service  
representative

## the most efficient way to heat your water

**Cutting-edge technology** is not just about phones and iPads! Innovation in home comfort can help you use less fuel, increase your comfort and save you money. At CMP, it's our business to bring you the most efficient and effective products on the market today.

One great example is the **Rinnai tankless propane water heater**. It supplies a virtually endless supply of hot water, on demand, and then, when the hot water faucet is turned off, it stops heating water. That's where the savings

come in. You don't have to keep heating the water in a tank.

While the up-front cost is slightly higher than a conventional tank unit, you can expect the Rinnai to **last as long as 20 years**; traditional water heaters—with tanks—are typically replaced after 10 years, sometimes sooner.

Another advantage of a tankless unit is that it's about the size of a carry-on suitcase and can be wall mounted. (Tank water heaters can take up to 16 square feet of valuable floor space.)

If you use electricity to heat your water or if your current water heater is nearing the end of its expected life, talk to us about upgrading to a tankless water heater! Just return the reply card, send an email or give us a call.

