

WINTER 2012

# E.T. LAWSON

Bioheating • Cooling • Plumbing • Electrical • Solar • Weatherization • Insulation

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## ● Personally Speaking ●

Special Edition:

# How to Cut Energy Costs Part 4

In the last three issues of this newsletter, we focused on the **"Three R's of Saving Energy"** – **Replace the Dinosaurs** (those old, inefficient boilers), **Replace the Dumb Controls** (with intelligent setback and smart boiler and furnace controls), and **Repair the Leaks and Insulate** (for savings off energy bills).

In this issue, we continue our theme of cutting energy costs with our **fourth R – Rid Yourself of Repair Bills** – by **enrolling in our incomparable Presidential Furnace Protection Plan**. This comprehensive plan covers *everything ...* including furnace replacement! **We can't emphasize enough how valuable it is – turn to page 6 to read more about it.**

Throughout these pages, we feature other products and services – some new, as well as tried-and-true – to increase your comfort and peace of mind:

- Our new **"My Account" online feature**, where you can view up-to-date account information and history, pay all your E.T. Lawson bills online, and much more
- Our super-efficient **Peerless Pinnacle condensing boiler and Kerr Paradigm condensing furnace** – now offered at \$2,000 OFF our original prices!
- Our new **E.T. Lawson Presidential Rewards Program** – coming soon! – where service plan customers can accumulate and redeem dollars toward valuable E.T. Lawson products and services
- Our **180-day same-as-cash financing** at no charge, which you can use toward any of our home services over \$1,000!

We also feature our **"2012 Conservation Calendar"** – feel free to cut it out and post it on your refrigerator or bulletin board. By taking little steps each month, you can make great strides by the end of the year.

Have a happy and healthy new year, and thank you very much for your patronage.

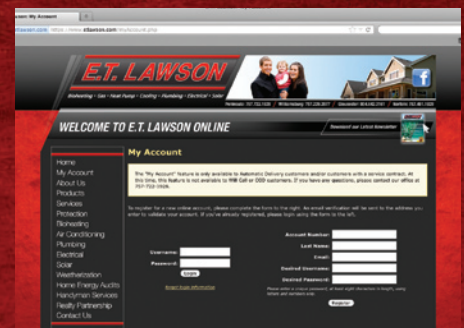
Sincerely,

Donald B. Allen, Jr.

### How Did You Cut Your Energy Costs? You Could Win a \$100 Company Credit!

We want to hear your stories – **how has E.T. Lawson helped you lower your energy bills? Drop us a line or contact us online at etlawson.com, and you could win a \$100 company credit!**

## Introducing "My Account"



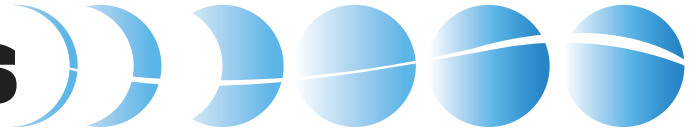
Visit [etlawson.com/myaccount](http://etlawson.com/myaccount) today for all the online conveniences you want – like ...

- Paying all your E.T. Lawson bills online
- Viewing your up-to-date account history
- Keeping track of budget payments
- Viewing your delivery, installation, maintenance and repair histories
- Requesting fuel deliveries and service calls

Here's the real beauty of "My Account": No papers to shuffle through, no office hours to worry about, and no guessing about a bill or service call. Of course, if you prefer to speak with one of our caring customer representatives, we're still only a phone call away.



# Project Spotlights



We're proud to feature two projects we've recently completed:

## Home Remodeling

Peter Mercier hired E.T. Lawson to complete over \$60,000 worth of remodeling at his Newport News home. Thanks to our handyman services division, Mr. Mercier is now enjoying a gorgeous new room addition.



## Repairing Leaks and Insulating

Clifford Dill had E.T. Lawson perform crawl space encapsulation and duct sealing, and also install AttiCat® blown-in attic insulation from Owens Corning in his Chesapeake home. The result? Mr. Dill **reduced his estimated energy costs by 40% - 50%**! (As a matter of fact, Mr. Dill's attic was done in summer 2011, and he was so pleased he asked E.T. Lawson to insulate his crawl space in November.)



### CALL US FOR YOUR FREE ESTIMATE!

From installation of energy-efficient boilers and furnaces ... to plumbing and electrical work ... to weatherization and insulation ... to handyman services, **E.T. Lawson does it all!** Give us a call today and make your appointment for a free, no-obligation in-home consultation and estimate.

# The Bioheat® Beat



E.T. Lawson is proud to offer our B2 Bioheat® blend (2% soybean oil/98% Ultra premium heating oil)! Bioheat is a non-toxic, biodegradable and renewable fuel refined right here in West Point, VA.

E.T. Lawson was talking about and offering Bioheat long before it became popular. In fact, back in the fall of 2009, E.T. Lawson coordinated and chaired a summit of Oilheat decision-makers that helped forge a path for Oilheating's future – including recommending a mandate calling for at least a 2% biofuel mix for home heating oil by 2010. These efforts led to Bioheat mandates that are either in place or pending in several areas, including New York City.

## The "Big Apple" Becomes the "Green Apple"

By October 2012, all grades of heating oil in New York City are to contain at least 2% biodiesel. This legislation, embraced by the oil industry, was passed by the New York City Council in July 2010.

In addition to calling for a biofuels mandate at the 2009 Oilheating summit, E.T. Lawson also recommended a mandate calling for the transition of heating oil to environmentally-friendly ultra-low sulfur diesel fuel. Coincidentally, July 1, 2012 marks the date that heating oil in New York must have a sulfur content limited to

15 parts per million. This will reduce the sulfur content in Oilheat by up to 99%, benefit the environment, and make Oilheating systems work more efficiently.

As a strong advocate for the Oilheating industry, E.T. Lawson's voice has echoed far beyond the borders of Virginia. Our initiatives and recommendations have encouraged lawmakers to envision a cleaner and greener future across America.

**E.T. LAWSON**

## 2012 Conservation Calendar



CUT & SAVE

### January

#### A Joyous New Year!

Begin your resolution to save energy by buying a programmable thermostat and using it to regulate heating and cooling throughout the year.



### February

#### Happy Valentine's Day!

Keep everyone you love warm and cozy – ask us about our energy-efficient solar solutions.



### March

#### March into Conservation

When those March winds blow, make sure your home is tightly sealed. Contact E.T. Lawson this month about our insulation and weatherization services.



### April

#### April Showers!

Is your shower wasting water? Ask our plumbing experts to install a low-flow showerhead that uses less water, and you'll save the energy to heat the water.



### May

#### May Flowers!

Nip energy inefficiency in the bud by arranging for a FREE home energy audit at the time of your air conditioning or heating service.



### June

#### Graduate ...

to a more energy-efficient heating system. A new Oilheat system could lower your fuel bills by up to 40%. Don't forget to consider a new cooling system, too.



### July

#### Happy Independence Day!

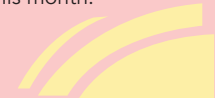
Celebrate your energy independence by asking about Bioheat – clean, green, renewable home heating fuel made from American-grown resources like soybeans.



### August

#### Feelin' Hot, Hot, Hot!

You want your heating system to operate at its very best this coming heating season. That's why you should schedule your tune-up this month.



### September

#### Back to School!

Be a student of energy efficiency by turning off lights and TVs in rooms that are unoccupied. By the way, if you need any electrical repairs, call E.T. Lawson!



### October

#### Happy Halloween!

Don't be "tricked" this month by those oil companies whose prices seem too good to be true. Stick with E.T. Lawson, your full-service dealer, for value-added "treats."



### November

#### We're Thankful for Your Business!

With our new Presidential Rewards Program, service plan customers earn valuable points they can use to purchase E.T. Lawson products and services.



### December

#### Happy Holidays!

Give yourself the gift of compact fluorescent light bulbs, which use 75% less energy and last up to 10 times longer than incandescent lights.





# WE'VE LOWERED THE PRICE OF 2 OF OUR MOST ENERGY-EFFICIENT HEATING UNITS **BY \$2,000!**

Yes! You read right! Due to deep discounts from the manufacturers, we're selling our popular, energy-efficient **Peerless Pinnacle condensing boiler** and **Kerr Paradigm condensing furnace** at **\$2,000 OFF** our original prices!

## Peerless Pinnacle Boiler 92% EFFICIENCY RATING!



If you like saving money, you'll love the Peerless Pinnacle condensing boiler. The Pinnacle delivers maximum efficiency and fuel savings with a 92% AFUE rating. How much can the Pinnacle save you? If your current system is operating at 60% efficiency, which is typical of a 20-year-old system, the Pinnacle would cut fuel consumption by about 35%. With just 512 gallons of fuel, the Pinnacle will deliver the same heat that your current system delivers with 800 gallons. That's 288 gallons of fuel that you would not have to buy!

Not only is the Pinnacle a money saver, **it's a great piece of equipment.** It has a slim footprint to fit into narrow spaces, and a reversible swing door for flexible installation. It is a direct-vent, sealed combustion system that **requires no chimney**, and it comes with a top-of-the-line Beckett AFG burner.



## Kerr Paradigm Furnace 95.4% EFFICIENCY RATING!



HEATING PRODUCTS

The Kerr Paradigm condensing

furnace offers **one of the highest efficiency levels you can find in a home heating system – 94.5% AFUE.** It uses condensing technology to transfer additional heat from the appliance to your home – with virtually no heat lost to the outside air.

Customers who have installed this high-efficiency marvel have **cut their fuel bills by 26% to 45%.** If you'd like to upgrade to maximum efficiency in a warm-air heating system and slash your fuel bills, call E.T. Lawson today and ask for Paradigm.



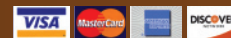
And see our **Presidential Furnace Protection Plan** information on page 6!

**Squeeze every possible BTU of heat from the oil you buy – and save \$2,000! Contact us now for your FREE estimate.**

### WHAT IS CONDENSING TECHNOLOGY?

Boilers and furnaces with condensing technology have higher efficiency ratings than standard units. Rather than releasing the hot flue gases – and all the heat energy they contain – into the atmosphere, condensing units retain them long enough to absorb virtually all of the heat energy and transfer it to your home.

## You Can Afford Any of the Home Services We Offer ... Thanks to 180-day same-as-cash financing at no charge



No need to wait for that energy-saving heating or cooling upgrade – or even that plumbing, electrical, weatherization, insulation or handyman job you've always wanted – when you can take advantage of E.T. Lawson's convenient long-term financing options.

### 180-Day Financing at No Charge

Our company offers no interest, no payment, same-as-cash financing for 6 months as a payment option for up to \$25,000 of the project cost. You deal directly with EnerBank, so you won't be sharing any private financial information with E.T. Lawson – and the entire process only takes a few short, simple steps (call us – we'll be happy to lead you through them).

- Pay nothing for 6 months!
- Loan amounts from \$1,000 to \$25,000
- Competitive fixed interest rates
- 100% financing for eligible home improvements done by E.T. Lawson
- No prepayment penalties
- Same-as-cash, zero interest rate
- Easy loan-by-phone, paperless application; convenient calling hours
- Credit decision usually in less than 20 minutes!

### Other financing options from E.T. Lawson:

**Long-term unsecured financing** is also available from EnerBank – a \$1,000 to \$25,000 loan, with extended repayment terms from one to 10 years (depending on loan size). As with the 180-day loan, you deal directly with EnerBank.

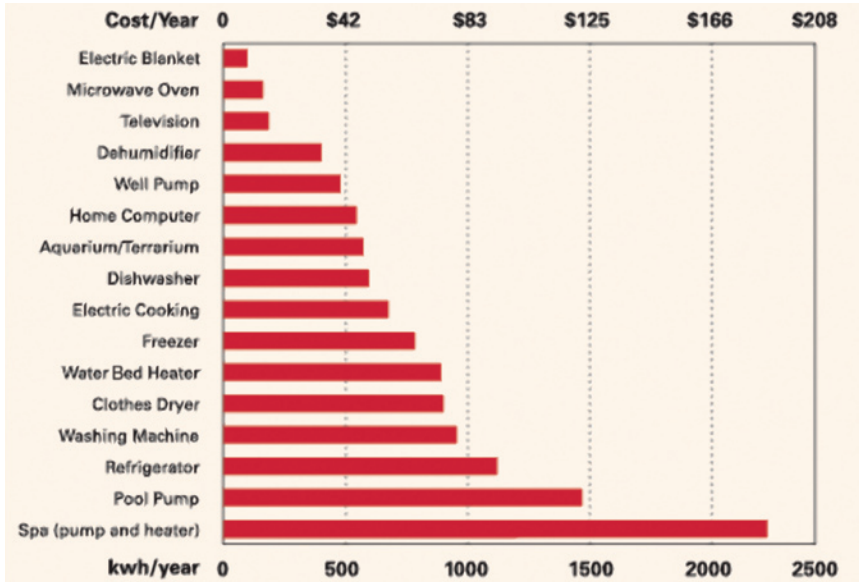
We also offer **credit card financing** through MasterCard®, Visa®, Discover® and American Express®.

**So, no matter which projects you wish to tackle in 2012, you can count on E.T. Lawson for your home comfort AND your financial comfort.**



# HOW MUCH JUICE DO I USE?

From your computer to your clothes dryer, here's how much electricity typical appliances use in a year, courtesy of energysavers.gov. When you see that the less you use, the less you pay, it only makes sense to cut back and conserve electricity.



This chart shows how much energy a typical appliance uses per year and its corresponding cost based on national averages. For example, a refrigerator uses almost five times the electricity the average television uses. Visit [www.energysavers.gov](http://www.energysavers.gov) for instructions on calculating the electrical use of your appliances.

**At E.T. Lawson, we are your electrical specialists.**



We never subcontract out a job – our certified electricians can add outlets and switches, perform system-wide wiring and rewiring, complete safety inspections, install lighting, and more. Call E.T. Lawson now to set up your electrical appointment.

## THE COLD FACTS ABOUT HOT SHOWERS

*Is your hot shower giving you the cold shoulder?*

**No one likes a cold shower – especially in the winter. So, why the icy surprise when you turn the handle? There may be several reasons:**

**Your Water Heater:** Begin by checking all the fixtures in your house to see whether the cold water issue involves just your shower or your entire house. If none of the plumbing allows hot water to pass through, then your water heater is the problem. Check your unit's temperature setting. If you have an electric water heater, check for a blown fuse. For gas units, you may have to relight the pilot light. If there's still no sign of hot water, the problem could be an obstruction in the flue, a defective part, a faulty temperature control or a buildup of sediment.

**Your Shower:** Your hot water problem could lie within the pipes of your bath stall. Unless your home has copper pipes, which rarely corrode, you may have to replace your steel pipes. Or, you may need to open your hot water valve if it's closed.

**Your Valves:** If the hot water shortage continues, you may have to replace your bathroom shower valve. When the rubber parts in the valve become worn from old age, they could swell up and restrict water flow. As you know, hot water increases swelling, which usually leads to parts breaking off and obstructing the hot water valve.

**Before attempting to diagnose or fix anything on your own, give the plumbing experts at E.T. Lawson a call. We'll make sure both your nice hot shower and your cold hard cash go a long, long way!**



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Solar • Weatherization • Insulation

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## IT'S A PRESIDENTIAL ELECTION YEAR ... AND WE THINK EVERYONE SHOULD ELECT OUR PRESIDENTIAL FURNACE PROTECTION PLAN!

Hail to the chief of service agreements ... our Presidential Furnace Protection Plan. With this comprehensive plan, you'll lower your heating costs, reduce oil burner emissions, eliminate maintenance costs ... and that's only the beginning!



- **FREE EMERGENCY SERVICE** 24 hours a day, 365 days a year for warranted parts and labor. In addition, for any item not covered, we will perform the repair at 20% off our standard job rates.
- **ANNUAL 29-POINT FURNACE INSPECTION & TUNE-UP**, which may reduce your oil consumption by up to 5%, in addition to improving equipment life. Your annual safety check will also be performed during your tune-up.
- **FREE REPLACEMENT OR REPAIR** – includes virtually all heating system parts which fail during normal use, **including the entire boiler or furnace!**

Let us state that again ... this plan includes free replacement or repair of your boiler or furnace.

### ***If you are on E.T. Lawson's "Plan A," consider this:***

Our "Plan A" service contract costs \$199.95 and is not as comprehensive as our Presidential Furnace Protection Plan. **The Presidential plan costs just \$269.95 – only \$70 more a year or \$5.30 a month – and covers everything listed above – including your next boiler or furnace!**

**Call now to upgrade your service contract from "Plan A" to "Presidential."** We'll prorate the \$70 difference – and help you enjoy the complete peace of mind you're looking for.

**And, if you're not enrolled in any service plan ... We look forward to signing you up for the Presidential Furnace Protection Plan soon!** (Furnace inspection will be required before signing up and you must be on automatic delivery.)

SEE THE "PRESIDENTIAL REWARDS" ARTICLE ABOVE FOR YET ANOTHER REASON TO SIGN UP!

## INTRODUCING THE E.T. LAWSON PRESIDENTIAL REWARDS PROGRAM

**E.T. LAWSON  
PRESIDENTIAL REWARDS PROGRAM**

**EARN PRESIDENTIAL DOLLARS  
TOWARD E.T. LAWSON PRODUCTS  
AND SERVICES! COMING SOON!**



If you are an E.T. Lawson Presidential Furnace Protection Plan customer, you can earn dollars for every year you are enrolled – and use those dollars toward valuable E.T. Lawson products and services.

Stay tuned for more information ... and in the meantime, if you're not enrolled in the Presidential Furnace Protection Plan, do it today!