



warm thoughts cool ideas

from **h.b. mcclure company**

fall 2013

PERSONALLY SPEAKING

for our customers, bigger is better

Dear Friends,

You can't drive too far in our area without seeing a blue and gold H.B. McClure van. With more than 100 vehicles on the road and over 200 employees, it's fair to say that we are a big company. We have the manpower and resources to take care of all your plumbing, heating and fuel energy needs.

The other positive of being bigger is that we have become an integral part of the community, providing jobs to your neighbors, adding to the economy and supporting organizations that work to make life better for others.

You can rest assured that we will never forget what got us here: concern for our customers and a commitment to providing excellent service. That's the way we have always done business—since 1914—and the way we always will. *Thank you for being a loyal H.B. McClure client.*



Bob Whalen and Robert McClure

Warmly,

Bob Whalen
CEO

Bob McClure
Chairman of the Board

ask the expert

Q: Why should I enroll in a service plan?

A: The number one reason for enrollment is savings. **Our Gold Shield Comfort Contracts include an annual preventive maintenance tune-up,** which ensures that your system is running at optimum efficiency. This service alone can extend the life of your system and reduce annual energy consumption by 10% or more. Regular maintenance also allows us to spot small problems before they become big ones, which reduces the chance of a breakdown.

The other big payoff from a service contract comes if you ever have a problem with your system. You'll receive **priority service** if you have an emergency and, depending on your contract, either a discount on the repair or full parts-and-labor coverage for a long list of system components.

You will also qualify for a 10% discount on the purchase of a new heating or cooling system.

To learn more about our Gold Shield Comfort Contracts, go to www.HBMcClure.com and click the link on the left side of the page.



Keith Starner
service technician

customer saves with service plan

Melissa H. of Camp Hill became our customer about seven years ago when she asked us to solve a problem with her water heater.

"I had several other companies in first, but none could fix the problem. H.B. McClure identified the problem and fixed it within minutes," says Melissa.

Based on this positive experience, Melissa enrolled in our service plan program to provide coverage for her furnace, a/c system, water heater, whole-house humidifier and plumbing. Melissa says this decision has saved her money.

"The following summer, when my a/c coil sprang a leak, H.B. McClure replaced the coil free of charge."



Can your family win a Gold medal for home energy efficiency?

If there were a competition for the most energy-efficient home on your block, would you be a medal winner?

BEGIN THE CONTEST RIGHT NOW by marking the box for each statement that is true;
then **ADD UP YOUR POINTS** to see if you end up on the winners' podium.



Our comfort system is less than 15 years old

value
30
Points



Why It Matters: If you didn't check this box, consider replacing your system soon; the performance and reliability of equipment typically deteriorates after 15 years (sooner if maintenance has been neglected). At minimum, a new system should help you save up to 20% on your annual energy costs. (If you significantly improve system efficiency, savings can be even higher.) You'll feel the difference in comfort too. You'll also save on repairs because you'll minimize the potential of a system breakdown, a common problem with old systems.

Finish Line: A family that spends \$3,000 per year to heat and cool their home and reduces their annual costs by 20% saves \$600. If the new system costs \$3,000, the payback time on a system investment takes only five years.*

* For illustrative purposes only; energy savings and equipment costs vary.



We have regular preventive maintenance done on our system

value
20
Points

Why It Matters: When your comfort system gets inspected, cleaned and adjusted annually—ideally in the spring or summer—efficiency improves, saving you as much as 10% on your annual energy bills.

Finish Line: The money you save on energy easily covers the cost of getting your system serviced. Regular checkups fend off inconvenient breakdowns and costly repairs, and extend equipment life.



There are no air leaks in our ductwork

value
15
Points

Why It Matters: In the average home, ducts leak about 15% of the heated or cooled air that passes through them. Leaky ducts also push dust and other impurities into your living spaces.

Finish Line: Although duct sealing costs a few hundred dollars, you'll reduce your annual energy costs by about 20%.



Our home is properly insulated

value
15
Points

Why It Matters: Air leaks are like a broken window! The average house loses as much cool or warm air through leaks in walls, attics and other areas as if its owner neglected to repair a broken window.

Finish Line: Proper insulation and air sealing can "fix" that window, reduce energy costs by up to 20% and make a home more comfortable.



We control our indoor humidity

value
15
Points

Why It Matters: In the winter, a whole-house humidification system restores moisture to your home and eliminates excessively dry air.

Finish Line: Properly humidified air keeps you comfortable at lower temperatures so you can save money on heat. During the cooling season, you can dehumidify and save money on air conditioning costs.



We have banished electrical vampires

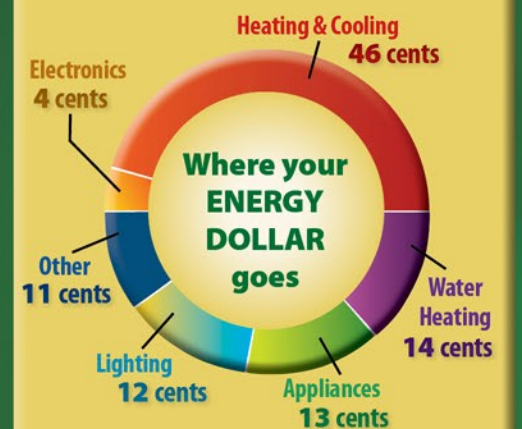
value
5
Points

Why It Matters: Equipment and appliances that keep using power even when turned off are sometimes called vampires—because they constantly suck energy. Electrical vampires include everything from computers, printers and wireless routers to microwaves, coffeemakers and more.

Finish Line: If you've been unplugging equipment when not in use, you're conserving electricity by as much as 10%. If everyone banished electrical vampires, nearly \$6 billion would be saved and 87 billion pounds of carbon dioxide emissions would be eliminated every year.



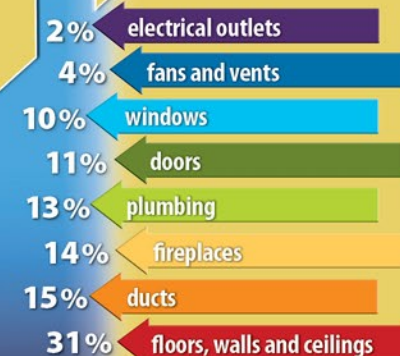
If every home in the United States was at a "Gold medal" level of efficiency, it would be the equivalent of removing **500,000** pollution-producing cars from the road.



\$600 Million

Savings in energy costs if every American home replaced just **one** lightbulb with a more energy-efficient bulb.

Where AIR enters your home



76–100 points:

You win a Gold medal.
You have reached Olympian levels of efficiency!



51–75 points:

You win a Silver medal.
There are more ways to save, but you're doing well!



26–50 points:

You win a Bronze medal.
Keep looking for ways to save on energy!

more than a fuel company

As our company has grown, we have added services to meet the needs of our customers. So while we are still very much a fuel company, offering you heating oil and propane at competitive prices, we are also a trusted heating and air conditioning contractor for both homes and businesses.

Here are a few examples of what we do:

- ✓ If you have a plumbing or electrical problem, you can trust one of our licensed plumbers or electricians to make the necessary repairs.
- ✓ We install emergency backup generators.
- ✓ We have been installing geothermal heat pump

systems for nearly 40 years, long before they came into vogue as a "green" energy source.

- ✓ Thanks to energy deregulation, you can purchase your electricity from us.

To find out more about all we can do for you, please visit www.HBMcClure.com



please spread the word

Many of our customers come to us through a reference from a friend. This means a lot to us.

Today many of us rely on the Internet for recommendations. So when H.B. McClure comes through for you with a prompt service call or hassle-free installation, **would you take a minute to give us a "thumbs-up"** on sites like Yelp, Angie's List, Yahoo, or at our Google Places page?



If for some reason we have not met your expectations, please call us right away so we can make things right.

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PRESORTED
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MPI

oil to propane: a smart switch?

There's a lot of talk these days about whether heating oil or propane is the better choice. There are benefits to both. **Because we offer both types of fuel and equipment**, we have an excellent grasp of what works best for different needs, and we can offer an objective analysis of the benefits of switching versus the costs of converting, such as tank removal and adding fuel lines.

Converting to propane gives you the option of also running your water heater, stove and many other appliances on propane instead

of electricity. But sometimes the more cost-effective option is to upgrade your older oil heating system to a new high-efficiency model that **may reduce your annual heating bills by 20% or more.**

Talk to us and we'll tell you if it makes sense to switch. If you decide to convert to propane, we can handle all aspects of the job.

Please call us today to learn more.



Go to www.HBMcClure.com and sign up for **HB Insider**, our monthly e-newsletter, which is filled with special discounts and great tips!