



warm thoughts cool ideas

from H.B. McCLURE COMPANY

summer 2011

PERSONALLY SPEAKING

the grass is pretty green right here

Dear Friends,

As hard as we try to keep our customers happy, once in a while somebody goes looking for a “better deal.” This is what happened with Edward S. of York County.

A couple of years ago, Ed got a call from a fuel company saying they had an amazing price on heating oil. Ed went (or fell) for it. But he soon discovered that the great deal wasn’t so great after all.

“I signed a contract and after the first two months, my price spiked way up and I was actually being charged a delivery fee; resulting in bills much higher than what I would have been paying at H.B. McClure. When I asked them about this, they basically said, ‘Well, you signed a contract.’”

As soon as his contract was up, Ed came back to the company that had been delivering his heating

oil and keeping his home warm for more than nine years—H.B. McClure.

“Now, when I look around and I see that I may be paying a few pennies more per gallon, I’m O.K. with that,” Ed says,

“because I know that no matter what happens, “H.B.” will get me my oil when I need it, and they’ll be there for me if anything goes wrong.”

As the saying goes, if it sounds too good to be true, it probably is. With H.B. McClure, you benefit from a team of more than 180 dedicated employees. We have been in business for nearly a century—and that’s because we are, and always have been, committed to 100% customer satisfaction.

Warmly,

Bob McClure,
Chairman of the Board

Bob Whalen,
CEO

price protection Q&A

Q: *What are my price protection options this year?*

A: You have several options, but whether or not you decide to protect your price, please consider our **Smart Pay** monthly payment program, which cuts your winter heating bills by allowing you to pay for your fuel over 12 months.

Smart Pay Plus is Smart Pay plus a price cap. With a cap, your price can’t rise above a maximum price no matter how high oil prices go, and if prices go down, you’ll benefit as well.

You could also prebuy your fuel, and this year you can add “downside protection” for an additional fee. If prices are below your prebuy price on the day of a delivery, you’ll receive a credit for the difference in price.

You should have already received your price protection packet in the mail. For more information and for easy online enrollment, go to www.hbmcluresmartpay.com.



Vince Mitchell, energy consultant

we invest in your comfort

Providing you with excellent service means hiring the best people and equipping them with the tools they need to keep you comfortable. It also means ongoing training, such as the biweekly sessions we hold for our heating and cooling technicians.

To respond to you quickly, we have employees whose job it is to keep our vehicles in good condition. Of course we buy new vehicles when we need them, and we make sure that the equipment in those vehicles is state of the art, so we can serve you better.

It’s all part of being a **full-service home comfort company**.





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➡ **it's time to protect your price**

➡ **don't make this mistake**

Spotlight

Dale Morgan, who started as a helper at H.B. McClure, today is our HVAC lead mechanic. After 18 years on the job, Dale has replaced—with his partner—hundreds of heating and air conditioning units.

Dale appreciates the fact that the new systems he installs are a lot more energy efficient than the units he removes. That saves homeowners a lot of money on their heating and cooling bills, he says.

Another benefit is that today's cooling systems use the new R-410A refrigerant, which

is better for the environment, he explains.

Dale enjoys his work because no two days are ever the same. "Every day brings a new challenge," he says. "I like to keep moving, and on this job you are always on your toes and hustling." During the busy season, Dale is running from 6 a.m. to 4:30 p.m.

When he is not at work, Dale raises Angus and Simmental cattle near his home in Huntingdon County, where he lives with his wife and three children.



Dale Morgan, HVAC lead mechanic

don't skip your tune-up

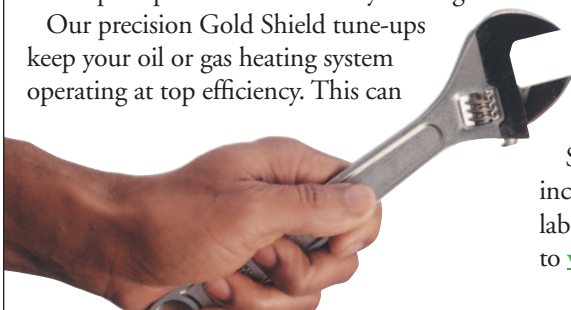
Just as tuning up your car is essential for keeping it running dependably and efficiently, an annual tune-up will keep your heating system operating like new for many years to come. In fact, most manufacturers recommend, or even require, annual tune-ups as part of their warranty coverage.

Our precision Gold Shield tune-ups keep your oil or gas heating system operating at top efficiency. This can

help you save as much as 10% on your annual heating bills.

Keeping your system in good condition will also extend its life, so you won't have to replace it prematurely. Our tune-up service allows our technician to identify and correct any problems, which, left unchecked, could lead to an inconvenient breakdown and costly repairs.

For efficiency and peace of mind, you may want to consider our Gold Shield Plus Comfort Contract. It includes a tune-up and covers parts-and-labor charges for repairs. To learn more, go to www.hbmclure.com.



don't make this mistake

What is the single biggest mistake a homeowner can make when replacing a heating system? Choosing the wrong contractor.

Let's face it. No matter who you ask to give you a bid, they will tell you they can handle the job, and they'll probably make it sound easy. But there is a lot that goes into the installation of a heating system, and this dictates that you should choose your contractor carefully.

First, does the contractor have the experience to do the job? Whoever you select should have installed hundreds—not dozens—of systems.

Second, will the contractor take the time to size your new system properly?

If not, then you will not receive the comfort and efficiency you are paying for.

Third, do they stand behind their work? At H.B. McClure, we guarantee your installation 100%.

Finally, don't base your decision solely on price. Your comfort and safety are too important.

tell us what you think

Please take a few minutes to take our online customer satisfaction survey. We'll enter your name in a drawing for an iPod TOUCH. Just go to www.hbmclure.com and click the "customer survey" button. **Thanks!**