



REALTY

**A Newsletter for Real Estate Professionals
and Home Inspectors on Long Island**

www.oilheatcomfortcorp.com



Bioheat® Opens the Door

There are few things more exciting than purchasing a new home. You've seen that glow on the face of many a homebuyer. They chose their new home because it offered the features they wanted, and the amenities that are important to them. Owning a home is all about choice.

Bioheat® fuel is also about choice, and gives homeowners personal energy independence. Known as "the evolution of Oilheat," Bioheat is supplied by many dealers within each town, and customers have the freedom to choose the dealer with the programs and services that are right for them.

Of course, there are other benefits to moving into a bioheated home. Like knowing today's modern burners are so clean that they produce an average of only six ounces of particulate emissions a year – less than the volume of a cup of coffee. In your hands, little points like that can mean the difference between a "For Sale" or "SOLD" sign!

So you'll be happy to know that much more great home-selling insight is available to you and your agency at a private meeting of the Long Island Oilheat-Realty Partnership Program. Schedule yours today and enjoy:

- An information-filled home comfort curriculum prepared specifically for your group
- Exclusive networking opportunities with local energy industry professionals
- Valuable resources designed to help boost your bottom line
- Free listing as a Preferred Real Estate Professional on our website, OilheatComfortCorp.com

We've also expanded the Q & A session part of each event, giving real estate agents and home inspectors a valuable opportunity to let local Bioheat dealers know exactly how they can better serve your needs. Even if you've attended one of these events in the past, you won't want to miss out on a chance to let your Bioheat partners know how they can help you sell more homes.

To schedule your closed-door event, just call (516) 222-2041 and ask about our Oilheat-Realty Partnership Program meetings. These FREE events are available to any group of 15 or more real estate professionals operating in Nassau and/or Suffolk County.

Upgrade & Save LI Rides Again!

One of the most exciting home-heating developments in recent memory for Long Island Bioheat® fuel dealers and their customers was 2016's launch of the Upgrade & Save Long Island Energy Efficiency & Safety Rebate Program. In fact, the program was so well-received that we had to pause it in November in order to ensure that all outstanding requests were fulfilled.

It's back! As of April 1, Upgrade & Save Long Island is rolling and ready to help your clients! Through this program, your homebuyer or seller will receive:



- \$300 for the replacement/upgrade of an existing furnace or boiler to a higher-efficiency model
- \$300 for the installation of an aboveground storage tank to replace an existing aboveground or underground tank
- Up to \$600 in combined rebates

It's also an excellent tool for real estate professionals like yourself. Whether your client is a homebuyer looking to save on energy costs, or a seller looking to add value to their property, Upgrade & Save has big benefits to offer.

Studies show that heating system upgrades can reduce annual energy expenses by 40 percent or more and pay for themselves in just a few short years through these savings. Now, you can present that payback as a valuable selling point to a potential homebuyer. So rally your troops and talk to your local Bioheat dealer partner today to learn how to convert the Upgrade & Save Long Island Rebate program into more home sales for your office!

Upgrade & Save Long Island Rebates in 2016

- 836 Upgrade & Save LI Rebates
- \$296,800 in Upgrade & Save LI Rebates
- 512 High-Efficiency Boiler Installations
- \$182,800 in Boiler Rebates
- 36 High-Efficiency Furnace Installations
- \$13,600 in Furnace Rebates
- 288 Aboveground Oil Tank Installations
- \$100,400 in Oil Tank Rebates

The Properties of Bioheat®

As a real estate agent, your clients are not limited to just those looking to buy or sell a single-family home, but also owners and tenants of commercial and mixed-use properties like strip malls, small office and apartment buildings, and multi-family dwellings.

If you think that Bioheat® fuel only makes sense for single-family home use, it's time to reconsider! This clean, efficient fuel is used to provide heat and hot water for all the properties mentioned above and more! The reasons are the same ones that homeowners consider when they choose Bioheat.

Property owners know that Bioheat is the safe and reliable option for their tenants. Also, competition among multiple local service providers ensures that an owner can choose the company and terms he or she is comfortable with. As for services, the worry-free service agreements and automatic delivery programs that give the homeowner peace of mind also give the commercial property owner peace of mind. And since many building and commercial property owners are tasked with accommodating multiple tenants, the peace of mind provided by a full-service Bioheat provider increases with each satisfied occupant.

For homeowners, tenants, landlords, and commercial property owners, let your clients know that Bioheat is the clear choice!



Want to Warm a Millennial's Heart? Use Bioheat®!

According to a 2016 National Association of Realtors study, millennials comprise the largest segment of the current homebuyer market. As a real estate agent, how do you highlight the appeal of the bioheated home to the millennial homebuyer?

Millennials want *options*. They're poised to be the most educated generation to date, and are willing to research products before they buy. A recent study also suggests that many are even willing to spend more for products that are environmentally friendly. Options and environmental responsibility ... we've just described *Bioheat® fuel!* Ask any Bioheat provider and they're sure to tell you that Bioheat is all about the choices that appeal to your millennial homebuyer.

Delivery options? Check! Your potential homebuyer can take advantage of popular no-worry automatic delivery programs. However, those who prefer to schedule fuel deliveries are free to choose COD service.

Payment and price protection options? Check! Capped Price, Fixed Price, and variable market plans are all available from Long Island Bioheat providers, as are budget plans designed to spread fuel costs over the course of the year ... a welcome option to a new homeowner watching the purse strings. They can also benefit from great customer incentives like referral bonuses, new homeowner incentives, and prompt payment discounts.

Service/Maintenance agreements? Check again! Your new homeowner can take advantage of heating plans, cooling plans, 24-hour emergency service, vacation home monitoring, and even plumbing services.

Environmentally friendly options? Check and check again! Bioheat brings a truckload of "green" to the table (a delivery truck, of course)! Today's ultra-low sulfur Bioheat burns 95 percent cleaner than the conventional heating oil of 1970.

Flexibility, freedom, and planet-friendly. When it comes to home heating, what more could a millennial want? Your local Bioheat professional has the answers to all the questions that can help you close the deal!



Bioheat® Fuels the Old School, Too!

Just because heating oil has gone green and appeals to millennials doesn't mean it's graduated from the Old School. Older, more experienced homeowners appreciate the benefits, too! Many people who have owned oil-heated homes in the past are well familiar with its record of safety and reliability. And with prices at historically low levels the past few years, they've also likely experienced some relief on their recent energy expenditures.

Add it all up and you'll see that modern Bioheat is a fuel for all ages! Not only is it the best of both worlds, but it's also the best way for homeowners young and old to start the next chapter of their life in their new homes.



Long Island / Green Island?

This past October 18, New York City Mayor Bill de Blasio signed a bill to raise New York City heating oil's standard biodiesel component from 2% (B2) to 5% (B5) by October 2017, and incrementally to 20% (B20) by 2034. The bill ushered in a new era for NYC Bioheat® fuel.

Is Long Island next? On March 27, Senate Bill S5422 was introduced, sponsored by New York State Senator Phil Boyle (4th Senate District). If passed into law, the bill would require "all heating oil sold for use in any building in Nassau, Suffolk and Westchester counties on and after July 1, 2018 be bioheating fuel that contains at least five percent biodiesel."

Expanded use of biofuel in our home heating oil would reduce pollution, improve air quality and, hence, public health. It's the perfect selling point for any family looking to put down roots on Long Island.



It's Always Bioheat® Season!

Spring is here, and summer is right behind it. Time for the local Bioheat® fuel provider to kick off the shoes and relax at one of Long Island's world class beaches, right? Wrong! Do Santa's elves close shop on December 26 and shut it down until the next holiday season?!?! Of course they don't! And like Santa's busy toy-making elves, local Bioheat dealers have no shortage of things to do even in the so-called "off-season."

With the cold season finally behind us, families have an idea of what kind of shape their heating equipment is in, and can begin preparing early for next year. For families who've decided it's finally time for that long overdue upgrade or repair, now is the perfect time of year to get those taken care of and get up to \$600 in Upgrade & Save LI rebates. Without the threat of a frigid Long Island night – or worse – a nor'easter bearing down, families can not only schedule service



for a convenient time, but also budget accordingly ... which is much less stressful and disruptive than the emergency repairs many families experience every year.

The "off-season" is also a perfect time to do that all-important annual maintenance that keeps comfort systems running reliably. And the moderate weather of spring means families are better equipped to withstand any comfort system downtime associated with repairs or parts replacement.

As a real estate agent, even though you may experience "busy" and "slow" seasons, your job isn't confined to a particular time of the year. There are always customers to serve, problems to solve, and questions to answer. Bioheat providers are more than happy to work with you to answer all the home comfort questions that can help you seal the deal.

Bioheat? It's not just for winter anymore! Your local provider is right beside you any time of year!

Today's Tanks = Flood Preparedness

The heating oil industry is constantly striving to improve the consumer's positive experience. As an example of that ongoing dedication to improvement, the Oil Heat Institute of Long Island (OHILI) and the National Oilheat Research Alliance (NORA), in collaboration with local government agencies and industry experts, have developed Recommended Practices to increase the safety of heating oil storage tanks in the event of severe floods. This is especially important on Long Island, which is vulnerable to harsh weather.

The result of these new best practices is that Bioheat®, already safe for storage, is now even safer. Unfortunately, no one can guarantee that another severe weather event won't hit our shores in the future. But national organizations and local providers have worked diligently to make Bioheat an energy source that can help any property owner weather the next emergency.



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YES! I am interested in joining the Long Island Oilheat-Realty Partnership Program.

Name: _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

Counties Served: _____

Please mail to: Long Island Oilheat-Realty Partnership Program
200 Parkway Drive South, Suite 202, Hauppauge, NY 11788
or visit oilheatcomfortcorp.com for more information