

Around the House
HVAC Article #16 – Oil vs. Gas Heat

Headline

Time for a New Heating System? It is if You're Serious About Saving Money!

Subhead

With fuel prices expected to increase as much as 43% this winter, a new furnace or boiler can actually lower the cost to heat your home.

Text

According to the **Energy Information Administration**, heating fuel prices are expected to rise across the board this winter.

Natural gas prices are predicted to see the biggest hike this year at 43%, followed by an average 32% increase for oil, 25% for propane and only about 3% for electricity.

Households using natural gas can expect to shell out an average of \$350 more this year than last, with oil users seeing hikes around \$378!

The True Cost to Heat Your Home.

Throughout most of the U.S., there are 3 main types of heating systems:

- **Pilot light systems** – these are the oldest and operate at **only 55 to 60% of their potential fuel efficiency**.
- **Standard-efficiency furnaces** – instead of using pilot lights, these employ a hot wire called an intermittent ignition. They are generally **80% fuel efficient**, and are especially popular in the in the Southern climes where heavy heating use is not the order of the season.

- **Modern condensing furnaces** – these are the true champs of efficiency. Like standard-efficiency units, they employ intermittent ignitions, but also feature a prominent water output -- a plastic pipe that drains the condensate water from the dwelling. Condensing furnaces typically operate at 90% percent efficiency and greater!

Assuming a winter heating bill of \$2000, if you upgraded from a 60%- efficient furnace to one as high as 95% -- and we've got them! - **you would save \$730 per year**. So, if you buy a new furnace or boiler at an average price of \$5,000, fully installed, **it would pay for itself in just 7 years**. **And in even less time than that** once you deduct the repair bills you no doubt would incur, over time, with your current system.

Here Are Two Smart Ways to Save Money On your Fuel Bill...Without the need to Purchase a New Furnace or Boiler!

- **Have your system tuned-up and inspected once a year**...that alone can add years to the life of your system, improve it's fuel efficiency, and allow us to spot small problems before they become big and costly repairs;
- Call on the professionals at (company name) to inspect your duct work and other heating system components for cracks, **leaks and blockages that could be allowing heat to escape**.
- With **multiple zones**, you pay only to heat those areas of your home where you and your family actually spend time. And with a **programmable thermostat**, your home can be nice and toasty when you get home from work without having to keep the heat blasting while you're out.

(Company name) now offers you three great ways to save money with the coupons below, including a **\$200 discount on the replacement heating system of your choice**...including gas, oil, radiant heat, or heat pump.

Main Coupon

Replacement Heating System

Save \$200...

...on the replacement heating system of your choice. This offer may not be combined with any other discount or promotion.

Page Three

Teaser Copy

Inside this Issue of “Around the House...”

Did someone say “33%?” Because, on average, that’s *how much more* you’re going to pay to heat your home this winter! Want to do something about it? Then have a peek inside.

Plus, 3 coupons you can use now...