



COMFORT COURIER

**LOST POWER?
NEVER AGAIN!**
See Inside Now.



Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 24th Year.



FALL/WINTER EDITION 2011

1226 Stefko Blvd., Bethlehem, PA 18017 • 610-868-8566 • www.dbrothers.com

Personally Speaking

It's an E-World After All: The Value of Being a Deiter Bros. E-Mail Customer

This issue of Comfort Courier is printed on paper...but we also make it available as an electronic newsletter on our website. And the "e-version" didn't require any paper manufactured from trees.

My point? While we still love the traditional have-and-hold comfort of print, the paradigm shift to electronic communications continues to accelerate (just ask the U.S. Postal Service) and for several years now, Deiter Bros. has been evolving with it. Whether we prefer electronic communication over print is a moot point...the fact is, as a business we must continually adapt.

More and more customer interaction is taking place electronically. We are sending out more statements, invoices, tune-up notifications, service reminders and communications by e-mail. And that volume will only grow in the future.

NOW HERE'S THE VALUE PROPOSITION FOR YOU AS A DEITER CUSTOMER: We also use e-mail to communicate discount specials and buying incentives that are provided to us by major heating and cooling equipment manufacturers. Oftentimes, we sweeten the value of the manufacturer's deals with our own "Deiter Customers Only" discounts. Most of these e-deals we send include a discount coupon that can save you big bucks on indoor comfort equipment or services.

I realize not every e-mail you receive from Deiter Bros. might be of interest to you at

the time you receive it. But the next one might be.

If you have UNSUBSCRIBED to our e-mails, we will not be able to send you promotions and special "insider" deals...nor will we be able to electronically send you account invoicing, statements, Deiter Bros. Loyalty Points reward updates and more.

To RESUBSCRIBE, simply go to our website—www.dbrothers.com—and subscribe. I personally promise you that it will be worth your while...if not immediately, some time in the future.

Here's another important promise from me to you. We all get tons of junk/spam in our inboxes every day. We understand what a pain that can be. WE PROMISE to never send you spam or junk...and to NEVER share or sell your address to anyone.

Deiter Bros. relationships with customers have always been built on trust. And though the world of communication and technology may change, that fundamental focus on mutual trust remains the same...just as it has for the past 82 years.

James G. Deiter
Vice President
Deiter Bros.
Heating • Cooling • Security



Deiter Bros. PROPANE Delivery Takes Off

Propane Users Switching
for Deiter Prices & Services

Visit www.dbrothers.com for details.

In This Issue

- Are You Prepared for the Next Storm?
- Deiter Bros. E-Ratings
- Weather Forecast
- Activate Your Family's Human Energy to Cut Bills This Winter
- Fall Coupon Club
- New Website Upgrades

New Website Upgrades!



More Customer Comfort
with
Our ONLINE Services

See Inside Now

In this issue:

10 PERFECT **Winners** of **FREE Heating Oil**
(Are YOU one of them?)

This could be your lucky issue of the Comfort Courier. There are 10 customer account numbers hidden throughout this issue. If one of these is your customer account number, you are an INSTANT WINNER of \$50 worth of EnviraFuel® heating oil.

We have printed your customer account number on the mailing label of this issue. Check it, then read The Comfort Courier carefully. If you spot your number, give us a call and we will immediately credit your account with \$50 worth of EnviraFuel® heating oil.

GOOD LUCK!

**Check
INSIDE
NOW!**

Remember the Halloween Snowstorm? Remember Hurricane Irene?

Are You Prepared for the Next "Big One"?

Memories may be short but if you were one of the thousands of Lehigh Valley residents who lost your electric power, you need no reminding of how disruptive it can be. And with weather forecasters indicating that storm frequency is on the rise, you can 12500 bet that the next "big one" is coming.

A sensible way to prepare for the inevitable is by installing a propane back-up generator from Deiter Bros. So when the electric power goes out from the next

storm or any other cause, the generator AUTOMATICALLY starts and your home or business has electricity.

We sell and install the ultra-reliable Briggs & Stratton brand power generators. They're American-made, powered by propane, and offer the longest warranty in the industry. If you're interested give us a call and we'll get you our best price, fully installed by our Master Technicians. And the next time your neighborhood's power gets knocked out, your electricity won't be. (Oh, and you won't have to throw out all the food in your fridge and freezer.)

The LONGEST WARRANTY in the Industry!

**Briggs & Stratton
Power Generators**

For deals, see our Coupon Club



★★★★★ E-Ratings ★★★★★ Customers Comments on the Internet

I knew these internet ratings sites existed but I never really paid too much attention to them. Then we got a call from a new customer who said she'd read about Deiter Bros. on one of the e-rating sites...so I figured I better 63737 get smart about them, fast. I was pleasantly surprised to find overwhelmingly positive comments about customer experiences with Deiter Bros. on **Angies List, Facebook, Google Places, Superpages, Yelp, Yahoo, Bing** and other sites. Here are just a few of the recent ones...

—**User Rating: 5 out of 5 stars by mrg34** "We had an appointment to have our furnace checked and cleaned. We were very impressed with our service man, Steve...knowledgeable and willing to take time to explain things. He made us a lifetime Deiter customer."

—**User Rating: 5 out of 5 stars by robert** "Fast response. I called the Monday morning after Hurricane Irene. Terry was at my door by 1 o'clock that afternoon. He fixed the problem with our air conditioner and was very helpful with answers to all my questions."

—**User Rating: 5 out of 5 stars by tiffany** "I was very impressed with the way your technician got right to work, he knew what he was doing, and his customer service was outstanding. For any future problems, I will be contacting Deiter Bros."

—**User Rating: 5 out of 5 stars by joseph** "From the moment Eric contacted us to discuss our problem, he was prompt, efficient and friendly. He listened to our concerns and addressed them. He completed the job quickly and correctly...my wife and I were glad he was our technician."

Well, we don't always reach "5 out of 5 stars" performances, but we try...and when we do, it feels pretty good. Thanks for sharing. And be assured, all of us here at Deiter Bros. will keep reaching for the stars.

Fall & Winter WEATHER FORECASTS

Remember all the rain we had in 2011? Imagine if it was snow, like we got socked with on Halloween weekend only followed by days of freezing cold. Actually, you may not have to stretch your imagination too far because we will be seeing our fair share of more white stuff coming shortly...and persisting with above-normal snowfalls right through to Spring. Here's what the Weather Wizards at The Old Farmer's Almanac are calling for during the upcoming cold months here in our Lehigh Valley:



NOVEMBER

Although many of us were still without power due to the "Halloween Screamer" snowstorm, the rest of this month won't be as, uh, dramatic weatherwise. Button up for bright but cold days and nights with a thankful, but wet, break from the bitterness for the long Thanksgiving weekend.

DECEMBER



It could be a white Christmas this year as intermittent showers kick off the month and the first serious snowfall around the 17th to 20th and potential for additional snows 81844 providing tough sledding for Santa during the Christmas stretch. We bid farewell to 2011 with either rain or wet snow making for some slippery streets on New Year's Eve.

JANUARY



2012 is predicted to be 5°F warmer than average with sun and rain trading the spotlight until midmonth when the snowfalls start to come with increasing frequency and intensity. Our region's first real snow blizzard will bury the Valley on the 30th to 31st. Be prepared.

FEBRUARY



Thank goodness Leap Year comes just once every four years! Count on a very cold Feb-brrrrrrrrr-ary with temps dipping 5°F below average. Biting cold persists until we get a welcome break around Valentine's Day, then more cold and snowstorms battering 6389 us right up until Feb. 29.

MARCH



It ain't news at this point, but colder temps persist at 4°F below average with a few warm days teasing us until mid-month, then the mercury dips again with an outlook for some snowy St. Patrick's Day parades. The Winter finally checks out with a wet whimper—seasonal mix of sun and showers and reasonably warm days to reawaken the earth for another beautiful spring here in the Lehigh Valley.

Deiter Bros.' TOP WAYS to Activate Your Family's Human Energy to Cut Bills during the Winter of 2011-2012

Everybody talks a lot about energy from traditional sources. But how about that most traditional source of all: Human Energy? According to the weather forecasters (see predictions in this issue of Comfort Courier), the Lehigh Valley may be in for a doozy of a winter. To make the most of your traditional energy investment throughout this winter, here are Deiter Bros. Top Ways to activate your family's human energy...and trim those heating bills in the process.

1. Bundle up. It's winter here in Pennsylvania!

It's time for sweaters, sweatshirts, slippers and extra layers of clothing...and it's also time for wearing them around the house. Plan on keeping your thermostat around 65 degrees or lower...and by bundling up you WILL save 2725 a bundle on your heating fuel usage.

2. Turn down the thermostat at night and when no one is home.

Turning it down a few degrees overnight and while the family is at work or school will make a big difference. Put a reminder note by the thermostat and do it yourself. Or invest a few dollars in a programmable thermostat and it will do it for you automatically.

3. Tune up your heating system!

Every year we run into customers who thought they'd be "pennywise" by skipping their annual furnace cleaning and tune-up...only to find that they were using more fuel when the cold weather kicked in. Deiter Bros. service technicians are well-trained in coaxing more heat from every drop of fuel by fine-tuning your system to do its job at peak efficiency. But we can't do it without your go-ahead. 3567 If you haven't had your heating system cleaned and tuned yet, contact us SOON to schedule your appointment. (See bottom of next column.)

4. Humidify the air inside your home.

Cold winter temperatures "lock up" the moisture in the air. We all know how winter air dries out your skin and furniture. But dry air is also tough on your wallet. Fact is, with properly humidified air in your home, you can keep your thermostat lower by anywhere from 4 to 7 degrees and not sacrifice any comfort! (Your family will also be healthier too...dry throats are more susceptible to colds. Contact us for a quote on a home humidifier that will do the job without any hassles.

5. Consider a BPI Certified Home energy audit.

This is the heating industry's Mother Of All Diagnostics to track energy loss in homes. And Deiter Bros. is CERTIFIED to perform this ultimate energy-saver. Yes, all this science costs a few bucks...but the return on fuel savings that we have seen customers realize is truly remarkable. (See next column for facts.)

Here's a basic look at how a BPI-Certified Home Energy Audit works:

1. CALIBRATED BLOWER DOOR TEST

A calibrated blower door is a specialized fan-driven diagnostic tool that we temporarily mount into the frame of an exterior door. The fan pulls air out of the house, lowering the air pressure inside. The higher outside air pressure then flows in through all unsealed cracks and openings. Several gauges on the blower door perform diagnostic tests throughout to determine the air infiltration rate of your home.



2. THERMOGRAPHIC INSPECTION

Using specially-designed thermographic infrared instruments, we check the effectiveness of the home's insulation and construction "skin" which keeps cold out in winter, and coolness in during summer. Images on the video record temperature variations on the skin. These help the auditor see where insulation is needed, if it has been installed properly and to 155615 pinpoint sources of energy leakage.



3. Honeywell-Certified AIR SEALING & WEATHERIZATION

If steps 1 and 2 indicate the need, our energy experts will then seal air leaks and properly insulate energy loss areas using specialized Enovate PRO brand products developed by Honeywell and available only through Honeywell-certified and trained energy professionals like Deiter Bros. At the end of this process, a second home energy assessment confirms that the desired performance results have been achieved.



THE RESULTS ARE...

- Energy Efficiency is Improved for the Long-Term
- Your Home Cooling and Heating Costs Will Be Significantly Lower
- Comfort, Health and Safety are Dramatically Improved
- Because the Work is Done by Deiter Bros., IT'S DONE RIGHT... THE FIRST TIME.

Please call 610-868-8566 or e-mail info@dbrothers.com today!



Did You Tune-Up Your Heating System Yet?

You'll be wasting more than time if you don't! **Call us soon** and we'll make sure your heating system is running at peak efficiency this winter.

610-868-8566

FIRST 5 COUPON CLUB

Offers end soon! Please contact us NOW!

Wall-Mounted • Propane-Powered TANKLESS WATER HEATER



- Endless Hot Water
- Energy Savings Up to 40%
- Last twice as long as old-style tank water heaters

Instant **\$400 Rebate** to Our FIRST 5 Callers!

DEITER BROS.
Rewards

Heats Water ONLY When You Need It.



Home or Business SECURITY SYSTEM

\$179 for ALL This...FIRST 5 Callers ONLY!

- 2 Door/Window Sensors
- 1 Motion Detector
- Deterrent Package
- Phone Jack Interface
- Control Panel
- Interior Siren
- Power Supply
- Backup Battery



PLUS 3 MONTHS FREE MONITORING (With any monitoring agreement.)

Up to **\$2,150 OFF** on
New Lennox® High-Efficiency



HEATING SYSTEM INSTALLATION

- Oil Furnace or Boiler
- Natural Gas Furnace
- Heat Pump

Hurry! Rebate & Tax Credit Offers End Soon!

DEITER BROS.
Rewards

NEVER LOSE POWER AGAIN!



BRIGGS & STRATTON PROPANE-POWERED GENERATOR

\$100 OFF to Our FIRST 5 Callers!

DEMAND IS HIGH so call **SOON** to schedule your installation!

DEITER BROS.
Rewards

DUCT CLEANING

Includes **FREE Sanitizing**—We treat air ducts with the same antimicrobial used in leading hospitals!

\$200 OFF to Our FIRST 5 Callers!



DEITER BROS.
Rewards

For Quotes and Information

CALL: **610-868-8566**

E-MAIL: service@dbrothers.com

Please reference your customer # on address mailing portion.

Need a New Heating or Cooling System?



Order Soon...

Big Rebate Deals and
Federal Tax Credits
End in Just Weeks!

Visit www.dbrothers.com Now!



Lennox's new ultra-efficient heating systems are engineered to lower energy bills up to 40%. (And Deiter Bros. team can have yours installed fast!) But lower fuel costs are just the beginning of your savings. Why? Because there are BIG Lennox rebates coming to consumers who buy one of these remarkable energy-savers

BEFORE DECEMBER

2, 2011...just weeks away!

Federal tax credits end December 31, 2011. Lock in your new furnace (oil, propane or natural

gas), electric heat pump or central air conditioner soon and you can reduce the cost by up to \$2,150...including Federal tax credits and rebates from Lennox, America's leading manufacturer of top-quality heating and cooling equipment. So give us a call now and we'll get you hooked up with a new high-efficiency system. You'll save big up front...earn up to 10,000 Deiter Bros. Rewards points...and keep on saving with lower energy bills for many years to come. The clock is ticking...

"You could save up to \$2,150 if you act soon. After December, that window closes."

— Jim Deiter

for many years to come. The clock is ticking...

New Website Upgrades Make Using Our ONLINE Services Easier Than Ever

Online management of your heating fuel and indoor comfort services is now easier than ever.

Over the past few months we have been busy incorporating a new user interface to enhance the interactive customer services at www.dbrothers.com... and it is now up and running!

We invested in this new customer-friendly tool to make navigating our website and managing your accounts simple, fast and convenient. Try it and we think you'll agree that we succeeded in achieving these goals.

New users can click on the "My Account" link to perform any of a number of tasks: check your transaction history, order fuel or schedule service, check the number of loyalty points in your Deiter Bros. Rewards account and much more.

If you're a current user of our online services, you will need to take a few seconds to set up a new user name and password to access your account.

We're excited about this new customer service upgrade and encourage you to check it out... **Visit www.dbrothers.com Now!**



Just *Right.*

Inside:
Your **WINNING NUMBERS**,
“Customers Only” Deals,
PLUS...



Deiter Bros. Pennsylvania Home Improvement Contractor Registration Number: PA000736
Text HEAT to 24587 to receive Deiter Bros. Promotions on your mobile phone

Human Energy: Still a Reliable Power Source in an Otherwise Uncertain World

The so-called “energy experts” are at it again. An economist from the U.S. Energy Information Administration reports that “economic disappointment in the U.S., Europe and other places that can drive energy prices lower.” Then in the same breath says “burgeoning demand from India and China could force prices higher.” Talk about hedging your bets. That’s like the weatherman calling for sunny skies...unless it happens to rain.

The simple fact is that nobody but **NOBODY** knows what energy prices are going to do next month, next week or this afternoon. And that goes for ALL energy: oil, gas or electricity. They are all interconnected and while there may be temporary dips in consumer prices, history proves that they always tend to balance out. And as much as I would dearly love to see meaningful amounts of our 46484 nation’s energy needs come from the sun or the wind, the facts of physics dictate that petro-fuels produce far more BTUs per dollar.

What’s your best bet this winter? First, squeeze every bit of heat you can out of every dollar you spend on fuel. That means keeping your heating system cleaned and tuned for optimum performance. If you’re still running an older furnace or boiler, it may be time to look at a new high-efficiency model. You’ll cut fuel consumption by around 30% and, if you hustle, cash in on some pretty nice Federal rebates in the bargain...but hurry, those rebates end at the end of December.

Second, expend a little more energy of your own to cut your home’s heating bills. I’ve included lots of common sense tips in this issue of Comfort Courier to help you on that score. Follow them and you **WILL** use less fuel this winter. Let’s face it, the good old days of cheap energy are long gone. So let’s activate more of our own human energy and get common sense working to stretch those fuel bills farther this winter.

Look What Customers are Getting for **FREE** with Redeemed Reward Points:



Now that our Rewards program has completed its first year, most customers have earned some significant points... and many have 64634 redeemed them for some very cool savings on valuable products and services from Deiter Bros. Check it out...

“I earned Rewards just for buying heating oil...I redeemed them in September for a free automatic thermostat to help us save energy.” —Emil G., Bethlehem

“Deiter’s installed a new air conditioner for us last Spring...we got a great price and thousands of Rewards points in the bargain. I’m redeeming them for free heating oil this winter. Good deal!”

—Marie Z., Allentown

“My annual furnace cleaning and tune-up didn’t cost me a penny, thanks to my Rewards points this year.”

—Cheryl P., Macungie

“I was surprised how fast my Rewards points mounted up...and just for doing what I normally do for heating my home. My antique furniture gets all brittle in the wintertime, so I’m putting them toward a new home humidifier.”

—Stanley M., Hanover Twp.

HOW MANY REWARDS POINTS DO YOU HAVE?

Find out now. Visit www.dbrothers.com and click on _____ to access your own personal Deiter Bros. Rewards account and redemption facts.