



## Price Program FAQs

Answers to frequently asked questions about our price program

### What is a price program?

A price program is the term used for any agreement between a fuel dealer and their customer that sets the price in some fashion. The most common types of price programs available in our marketing area are:

**Ceiling Price Program:** This program guarantees your price *will not exceed* the price quoted. It may go down, but the price will not go above this price.

**Fixed Price Program:** This program guarantees your price *will always be* the price quoted. It will not go up OR down with the market.

Over the years we have offered both of these options, though the fixed price has all but disappeared due to minimal demand. A fixed price program feels a lot more like gambling – for who can predict the price of oil? When prices fell back, customers on a fixed price program were often unhappy. We now automatically renew program customers on the ceiling price program to allow for downside flexibility.

### What must a customer commit to when they sign up for your price program?

When a customer commits to our price program, they ...

- ✓ commit to being our customer over the coming heating season.
- ✓ pay the up front fee - and always get the lowest price we can offer
- ✓ sign up for a budget payment plan:
  - prepay in advance and qualify for discounts
  - go on a monthly payment plan, which spreads your fuel bill out into even monthly payments.
- ✓ get the benefits of automatic delivery.

### What does the customer get when they are on your price program?

Aside from our legendary great service, decades of experience in delivering fuels safely and efficiently, and a concerned partner in your home comfort - we pledge to bring you:

- ★ SECURITY and STABILITY by protecting the ceiling price quoted. Your price will be either the market price or the ceiling price, whichever is lower. Period.
- ★ Real VALUE over time. With over 25 years of experience in securing fuel for our price program and creating real value for our customers, our track record speaks for itself.
- ★ PEACE OF MIND by keeping your tank full. Being on automatic delivery means you don't have to worry about running out of fuel.
- ★ TOP CUSTOMER SERVICE whenever you need it. Real people with real answers who are ready to help you.

### How do you "protect" a price?

We buy your fuel in advance at the best price we can. By owning fuel contracts, we know the price can't go above that level. We also purchase 'price protection' (i.e. insurance) in case the market price goes *below* the ceiling price. With this protection, we can follow the market price down and make deliveries below the ceiling price previously set. Like insurance, price protection comes at a cost, and thus you pay a \$0.20 per gallon up front fee to be on this program. This fee is charged and due at the start of your budget cycle. and is non-refundable.

Price Protection Programs bring

Stable fuel prices

Even monthly payments

Peace of Mind



### How is your price program different than others?

We differ from the competition in several meaningful ways:

We charge a non-refundable up-front fee. Some companies embed the cost of their price protection in the price per gallon at the point of delivery, making the true cost or your fuel difficult to determine. When you are on our price program, the market price or the ceiling price is the delivered price - whichever is lower. Period.

You decide how many gallons you want to have insured. The \$0.20 center per gallon fee is charged only on the number of gallons you want to protect from price spikes. Have it your way; spread the risk and customize how much you want covered.

Your ceiling price is in effect for more months out of the year. Our market research tells us that many companies limit their price protection to just a few months a year. Then, when the protection ends, some customers get a big delivery in the Spring and have no price protection. If you are on our price program, your gallons are price-protected from November 1st for as long as those gallons last.

### What if I use more fuel than estimated?

Once you have used up your program gallons, you will then be delivered at the market price, even if it is higher than the ceiling price.

### If I don't want price protection, can I still be a Budget Customer?

Customers who choose to have no price protection but still want to have even monthly budget payments, can still choose to be on a market budget plan. In a rising price environment, Market Price Budget Customers do NOT benefit from a "Ceiling Price" or "Price-Cap." Market Price Budget Customers get the market price at the time of delivery and are not charged any fees.

### What is your track record?

For over 25 years we have successfully protected customers from price spikes, while also passing on meaningful savings when prices are on the rise. More than that, our program customers have had peace of mind knowing the ceiling price is the most they will have to pay for fuel over the entire heating season. Like insurance, the savings kick in when bad scenarios play out. Save yourself the worry - and sign up!

### Can I get off the price program if I change my mind?

With your commitment, we are able to go out and secure your fuel and accompanying price protection. If you choose to get off the program mid-year, your up front fee cannot be refunded, and you will not be able to "re-join" the program later in the winter. Our advice: *insurance only works when it stays in place*, and we recommend our customers keep their price protection in place for the same reason.

### When and how can I sign up?

We typically sign up people for price programs as early as June in any given year. Price Program customers must also be on a budget plan. If you are interested in our price program, please give us a call. Don't delay, for our supply is limited and we offer this program on a first come - first served basis. *(Late sign-ups are possible, though ceiling price and payment plan may vary.)*

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