



2009 Oilheat Survey Results



CERTIFIED PUBLIC ACCOUNTANTS
VISION • DIRECTION • SUCCESS
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"Sharing a Vision and providing Direction so our Energy clients can achieve Success."



Gray, Gray & Gray Oilheat Survey Results 2009 - Overall

In what state does your company primarily do business?

26%	Massachusetts
26%	Pennsylvania
11%	New York
9%	Connecticut
8%	Maine
7%	New Jersey
5%	New Hampshire
3%	Maryland
3%	Vermont
1%	Rhode Island
1%	Virginia

Total number of employees: 21

Number of service technicians (full-time equivalent) 7

Number of delivery drivers (full-time equivalent) 6

Are your employees unionized? Yes 5%
No 95%

Which of the following employee benefits do you offer?

52%	Group Life Insurance
46%	Group Disability Insurance
67%	Retirement Plan (401k)
42%	Pre-Tax Benefit Package (Sec. 125 Plan)
75%	Paid Sick Days
10%	FSA (Flexible Spending Account)
9%	HRA (Health Reimbursement Account)
40%	Incentive pay/bonuses
41%	Dental Plan
89%	Group Health Plan
Group health percent company paid: 79%	

What is the average HOURLY rate you pay your Delivery Drivers?
\$18.00 per hour

What is the average HOURLY rate you pay your Dispatchers?
\$18.00 per hour

What is the average HOURLY rate you pay your Service Technicians?
\$20.00 per hour

What is the average HOURLY rate you pay your Service Manager?
\$27.00 per hour

Are you considering any of the following?

30%	Acquiring another company
15%	Selling your company
27%	Transitioning to the next family generation
10%	Conducting a business valuation
8%	Developing a bulk plant
23%	Upgrading an existing bulk plant
5%	Refinancing
14%	Retiring
5%	Converting to an S Corporation
17%	Expanding product lines
8%	Converting to flat rate billing for service

How many fuel customers do you have?

Retail/Residential Heating Oil	2,983
Commercial Heating Oil	241
Propane	2,805

How many gallons of fuel did you sell during the heating season just ended?

Retail/Residential Heating Oil	1,860,820
Commercial Heating Oil	457,565
Propane	1,259,635

What was your average TARGETED margin for fuel sales during the heating season just ended?

Retail/Residential Heating Oil	60¢ per gallon
Commercial Heating Oil	41¢ per gallon
Propane	88¢ per gallon

Which of the following do you offer to RETAIL customers?

56%	Fixed pricing
36%	Price cap
93%	Budget payment plan
54%	Service contracts
15%	Free oil for new customers (oil coupons)
11%	Free service for new customers
11%	Tank monitoring system
47%	Tank protection plans
53%	Central air conditioning
17%	Plumbing service
82%	Heating equipment service
81%	Heating system installation
15%	On-line ordering

Do you charge RETAIL customers a fee for a price protection plan?

4%	Yes - for fixed price
24%	Yes - for cap price
10%	Yes - for down side
33%	No
38%	Do not offer a price protection plan

Do your price protection plans offer customers a buyout option?

34%	Yes	\$369 fee (avg.)
66%	No	

Will you offer RETAIL customers price protection plans next year?

35%	Yes
31%	No
34%	Not sure

What percentage of your price protection programs did you hedge?

79%
At a hedging cost of 31¢ per gallon

What is your average RESIDENTIAL drop (gallons delivered per stop)?

165 gallons

What is the average renewal price you charge for a service contract?

\$213

How many PAID service contracts do you have?

1,166

How many total service calls were made last year?

4,075

How many installations did you complete last year?

111

Gray, Gray & Gray Oilheat Survey Results 2009 - Northeast Region

Total number of employees:	18	What was your average TARGETED margin for fuel sales during the heating season just ended?	
Number of service technicians (full-time equivalent)	5	Retail/Residential Heating Oil	61¢ per gallon
Number of delivery drivers (full-time equivalent)	5	Commercial Heating Oil	41¢ per gallon
		Propane	87¢ per gallon
Are your employees unionized?	Yes 6%	Which of the following do you offer to RETAIL customers?	
	No 94%	64% Fixed pricing	
Which of the following employee benefits do you offer?		36% Price cap	
49% Group Life Insurance		96% Budget payment plan	
40% Group Disability Insurance		50% Service contracts	
63% Retirement Plan (401k)		13% Free oil for new customers (oil coupons)	
40% Pre-Tax Benefit Package (Sec. 125 Plan)		14% Free service for new customers	
79% Paid Sick Days		13% Tank monitoring system	
7% FSA (Flexible Spending Account)		49% Tank protection plans	
10% HRA (Health Reimbursement Account)		51% Central air conditioning	
41% Incentive pay/bonuses		19% Plumbing service	
40% Dental Plan		89% Heating equipment service	
87% Group Health Plan		87% Heating system installation	
Group health percent company paid: 76%		17% On-line ordering	
What is the average HOURLY rate you pay your Delivery Drivers?		Do you charge RETAIL customers a fee for a price protection plan?	
\$18.00 per hour		4% Yes - for fixed price	
What is the average HOURLY rate you pay your Dispatchers?		21% Yes - for cap price	
\$18.00 per hour		13% Yes - for down side	
What is the average HOURLY rate you pay your Service Technicians?		39% No	
\$21.00 per hour		33% Do not offer a price protection plan	
What is the average HOURLY rate you pay your Service Manager?		Do your price protection plans offer customers a buyout option?	
\$28.00 per hour		35% Yes \$388 fee (avg.)	
Are you considering any of the following?		65% No	
29% Acquiring another company		Will you offer RETAIL customers price protection plans next year?	
16% Selling your company		39% Yes	
30% Transitioning to the next family generation		26% No	
7% Conducting a business valuation		35% Not sure	
10% Developing a bulk plant		What percentage of your price protection programs did you hedge?	
26% Upgrading an existing bulk plant		80%	
6% Refinancing		At a hedging cost of 32¢ per gallon	
17% Retiring		What is your average RESIDENTIAL drop (gallons delivered per stop)?	
3% Converting to an S Corporation		158 gallons	
17% Expanding product lines		What is the average renewal price you charge for a service contract?	
7% Converting to flat rate billing for service		\$195	
How many fuel customers do you have?		How many PAID service contracts do you have?	
Retail/Residential Heating Oil 2,604		922	
Commercial Heating Oil 179		How many total service calls were made last year?	
Propane 3,149		2,950	
How many gallons of fuel did you sell during the heating season just ended?		How many installations did you complete last year?	
Retail/Residential Heating Oil 1,864,322 gallons		77	
Commercial Heating Oil 456,380 gallons			
Propane 1,402,577 gallons			

Gray, Gray & Gray Oilheat Survey Results 2009 - Mid-Atlantic Region

Total number of employees: 27
 Number of service technicians (full-time equivalent) 9
 Number of delivery drivers (full-time equivalent) 7

Are your employees unionized? Yes 5%
 No 95%

Which of the following employee benefits do you offer?
 59% Group Life Insurance
 59% Group Disability Insurance
 74% Retirement Plan (401k)
 46% Pre-Tax Benefit Package (Sec. 125 Plan)
 69% Paid Sick Days
 15% FSA (Flexible Spending Account)
 8% HRA (Health Reimbursement Account)
 38% Incentive pay/bonuses
 44% Dental Plan
 92% Group Health Plan
 Group health percent company paid: 85%

What is the average HOURLY rate you pay your Delivery Drivers?
 \$17.00 per hour

What is the average HOURLY rate you pay your Dispatchers?
 \$18.00 per hour

What is the average HOURLY rate you pay your Service Technicians?
 \$18.00 per hour

What is the average HOURLY rate you pay your Service Manager?
 \$26.00 per hour

Are you considering any of the following?
 33% Acquiring another company
 13% Selling your company
 21% Transitioning to the next family generation
 15% Conducting a business valuation
 5% Developing a bulk plant
 18% Upgrading an existing bulk plant
 5% Refinancing
 8% Retiring
 8% Converting to an S Corporation
 18% Expanding product lines
 10% Converting to flat rate billing for service

How many fuel customers do you have?
 Retail/Residential Heating Oil 3,661
 Commercial Heating Oil 326
 Propane 2,254

How many gallons of fuel did you sell during the heating season just ended?
 Retail/Residential Heating Oil 1,886,123
 Commercial Heating Oil 470,168
 Propane 973,750

What was your average TARGETED margin for fuel sales during the heating season just ended?
 Retail/Residential Heating Oil 60¢ per gallon
 Commercial Heating Oil 40¢ per gallon
 Propane 90¢ per gallon

Which of the following do you offer to RETAIL customers?
 44% Fixed pricing
 38% Price cap
 87% Budget payment plan
 59% Service contracts
 18% Free oil for new customers (oil coupons)
 3% Free service for new customers
 5% Tank monitoring system
 44% Tank protection plans
 54% Central air conditioning
 15% Plumbing service
 69% Heating equipment service
 69% Heating system installation
 13% On-line ordering

Do you charge RETAIL customers a fee for a price protection plan?

3% Yes - for fixed price
 28% Yes - for cap price
 5% Yes - for down side
 23% No
 46% Do not offer a price protection plan

Do your price protection plans offer customers a buyout option?

30% Yes \$346 fee (avg.)
 70% No

Will you offer RETAIL customers price protection plans next year?

29% Yes
 41% No
 30% Not sure

What percentage of your price protection programs did you hedge?

78%
 At a hedging cost of 29¢ per gallon

What is your average RESIDENTIAL drop (gallons delivered per stop)?

179 gallons

What is the average renewal price you charge for a service contract?

\$242

How many PAID service contracts do you have?

1,498

How many total service calls were made last year?

5,641

How many installations did you complete last year?

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