

# Fueling Your Future.

Information for Oilheat, Propane & Petroleum Business Leaders



**GRAY GRAY & GRAY**  
CERTIFIED PUBLIC ACCOUNTANTS | ADVISORS

Westwood | Framingham | Boston

BEYOND THE NUMBERS

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*It takes more than numbers.*

Gray, Gray & Gray is here to help you "Fuel Your Future" by going beyond accounting services. With over 65 years in the energy business, we go beyond the numbers by delivering insight, guidance and knowledge to our energy clients so they can achieve growth and profitability.

## Have You Seen the Results from GG&G's Bioheat Fuel Survey?

Gray, Gray & Gray recently released the results of a survey the firm conducted on the use and perception of Bioheat® fuel in the home energy industry. Responses to the survey were obtained from home heating oil dealers from the Northeast and Mid-Atlantic regions of the U.S.

"Bioheat® fuel is still a relatively new product in the home heating oil business, and our survey was designed to get a sense of how dealers are adapting to this option," said Joe Ciccarello, CPA, managing partner at Gray, Gray & Gray. "We discovered that acceptance of Bioheat® fuel by dealers is slowly building, but customer awareness and demand is still low."

Survey results included the following:

- 45% of dealers believe Bioheat® fuel is a logical "next step" to help the heating oil industry reposition itself
- Yet only 23% of dealers currently sell Bioheat® fuel
- Of these, almost half deliver Bioheat® fuel without informing customers of the change in formulation
- Only 16% of dealers report that customers have requested Bioheat® fuel
- 80% of dealers feel their customers are unaware of the heating oil industry's transition to Bioheat® fuel

Nearly half (49%) of the respondents reported being aware of problems with Bioheat®

fuel. The most prevalent perception stated is a freeze point that is higher than unblended heating oil, resulting in gelling and clogging issues (61%).

[Click here to view the complete survey results now.](#)

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*Times have changed and so has the energy industry.*

You can't run your business the same way you have in the past. That's why Gray Gray & Gray has developed

**5-SPEED**

5-Year  
Strategic  
Planning  
Exercise for  
Energy  
Dealers

Our industry experts will work with you to develop a customized five-year plan of action to help move your company forward with confidence.

**GET IN GEAR!**

Contact [Joe Ciccarello](#), [Jeff Foley](#) or [Marty Kirshner](#) today to discuss a 5-SPEED strategic plan for your energy business



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## Client Testimonials

*"I have worked with Gray, Gray & Gray for more than 40 years, first with General Oil and then with Volta Oil. Their depth of knowledge of the industries we operate in has been impressive. Our mix of c-stores and gas stations presents a unique challenge that Gray, Gray & Gray manages with ease.*

*I have been very impressed by the support Gray, Gray & Gray provides to us. Not only is the information they deliver to us timely and accurate, it is well presented and easy to act upon. Their reputation in the financial community is also an advantage for us. When we tell a banker that we work with Gray, Gray & Gray, they visibly relax because they know we are in good hands.*

*Gray, Gray & Gray is not limited to providing only traditional accounting. They have become involved in everything from strategic planning to operations, and have also provided personal tax planning and succession planning for us. They are among our most trusted advisors."*

**-- Jim Garrett, Volta Oil Co., Inc.  
Plymouth, MA**

*"Gray, Gray & Gray has been an essential part of the growth and continued success of Peterborough Oil. In addition to their always excellent guidance on tax and financial issues, Gray, Gray & Gray played an integral part in the successful transition of the business from one generation to the next, and served as our most trusted advisor during the sale of our company. Their knowledge of our company and our industry make Gray, Gray & Gray an invaluable resource to us."*


**-- Jack Ford, Peterborough Oil Co., Inc.  
Leominster, MA**

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