


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 nearly 70 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 Completed Gray, Gray & Gray's 2014 Oilheat Survey?

The deadline for completing this year's survey is May 15, 2014.

This annual survey has provided a profile of oilheat and propane retailers for nearly a quarter of a century. With your help, we can continue to allow businesses like yours to compare practices and performance against others in the oilheat industry.

If you haven't completed this year's survey yet, please do so today by:

- 1) filling out the form you received in the mail OR
- 2) completing the online form.

[Click here to participate in this year's online survey.](#)



NOTE: Please complete the survey using information from your company's May 1, 2013 through April 30, 2014 results.

Oil & Energy Magazine Features "Choosing the Best Customers"

by C. Joseph Ciccarello, CPA, MST
Managing Partner, Gray, Gray & Gray, LLP



Growing the customer list - a retail energy company's most valuable asset - is the most important task facing the owner or manager of any oilheat or propane business. More customers mean more revenue, which leads to higher profits. It is a simple equation that equals success.

Or does it? In the rush to add customers, be careful you do not open the door too wide. Not all customers are the same, and not all customers are profitable. You need to be aware of "tire kickers" and price shoppers who will take advantage of your eagerness to acquire their business, only to quickly leave for greener pastures.

Customer loyalty is not what it once was. Today, many dealers attract new customers with a variety of discount programs and special offers that practically give away any profit that could possibly be made. These dealers believe that, during the period of the low-price contract, they can demonstrate to the customer how good they are, leading the customer to stay on once the discounts end and the giveaways are over.

[Read more on choosing the best customers in Oil & Energy's online magazine.](#)

New England Fuel Institute's Visions Conference 2014 Adapt & Prosper - Taking Your Company to the Next Level in Volatile Times



We are excited to announce that the Visions 2014 Conference will be held at the DCU Center in Worcester, MA on June 10th-11th. Are you planning to attend? If so, please be sure to stop by **Booth #5!** Catch up with members of our Energy team, ask us questions, find out more about our accounting and business advisory services, 5-Year Strategic Planning Exercise for Energy Dealers (5-SPEED), FuelExchange service, and how we go beyond the numbers for our Energy clients!

PLUS - pick up a hot-off-the-press copy of the 2014 Oilheat Survey Results!



Pictured here from left to right:
Managing Partner Joe Ciccarello, Partner Jeff Foley,
Manager John Vachon, and Supervisor Marty Kirshner

Gray, Gray & Gray is here to help your energy business succeed by building a lasting, mutually-beneficial relationship with you. This is what sets us apart from other firms. We hope to see you at the Visions 2014 Conference so that we can get to know you and your business!

How Does Gray, Gray & Gray Go Beyond the Numbers for You?



Every business owner should have a network of professionals who serve as their trusted advisors and strategic partners in success. At Gray, Gray & Gray, that's exactly what we strive to do each and every day for all of clients. We refer to this as going "beyond the numbers" for our clients.

How does Gray, Gray & Gray go "beyond the numbers" for you? Please help spread the word by sharing your feedback with us here.

It's Time to Shift Gears.



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 us today to discuss a
5-SPEED strategic plan for your energy business.

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BEYOND THE NUMBERS

34 Southwest Park
Westwood, MA 02090
781.407.0300
www.gggcpas.com



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