

# Oilheat. Know more, sell more.



## add a new oil tank to your curb appeal checklist

*Paint trim! Remove clutter! Upgrade oil tank through the New Jersey tank grant program!*

Your clients can follow all of your recommendations for improving curb appeal, but it could be all for naught if they haven't addressed the big "out-of-sight, out-of-mind" question—their dated underground oil tank.

This spring when you provide your clients with a checklist to make their home more appealing, add this to your recommendations: Install a new oil tank and apply for a \$3,000 grant from the state of New Jersey.

Your clients can receive up to \$3,000 to remove their old underground oil tank and replace it with a new underground or aboveground tank. Today's tanks are virtually leakproof and worry free, and they'll make your clients' property much more appealing.

And there's even more good news! In the rare event of an underground tank leak, homeowners can receive funding through the New Jersey Department of Environmental Protection to cover remediation costs. That's in addition to coverage available through the tank protection programs offered by many New Jersey oil dealers.

"I didn't know remediation assistance was available until now," said Anne Buchanan of RE/MAX Beach Home Realty. "I think my clients will feel a lot better about upgrading their oil tanks."

To learn more, visit [www.NewTanksNJ.org](http://www.NewTanksNJ.org). You'll find step-by-step instructions and application forms, so your clients can upgrade their tanks this spring.

## what agents are saying about PRO\$

Many agents have jump-started their spring selling season by attending a 15-minute PRO\$ presentation at their office. After the presentation, a PRO\$ representative answered their questions and distributed FREE marketing materials.

This "Oilheat 101" seminar enables agents to provide the right advice to clients who had concerns and questions about an oil-heated home. Here's how some of these agents are now benefitting.

**"I won't go to an oil-heated home now without a [PRO\$] welcome pack. Whether it's a seller or a buyer, these materials are part of my routine."**

—Niki Fry, Weichert Realtors, Westfield

**"We use the PRO\$ marketing materials regularly. They're terrific! They open doors for us."**

—Ian Wolf, broker/owner, Exit Realty Gold Services, Mountain Lakes

**"I learned more about marketing an oil-heated home in just 15 minutes than in a four-hour class elsewhere."**

—Peggy Bessy, Prudential Fox & Roach, Margate

Visit [www.nj.oilheatpros.com](http://www.nj.oilheatpros.com) to request a PRO\$ presentation or FREE oilheat materials.

# Win

an escape to the

## Turks & Caicos Islands!

Request a **FREE PRO\$ presentation** or our **FREE materials**, and we will enter you in a sweepstakes for an all-expenses-paid, five-day vacation for two at...

### The Regent Palms Resort Hotel

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(plus a \$1,000 shopping spree)

Visit [www.nj.oilheatpros.com](http://www.nj.oilheatpros.com) or call **1-866-807-PROS (7767)** toll free for details.

See website for contest details and rules. No purchase necessary. A purchase does not increase your chances of winning. Contest ends 12/31/09. Prize will be awarded through your broker.

**PRO\$** Partnership for Realty and Oilheat Success™

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NATIONAL OILHEAT RESEARCH ALLIANCE

## Want the facts? Check out these issues:

### Sept. '08:

The real factors that drive heating oil prices.

### Oct. '08:

Local oil dealers offer your clients solutions.

### NJ Tank Grant

Visit [NewTanksNJ.org](http://NewTanksNJ.org) and get your clients \$3,000 to upgrade their tank.

Or log on to

[www.nj.oilheatpros.com](http://www.nj.oilheatpros.com)  
for past issues.