

Oilheat. Know more, sell more.

shine a positive light on oil-heated homes...

With the fall home-shopping season underway, you need to be armed with the latest information so you can talk confidently about oilheat. For example, oil prices fell by more than 20% between July and September, so there's more room for optimism about oil prices than many people think.



Knowing the facts adds up to more sales.

Your best resource for answering the tough questions is your local oilheat dealer.

Although high energy costs may still be a challenge for New Jersey homeowners this winter, many oil dealers offer solutions to help your clients control costs.

They will also be glad to assist you in making your listings of oil-heated homes more marketable. Dealer services may include providing an evaluation of a home's heating system and a written statement about its

condition. If there is a tank issue, a dealer can refer you to a reliable contractor.

After you "pick the brain" of an oilheat dealer, connect with the PRO\$. We'll give you valuable marketing materials contained in our Welcome Packets, which you can use with leery buyers during open houses.

...and open the door to more sales

Despite the recent drop in oil prices, selling an oil-heated home can be a challenge. Agents who attend a FREE 15-minute PRO\$ presentation, however, will learn how to deflect many buyer concerns.

After the presentation, you'll be able to confidently discuss the reality behind energy prices. You'll also be prepared to address any buyer questions about oil tanks. And we'll arm you with some surprising facts so you can knowledgeably talk about the positive benefits of heating a home with oil. In addition, you'll walk away from the presentation with FREE brochures to help you communicate with your clients.

Schedule a FREE presentation or request FREE marketing materials *today* and you may win a vacation for two! See the article at right for details.



WIN

a trip to
**Palm Beach,
Florida**

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 Breakers®** in **Palm Beach, Florida** including a **\$1,000 shopping spree!**

Visit 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 12/31/08. Prize will be awarded through your broker.

PRO\$ 
Partnership for
Realty and Oilheat Success™

NORA
NATIONAL OILHEAT RESEARCH ALLIANCE

Want the facts? Check out these issues:

April '08:

Boost success with prospects at oilheat open houses.

Sept. '08:

The real factors that drive heating oil prices.

Don't forget:

Visit newtanksnj.org and get your clients \$3,000 to upgrade their tank.

Or log on to

www.nj.oilheatpros.com
for past issues.