

# NYREALTY

This newsletter brought to you by the New York Oil Heating Association, Inc. and the National Oilheat Research Alliance



## What Are You Looking for in an Energy Partner?

Find It in the NY Oilheat-Realty Partnership Program  
– Schedule a Closed-Door Meeting Today

Property doesn't sell itself. It takes the time and talents of real estate professionals like you to match buyers with sellers, get the best possible price for your client, and make sure all of the necessary paperwork is in order. As home service professionals, New York's Bioheat® fuel providers understand that selling oil-heated homes isn't easy. However, we want to help make your job easier!

That's why we encourage you to **schedule a free closed-door meeting of the NYC Oilheat-Realty Partnership Program**. In addition to offering energy industry insights, our closed-door meetings provide you with opportunities to:

- Engage energy-marketing professionals in an open Q&A forum
- Learn the most effective response to your clients' concerns about Oilheat
- Network with experienced home service professionals
- Let us know what we can do to serve you and your clients better
- Get important updates on information from previous Oilheat-Realty Breakfast Meetings

If you've never attended an NYC Oilheat-Realty Partnership meeting, do not miss this chance to discuss what you're looking for in an energy partner and find out how New York's full-service Bioheat dealers can help you close more sales. If you have attended a meeting before, much has changed over the last few years (and even over the past few months, really), so now is the perfect time to update your team members and build upon the knowledge you've acquired. Remember: NYC Oilheat-Realty Partnership Program meetings are **completely free to attend and open to any agency or group of 15 or more real estate professionals. To schedule your closed-door meeting, call 516-222-2041 today!**



## We'll Come To YOU

Worried about leaving your office unattended? **THEN DON'T!**  
The NYC Oilheat-Realty Partnership Program can come to you!

We're planning several closed-door meetings for the months ahead and would be happy to host one at your location. If you are in the Queens area, have a staff of 15 or more, and would be willing to open your doors to the NYC Oilheat-Realty Partnership Program, please give us a call at 516-222-2041.

For dates, times and other info, look for updates on the New York Oil Heating Association's [Facebook](#) and [LinkedIn](#) pages, which you can reach via [NYOHA.org](#).

## "Hot Town, Summer in the City"

If you think that your NYC Oilheat-Realty Partner is a seasonal company that can only help your clients during the fall or winter ... think again. These full-service Bioheat fuel dealers make themselves available all year long for services such as annual tune-ups, efficiency evaluations, equipment installations and upgrades, and more. Some even offer air conditioning services. Go to [NYOHA.org](#) and click "Find a Dealer" to connect with a company that can meet your clients' seasonal and year-round comfort needs.



## New Fuel for New Neighbors

From Bedford-Stuyvesant to Astoria, neighborhoods all across the five boroughs are changing drastically, driven in large part by an influx of millennial renters, homebuyers and even small-business owners.

One might assume these first-time buyers are unfamiliar with heating oil, but the truth is that NYC's Bioheat® fuel offers much for them to embrace.



**It's Green:** Bioheat fuel consists of ultra-low sulfur heating oil and renewable biodiesel, an EPA-approved alternative fuel that helps reduce emissions. NYC's standard biofuel content of 2% will be raised to 5% in October of this year.

**It's Convenient:** The smartphone generation is all about on-demand convenience. Full-service dealers provide it via automatic delivery, which eliminates the need to schedule deliveries and monitor tank levels.

**It's Thrifty:** The only thing the millennial buyer loves more than a bargain is bargain hunting, and because Bioheat fuel is provided by a number of full-service dealers, your client will be able to do exactly that.

## ...But Old School When & Where It Counts

Just because NYC heating oil has a new name (Bioheat® fuel) and cleaner footprint doesn't

mean it's forgotten its roots. On the contrary, most Bioheat fuel providers are small, local businesses with long traditions of community service. Many of these companies are family-owned, and virtually all of them employ people who live in the same communities they serve every day. Your older clients might appreciate seeing a familiar face when they get a delivery or heating service. And those younger transplants you count among your clients might appreciate knowing that their energy dollars help support an authentic local business. *It's the best of both worlds!*



## Your Building Manager's Energy Experts

NYC Building Codes offer a number of challenges for real estate developers, property managers and everyone in between, but a full-service Bioheat® dealer can help you address many of these issues. You and your partnered home inspector might turn to your NYC Oilheat-Realty Partner for help with any of the following:

**NYC Boiler Inspections:** Most full-service Bioheat dealers are licensed to perform NYC Boiler Inspections, which are required in residential buildings with six or more families as well as all mixed-use buildings.

**"Retrofits":** Some building managers mistakenly equate the Building Codes' required "retrofits" with complete system replacements or fuel conversions. However, because all oil-fired furnaces and boilers have been proven compatible with Bioheat fuel, odds are your client's system has already been "retrofitted."

**Tank Readings:** Before a home is sold, this service will help ensure your sellers that they're not giving away a full tank for free and help ensure your buyers that they're not moving into a home without fuel.

Full-service Bioheat dealers can also perform system upgrades that may add value to a home, or equipment inspections that help ensure the existing heating system is in good working order when your clients move in. Visit [NYOHA.org](http://NYOHA.org) to find out more, and contact your NYC Oilheat-Realty Partner to get your clients the services they need.

