

## **PMAA Corporate Platinum Partner Spotlight Featuring: Renewable Energy Group, Inc.**

### ***Strategies for a Successful Summer***

All things considered, it's hard to say whether the 2019-2020 heating season was "slow" or not. Sure, low heating degree day totals slowed demand for heating oil. Anecdotally, we've heard that demand for equipment service was down overall as well. But then there was COVID-19. While oil prices hit all-time lows, heating fuel dealers found themselves on the front lines of a national crisis, delivering essential products and services to first-responders and locked-down homeowners during an April cold front — not exactly what you'd call "slow season" activity.

After a winter and spring like that, everyone could use a break. Not surprisingly, many heating fuel dealers are using the summer months to take stock of their company's performance. While some are tightening their belts in response to the current economic situation, others are seeking out expansion and diversification opportunities. Biodiesel and blended Bioheat® fuel can help dealers differentiate their product in a competitive marketplace, build a sustainable future for their business and provide inroads to valuable municipal contracts. But all of this requires a plan. With that in mind, here are some points to consider while strategizing this summer:

**First, pinpoint where you excelled or fell short last heating season.** You know your business better than anyone, so only you can determine which areas are running smoothly or in need of improvement.

**Next, decide on your goals for next heating season.** Are you looking to expand your service territory, diversify your offerings, optimize your average drop size, or make up for lost residential accounts by landing a significant commercial or municipal contract? Whether your focus is company-wide or honed on a single department, setting specific benchmarks will help you plan your work and work your plan.

**Do the research *and then* trust the experts.** In today's business environment, heating fuel retailers and distributors are asked to be much more than retailers and distributors. In addition to knowing the ins and outs of fuel sales and supply, they have to gain insight on marketing strategies, regulatory compliance, alternative technologies and so much more. There is no shortage of self-proclaimed thought leaders and experts, but how do you know who to turn to for support? Research is the only answer. Talk to your friends in the industry and association leaders, read the trade pubs and white papers, and attend or download the webinars that have become an increasingly popular asset in our post-pandemic business environment.

By equipping your company with the right tools, you can position your business for success in the coming heating season and identify valuable opportunities where your competitors see only challenges. When it comes to biodiesel and Bioheat® fuel blending, sales, compliance, testing, marketing and support, Renewable Energy Group (REG) is always happy to help. Keep reading for more information and contact our sales team to discuss any item that piques your interest.

For additional information about Renewable Energy Group, Inc., please [visit](#) or contact [Steve Klein](#).  
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