

The Secret to Your Heating Comfort



Occasionally, we receive phone calls from customers who see a low oil price advertised in the paper. They wonder how discounters can charge less. Are there risks involved in using them? Why should they pay more for oil from a full-service company like ours?

Why the Price Difference?

Discount oil companies don't make less profit—they just don't offer most of the services, conveniences and protections that the vast majority of families really want. That's why fewer than 10% of all heating oil customers buy their oil from discounters.

For example, many discounters:

- **Don't have their own service staff to respond to your problems.**

When something goes wrong with your heater, you're left to scramble for yourself. Even when discounters advertise "service available," it's usually from subcontractors who are notoriously undependable.



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- **They don't offer credit terms or budget plans,** leaving you to plan your deliveries around your paycheck and sometimes wait all day with cash in your hand for the driver to show up.



- **They don't provide automatic deliveries.** You have to watch your tank carefully and call for every delivery.
 - **They don't have personnel on call** around the clock, ready to help you in emergency situations.
 - **They don't take steps to ensure the quality of the oil** that they put into your tank, which may lead to equipment breakdowns.

How We Deliver Real Value!

We've set up our company to treat your family the way we would want to be treated ourselves.

We're concerned about your budget, too. (In fact, our oil price is lower today than it was 10 years ago!) But we don't think you want us to risk your heating system, comfort or peace of mind.



So, in addition to offering **all** the services that discounters don't:

- **We keep your equipment operating at peak efficiency**, to avoid wasting fuel.
 - **We hire professionals and continually train them**, so we can solve most of your problems the first time.
 - We employ enough drivers and service technicians to **respond to problems quickly**.
 - **We provide service agreements**, which save you money and help you avoid unexpected big bills.
 - We make sure our uniformed drivers and technicians **respect your family and home**.
 - **We have our truck meters inspected for accuracy**, so you get what you pay for.
 - We maintain hundreds of thousands of dollars in **liability insurance**, so you can feel confident in all your dealings with us.
- And much, much more.

These days, it's hard to pass up a good deal. **But paying less isn't always a bargain.** In fact, it can cost you much more in the long run. These experiences help explain why most people choose to buy their fuel from full-service companies.



Martha Shapiro

"Since my husband and I are both active, the last thing I want to worry about is my heat. I appreciate not having to check my tank constantly or worry about who is coming into my house. And anytime I've had a problem, it's been taken care of quickly, without costing me an arm and a leg. If that's what you mean by full service, it's worth every penny."

Peace of Mind and Convenience.

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Mary and Michael Wieczenski

"When we first moved in, we figured we'd just shop around for the lowest price. Sure enough, we found a guy with a truck who got us the oil for less. The big problem happened on our third delivery.

"After he delivered, our burner stopped working. We still don't know whether it was bad oil or just a coincidence, but when we called him about it, he refused to deal with us. To make matters worse, we had to call a plumber, and we were without heat for over a day."

Saved on Oil Delivery: \$21
Cost of Repairs: \$171



Scott G. Schufreider

"I thought I was keeping a good eye on my tank, but we hit a cold snap and I ran low. My discount guy said he would get to me later that day. He never showed. I called in the morning, and he promised me again. When I got home from work, again no show—only this time, my heat shut off.

"I tried calling other companies, but they were all too jammed up because of the cold. We actually spent the night in a hotel and I had to take off work the next day to wait for a repairman and a delivery. When I got home, I found my pipes had burst. Besides the water damage, I had to miss more work to get things fixed."

Saved on Oil Delivery: \$24
Cost of Repairs and Hotel: \$726

The Full-Service Difference

If all you needed was oil in your tank, you could get that from any company. But it's our "full-service difference" that gives you real dependability, service, comfort and peace of mind.

