



Warm Words

spring 2009

SCOTT WILLIAMS
Incorporated

PERSONALLY SPEAKING

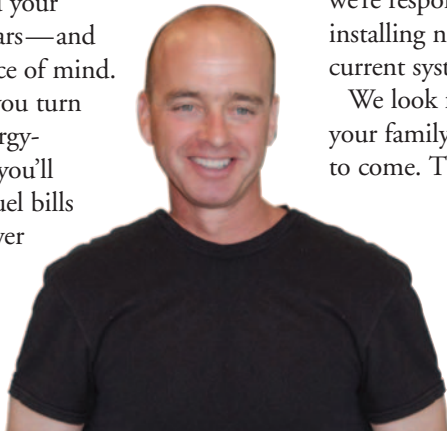
providing savings and peace of mind in tough times

Dear Friends,

As we all struggle to navigate these difficult economic times, be careful of chasing the “deal” of the moment. Prices will go up and down, and discounts will come and go. But the reliability and commitment of your oil dealer should never waver.

You will benefit by continuing to do business with us because we have some terrific ways, such as equipment upgrades, to help you save—the environment and your hard-earned dollars—and to bring you peace of mind.

From the day you turn on your new energy-efficient system, you’ll save money on fuel bills (see page 4). Lower energy use also makes a high-efficiency system a green choice.



Plus, installing the latest heating and cooling equipment helps eliminate the chance of inconvenient costly breakdowns.

Another way we can ease your worries is with payment programs to make your bills more manageable and predictable. Read the related article on this page.

count on us

So trust us to be there for you, to give you good advice and to do things the “right” way. And count on us to keep you comfortable and worry-free—whether we’re responding to an emergency, installing new equipment or servicing your current system.

We look forward to keeping you and your family safe and comfortable for years to come. Thank you for your loyalty.

Warmly,

Ken Williams
President

make your bills more manageable

With this year’s challenging economic climate, many of our customers appreciate being able to spread out their fuel payments with our EZ Pay program.



EZ Pay makes your bills more manageable and predictable because your payments are divided into 12 monthly installments—which will cut your winter fuel bills in half. With EZ Pay, you’ll pay the same amount each month, no matter how cold it gets or if you need more than one delivery in a month.

When you’re an EZ Pay customer, you get the added benefit of automatic deliveries. This eliminates your risk of running out of fuel; we monitor your fuel use carefully so we know when it’s time for another delivery.

To enroll in EZ Pay, go to our website at **ScottWilliamsEnrollment.com**, mail back the enclosed reply card or call. If you’re already an EZ Pay customer, you don’t have to do anything. We will automatically renew you in this program so your heating costs stay manageable.

check out our new website

Next time you’re online, log on to **ScottWilliamsOil.com**.

That’s our new Web address.

Now that we’re online, you’ll be able to learn about our products and services, pick up energy-saving pointers or check out our specials—24 hours a day, 7 days a week. You can also go to our site to send us feedback or ask us questions.

Our new site is just the latest way we can stay connected with our customers. Please take a few minutes to visit the site and bookmark it on your browser. Of course, if you need to speak with someone, we’re still here ready to help.



Fuel Oil • Heating & Air Conditioning Equipment Sales & Service

92 Copeland Street • Quincy, MA 02169

Call us! (617) 773-2870 • warmfriends@comcast.net

- ★ save thousands on a new system
- ★ get a \$100 credit

loans up to \$10,000 with 0% financing available for limited time!

Installing energy-efficient equipment is one of the smartest investments you can make, and there has never been a better time to purchase a new system.

The **MassSAVE Heat Loan Program**, sponsored by local utilities, can also help you pay for your new heating or cooling system. The program offers **0% financing on loans of up to \$10,000** for seven years for the purchase of new heating and

cooling equipment as well as other home improvements that increase your home's energy efficiency.

In addition to the loan, you can get a **rebate of up to \$500** on your new equipment. To find out more about this program, call (860) 632-8300, or visit MassSave.com.

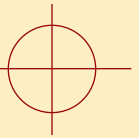
As a further incentive, we are offering our own money-saving deals on new systems. Install a new heating or cooling system by June 30 and we'll give you a \$100 credit toward the installation.

Combine this with the MassSAVE incentives and the other benefits of installing a new system (such as lower energy and repair costs), and you can see what a great deal a new system can be. But you have to act now because these deals won't last forever!

When you buy equipment from us, we'll help you choose a system that is right for you. Plus, we'll install it properly and with minimal disruption—in most cases in just one day.

Give us a call or return the enclosed card to learn more.

ask the expert



Q: *My oil heating system is old but still working. How do I know if it's worth replacing?*

A: If your system is approaching the 20-year mark, it's time to think about replacing it. The latest equipment includes many models with the Energy Star rating, and some offer electronic controls and can operate at high efficiency levels.

Replacing outdated equipment with new ultra-high-efficiency equipment could cut your fuel usage and annual energy bills by 30% to 40%. It will also help lower your repair bills and provide unparalleled comfort.

Q: *Is oil a good buy compared with natural gas and propane?*

A: Yes. For every gallon of oil burned, 140,000 Btu's of heat are generated. That's about 50% more heating energy than for a gallon of propane and about 40% more heat than for an equivalent amount of natural gas. Now that oil prices have returned to normal levels, oil once again represents the best value in heating fuels, as it has been for most of the last 25 years.

However, old heating systems—regardless of the fuel used—generate high fuel bills. But they can easily be replaced with the latest energy-efficient oil heating equipment.

Give us a call or return the enclosed card to schedule a free, no-obligation home comfort consultation.



John LeVangie, service manager and vice president