



Warm Words

winter 2009

SCOTT WILLIAMS
Incorporated

PERSONALLY SPEAKING

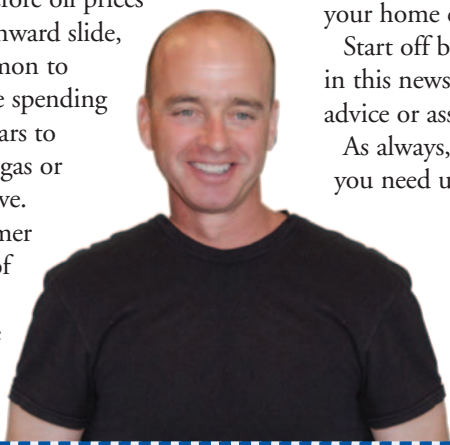
lessons learned from falling oil prices

Dear Friends,

As our newsletter went to press, crude oil prices had fallen more than 65% from their record highs of summer. And the price for a gallon of heating oil is \$1 lower than it was a year ago. Less expensive fuel has become one of the few bright spots in a very gloomy economic picture.

The big drop in prices taught us the lesson that energy prices remain cyclical in nature. Even when prices rise, they eventually come back down. Unfortunately, before oil prices started their downward slide, it was fairly common to hear about people spending thousands of dollars to switch to natural gas or install a pellet stove.

But the Consumer Energy Council of America (CECA) says that's not the way to go. CECA has



concluded that changing fuel sources does not make economic sense, and a better investment would be to replace an older heating system with new equipment to improve efficiency. We feel the same way.

The payoff can be huge. Some new systems can take 30%—or more—off your annual fuel bill. Please read the article on page 4 to see how affordable it can be to invest in a new oil heating system.

Another important lesson is that cutting your fuel use always pays off. We have some terrific ways to help you permanently cut your bills while increasing your home comfort.

Start off by taking the Energy Savers Test in this newsletter, and then call us for advice or assistance.

As always, we're here for you whenever you need us.

Warmly,

Ken Williams
President

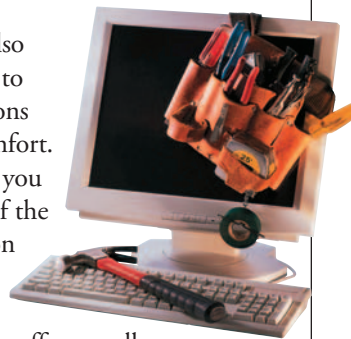
coming soon: our new website!

To improve our service to you—and put a wealth of information at your fingertips—we're getting ready to launch our website, **ScottWilliamsOil.com**. You will be able to log on 24 hours a day, 7 days a week, to find out about new equipment, service plans, money-saving tips, special offers and more.

The site will also provide answers to common questions about home comfort. Plus, it will give you access to some of the latest information on energy prices, as well as related issues that affect us all.

In addition, you'll be able to use the site to email your feedback to us and ask questions.

The website will be going live soon, so keep checking the Internet. Then once you've explored the site, tell us what you think.



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AVOID AN UNNECESSARY SERVICE CALL

Follow these tips if you lose your heat:

- ✓ Make sure the thermostat is set above room temperature and to "heat."
- ✓ Check the fuel level in your tank.
- ✓ Make sure the system's emergency switch is in the "on" or "start" position.
- ✓ Check for a tripped circuit breaker or a blown fuse.
- ✓ For steam boilers, check the water level in the gauge.
- ✓ Press the burner's reset button—ONCE ONLY.

If you still need help, call us. We're here for you 24 hours a day. **(617) 773-2870**

HOT TIP: When it's very cold, don't rely solely on space heaters or wood stoves. This raises the risk of frozen pipes.



Keep it clear

Thank you for keeping a clear path to your oil tank's fill pipe by removing snow, ice and debris. This helps our drivers deliver your fuel more quickly and efficiently.

Fuel Oil • Heating & Air Conditioning Equipment Sales & Service

92 Copeland Street • Quincy, MA 02169

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

★ improve energy efficiency with loans up to \$10,000

★ new website coming!

a new system IS affordable

Ever since the economic crisis took hold, many of you have asked us how you can reduce your fuel bills. As your home comfort partner, we're using our resources and knowledge to help you stay safe and warm without spending a lot of money.

The best way to take a big chunk out of your annual heating bills is to install new, high-efficiency oil heating equipment. This is one of the smartest investments you can make, and it's never been more affordable, thanks to programs that offer incentives for energy-efficient improvements.

you can apply for loans of up to \$10,000

As an example, the **Massachusetts HEAT Loan Program** provides low-interest loans for qualifying energy-efficient improvements.

Loans of up to \$10,000 with interest rates from 0% to 3% are available.

Eligible improvements include high-efficiency heating systems and water heaters, insulation of walls, attics and basements, and sealing and insulation of ducts.

Visit MassSave.com, the website of MassSAVE, to learn more about financial incentives for improving energy efficiency.

**0% - 3%
interest rate
on loans
up to \$10,000**

upgrade and save up to 35%

Once you replace your old heating system with a new high-efficiency model, you'll be amazed at the difference! You will not only burn less fuel and see lower oil bills, your home will feel more comfortable.

When you factor in how much you can reduce your heating bills—as much as 35%—the “payback” on a new system can occur in just a few years.

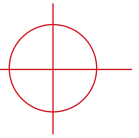
Besides saving money on energy, installing a new system can virtually eliminate the escalating maintenance and repair costs of an aging system.

Here's another reason to upgrade to new equipment. Today's heating systems burn 95% cleaner than systems made 30 years ago. So you'll be doing your part to help the environment and reduce your “carbon footprint.”

contact us for a FREE consultation

We would be happy to discuss new equipment options with you, but first we'll evaluate your home and comfort needs. For a FREE consultation, call us today or return the enclosed reply card.

tank talk



Q: *What's the best way to prevent problems with my aboveground storage tank?*

A: Our **Tank-Guard®** program is a cost-effective way to protect your aboveground tank. It's a corrosion-protection and warranty service for oil tanks that have a capacity of up to 330 gallons.

The most common cause of oil tank failure is internal corrosion from water condensation. Replacing an oil tank can cost you as much as \$2,000.

When you are enrolled in Tank-Guard, you'll be protected in two significant ways:

- 1.** Your tank will be treated annually with Tank-Guard's corrosion inhibitor.
- 2.** If you have a leak that is covered by the Tank-Guard warranty, you will receive a free replacement tank installation.

Tank-Guard gives you peace of mind for just pennies a day. To learn more, give us a call or return the enclosed reply card.

