



"The Service  
that Makes  
Warm Friends"

# Warm Words

fall 2010

**SCOTT WILLIAMS**  
Incorporated

## PERSONALLY SPEAKING

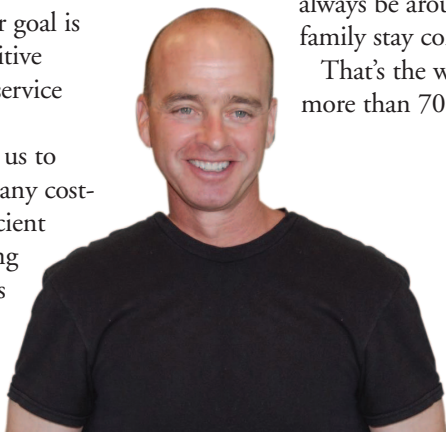
### keeping you comfortable, helping you save

Dear Friends,

**W**hen it comes to your home comfort, service, quality and dependability are what really counts. In these challenging economic times, however, bargains can be enticing.

Unlike some local fuel dealers who try to lure new customers in with low-price "teaser" rates, Scott Williams doesn't use gimmicks or games to win over customers. Our goal is to combine competitive prices with quality service you can trust.

You can count on us to provide you with many cost-effective energy-efficient solutions—including equipment upgrades and service plans. And you can



always count on us to be there for you, whether it's quickly solving no-heat emergencies, installing new heating or cooling equipment or tuning up your system to keep it running efficiently.

So depend on us to continue to give you good advice and do things the right way. Prices will go up and down, and unreliable oil companies will come and go. But our commitment to you won't change. We'll always be around to help you and your family stay comfortable.

That's the way we've done business for more than 70 years.

Warmly,

Ken Williams  
President

### let us check your fuel lines

**S**ome of you have been asking about a new Massachusetts law that pertains to homeowner safety and the copper line from your fuel tank to your heating system. Many of you, however, don't have to worry. All heating systems that we have installed since 1990 are already in compliance with the law.

The law says that if the supply/return lines between an oil tank and a heating system are not protected and in direct contact with a floor surface, they must either be enclosed in a continuous nonmetallic sleeve or have a safety valve on the fuel line.

Older systems may need adjustment. As we service your systems, we'll inspect your fuel lines.

Give us a call if you have questions.



### bookmark ScottWilliamsOil.com

If you haven't yet visited our new website, check it out. You'll be able to log on and:

- ➔ sign up for confidential access to your **account information**.
- ➔ **pay your bills** online.
- ➔ **troubleshoot your system**.
- ➔ **request service**.
- ➔ **learn about our products**.
- ➔ ask for a **free estimate**.
- ➔ find out about our **Silver Platter Service Plan**.
- ➔ get information on **special offers and promotions**.

### Win an iPad

**Here's your chance** to enjoy a 64GB Wi-Fi + 3G iPad! This new wireless tablet from Apple combines the best features of a smartphone and a laptop; it's great for browsing the web, reading e-books, watching movies, looking at photos and more. It's hard to believe a device so thin and light can pack so many features! **Read this newsletter and answer the questions on the enclosed reply card.** Entries with correct answers received by 1/18/11 will be entered in a drawing. Two prizes will be awarded.

- 64GB capacity
- 1.5 pounds
- only 0.5 inches thick
- 9.7-inch LED backlit display
- a multi-touch screen
- Wi-Fi and 3G connectivity

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

**\$829 value!**

Fuel Oil • Heating & Air Conditioning Equipment Sales & Service

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

Visit us! [ScottWilliamsOil.com](http://ScottWilliamsOil.com)

★ enter to win  
an iPad!\*

★ cut your fuel  
costs by 30%

\*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

## keep saving with a new system

A new energy-efficient heating system may be more affordable than you think, but don't delay. The state's MassSave loan program, which offers homeowners special low-interest financing for new energy-efficient equipment, has been extended—but only through Dec. 31, 2010.

You may qualify for a loan of up to \$5,000 at 0% to 3% interest for seven years—for payments as low as \$60 a month.

Plus, a new system could save you \$75 a month. That's based on the new system cutting your energy costs by 30% and assuming that you use 1,000 gallons of heating oil per year, or \$3,000 at an average price of \$3 per gallon. When you take 30% of \$3,000, **you get \$900**—or \$75 a month.

Subtract the monthly payments of \$60 from the \$75-a-month energy savings, and you get a net cash gain of as much as \$15 a month.

Remember, also, that once your system is paid off, you'll continue to save on fuel costs every year. So if your system is 10 years old or older, it's a great time to upgrade to a new high-efficiency model.

Call us or return the enclosed card to get started.

**A new system could SAVE you**

**\$900 a year!**



## customer cuts heating bills by 40% with new system!

Upgrading to a new boiler or furnace is an excellent way to increase your home's value, ensure your comfort and significantly reduce your annual heating bills.

Just ask Paula Russell. She told us she has cut her annual fuel use by 40% since we installed an energy-efficient furnace for her two years ago.

*"With the money I saved, I was able to refinish my basement, something I had wanted to do for years," Paula explains. "In addition, the house is also really comfortable. We noticed the difference right away."*

Paula couldn't be happier and has recommended Scott Williams to others.

## ask the expert

**Q:** *What's the biggest mistake people make when they buy a new comfort system?*

**A:** They choose the wrong contractor, who may not have the expertise to install your system the right way. When you work with us, we'll



John Levangie, service manager and vice president

perform a quality checklist, measuring airflow, inspecting ducts, evaluating insulation and checking thermostats. We also do a room-by-room analysis to determine the correct equipment size—as measured in Btu's of heating or cooling output—for the needs of your home. When we finish the installation, we always make sure the work area is clean and that all trash has been removed.