



Warm Words

late winter 2011

SCOTT WILLIAMS
Incorporated

PERSONALLY SPEAKING

we'll be there for you—will they?

Dear Friends,

It's not difficult to find a company advertising rock-bottom prices for heating oil. Sometimes there's not even a company name in the ad, just a phone number and a price.

For people who think that all oil companies are alike, I understand how they could be tempted by these ads. But people who know the difference between a full service fuel company and a "discount" know better.

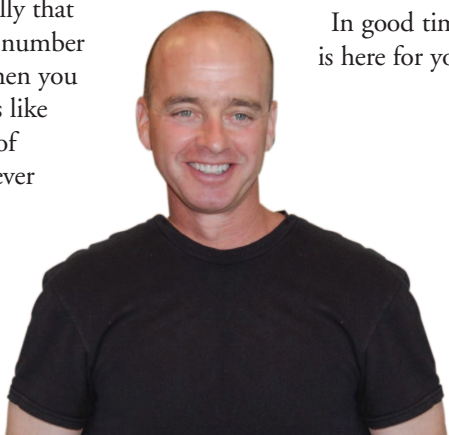
Some discounters may say they do service, but usually that means giving you a number of "a guy" to call when you need a repair. That's like sending over a box of chocolates—you never know what you're going to get.

In reality, the typical discounter

doesn't have the resources that we do. They have no technicians, no on-call driver and no office staff to answer your questions. That's why they simply cannot respond to your needs like we do. **You can count on us to provide emergency service 24 hours a day, 365 days a year, in all kinds of weather.**

As all of us struggle to navigate these difficult economic times, be careful of chasing the "deal" of the moment. Discounters will come and go, but the reliability and commitment of your full service oil dealer will never waver.

In good times and bad, Scott Williams is here for you.



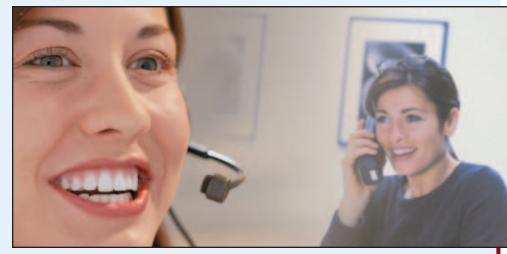
Warmly,

Ken Williams
President

what should I do if my heat doesn't work?

When you lose your heat, you want it fixed fast and with a minimum of inconvenience.

That's why we train our customer service representatives to help you troubleshoot problems over the phone. You may get a quick solution and avoid an unnecessary service call. By asking callers certain questions, we can take care of many situations—at no cost or further inconvenience for you.



If you lose your heat, follow these steps before you call us.

1. Check the fuel level in your tank.
2. Be sure all emergency valves or switches are in their "ON" or "START" positions.
3. Check fuses or circuit breakers.
4. Make sure the thermostat is set above room temperature and to the "HEAT" setting. (If you have a warm air system and the fan doesn't go on when you adjust the thermostat, it usually means your burner is not igniting.)
5. Press the reset button on the burner **ONCE ONLY**.

If these steps are unsuccessful, call us to schedule a service call.

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Win a 3D HD home theater package!

Why pay extra to go out and see movies in 3D? Enjoy them at home instead. This 3D HD home theater package from Sony brings together a **46-inch LED 3D HDTV, a Blu-ray Disc Player, a 3D Sync Transmitter and 3D Active Shutter glasses.**

For a chance to bring theater-quality entertainment into your home, read this newsletter and answer the questions on the enclosed reply card.

All entries received by June 6, 2011, with the correct answers will be entered in a drawing.

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

- 3D picture
- 1080p resolution
- 240Hz refresh rate
- Internet video streaming
- Internet connectivity
- 3D movie compatible

\$2,500 value!

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★ win a 3D HDTV and disc player!*

★ you may qualify for a \$2,500 rebate

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

“come-on” offer leads to trouble

Quincy resident Dorothea A. has been a loyal Scott Williams customer for 10 years, ever since we installed a new heating system for her.

But last December, she saw a “come-on” advertisement for a low oil price. So she called the number in the ad and asked for a delivery.

Soon after, she started having trouble with her heat in one part of her home and she called her new company for service. That’s when more trouble started.

“I have three heating zones in my home and the first technician had no clue. He said he had never seen a system like mine. Well, over the next couple of days, two more technicians came out and I ended up getting billed more than \$1,000—and the heat still wasn’t working right!”

That’s when she called us for help.

“It took just one service call and \$100 for Scott Williams to find the problem and fix it,” says Dorothea. *“I guess they spoiled me over the years with their great service and skills. I took it for granted that I could get that from any oil company.”*

Dorothea says she learned the hard way that price should never be the main reason for choosing a fuel company.

“I’m back with Scott Williams again and feel a lot better, knowing I can count on them to solve any heating problem for me.”

save \$2,500 on a new boiler

Most homeowners with low to moderate incomes would like to reduce their energy bills with higher efficiency equipment, but can’t afford the cost of the investment. The state’s new **Oil Heat Efficiency Program**, which is financed by federal stimulus funds, is helping to change that.

Depending on your income level, you may be eligible for a **rebate of \$2,500** after we install a new boiler for you. If you match the boiler to an indirect-fired water heater, you can get an **additional \$500 rebate**.

You may also qualify for **low-interest financing for up to \$10,000** through the **Massachusetts HEAT Loan Program**.

Call us today to find out more.



Oil Heat Efficiency Program can save you up to \$3,800 and offers 0% financing.

make way for your delivery

Because we can pump **60 gallons of heating oil per minute**, a fuel delivery shouldn’t take very long—unless there’s something obstructing your oil tank’s fill pipe.

That’s why our drivers appreciate it when you make sure that shrubbery and debris are **not blocking access to your tank**. And it’s always a big help when you shovel a path to your fill pipe after a snowstorm.

Thanks for helping us deliver your fuel as quickly as possible.

