



Warm Words

fall 2016

SCOTT WILLIAMS
Incorporated

PERSONALLY SPEAKING

enjoy the autumn, prepare for the winter



Dear Friends,

Lingering summer-like days, pleasantly crisp evenings and gorgeous fall foliage always make autumn a season to behold in New England.

But these signs also mean winter isn't too far away.

Despite last year's mild weather, long-range forecasts are calling for a much colder winter in the Northeast this year.

The number one thing you can do to be prepared is to schedule a tune-up for your heating system. Regular maintenance means your equipment will operate at peak efficiency and use less fuel. Tune-ups also help prevent expensive breakdowns and keep your warranty intact.

We encourage you to consider programs

like our **Silver Platter Service plan**, which includes a seasonal tune-up as well as repair coverage and priority 24-hour emergency service. You can supplement this valuable coverage with TankGuard®, which protects your oil storage tank from corrosion and covers the cost of replacing a leaking tank with a \$2,000 warranty.

Don't forget our **EZ Pay plan** and price protection options, which help keep fuel costs manageable, and our automatic delivery service, which prevents fuel run-outs.

We look forward to helping you stay warm all through the winter! We are always here when you need us.

Warmly,

Ken Williams, President

you could save up to \$1,900!

When we help you qualify for the **Mass Save program**, you can take advantage of rebates as high as \$1,900 for eligible oil heating systems, plus money-saving 0% financing programs.

Mass Save encourages homeowners to upgrade to energy-efficient equipment to help reduce heating costs and benefit the environment. If you think it might be time to update your equipment and you are looking for ways to lower your heating costs, visit **MassSave.com** for more details and then contact us for a free estimate on a new oil heating system.



changing of the guard

After 40-plus years, Service Manager **John Levangie** is retiring in November.

"The Williams family has been great to work for," says Levangie. *"I always enjoyed hearing a customer say 'Wow!' when we exceeded their expectations on a job."*

John looks forward to traveling with his wife: *"We have plans to spend three weeks in the California desert in November. We love the scenery and the pace."*

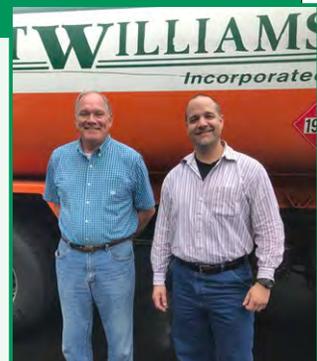
John is also happy about being able to spend more time with his three grown children and three grandsons.

"The one thing I won't miss are the 2 a.m. phone calls!" he says.

Taking over for John is **Chris Sands**, who joined us in the spring. Chris brings more than two decades of experience and real enthusiasm for the job.

"I enjoy the challenge—juggling all the pieces and making sure it all gets done right," says Chris, who appreciates the customer-centric focus at Scott Williams.

"I just hope I can do as good a job as John has all these years."



John Levangie and Chris Sands

1 You've already found the best fuel

Did you know that oil generates more Btu's of heat and warms a home more evenly *than any other fuel?* That's why oil heat is the ultimate comfort fuel—and **new technology has made it better.**

Today's oil heating systems are more reliable, more efficient and cleaner burning. Oil heat makes you feel safe too, because you don't have to fear explosions or carbon monoxide leaks.

And don't forget about service! You can expect to get **fast service** if you should ever lose your heat.

Contrast that with a neighbor's home that uses gas heat. When your neighbor loses heat, he usually has to navigate through a phone maze, trying to find an outside contractor (like a plumber) who can do the repair. Getting a busy contractor to make a service call doesn't take hours—it could take days.



Navigating the Home Comfort Maze

You're going in the right direction by using heating oil to keep warm. But sometimes, you can lose your way as you try to remain comfortable while controlling costs.

Here are some tips to help you stay on the right path.

2 Know the rules of the game

Some fuel companies play rigged games that trick unsuspecting customers. They lure you in with a really good price—but **never** tell you that it won't last very long.

Once you've signed on the dotted line with them, they start stepping up your price until you are paying much more than you would with us.

If you want to call them on their game, ask that "low price company" to tell you their posted price for existing customers for a few seasons. You can bet that the posted price is **much higher** than the "teaser rate" they're offering you.

If you don't want to waste your money on this game, stick with us. Our **superior service** (and integrity) saves you money, reduces your aggravation and gives you real peace of mind.



3 When to call it quits

If your boiler or furnace is more than 15 years old, consider replacing it soon; the performance and reliability of heating equipment typically deteriorates after 15 years (sooner if maintenance has been neglected).

At a minimum, a new system should help you **save up to 20% on your annual heating costs.** (If you significantly improve system efficiency, **savings can be 40%** or even more!) You'll feel the difference in comfort too. And you'll also save on repairs, because you'll minimize the potential of a system breakdown, a common problem with old systems.

A family that spends \$2,000 per year to heat its home and reduces its annual cost by just 20% saves \$400. If the new system costs \$2,800, the payback time on a system investment would be only seven years.*



*For illustrative purposes only; energy savings and equipment costs vary.

4 We know when to deliver



We do everything possible to ensure that you never run out of oil! When we hear about a winter storm coming, we usually speed up our delivery schedule to ensure you're covered.

For **automatic delivery** customers, we can predict when you need oil. We usually schedule a delivery when you have about one quarter of a tank. If you have a 275-gallon tank, one quarter of a tank means you have about 70 gallons of fuel left. Depending on your household usage, that can last a week or more because the average winter fuel usage is 5-7 gallons per day.

Please remember: If you call for fuel, **we need advance notice** so we can put you on our delivery route in the following few days.

5 Avoid these mistakes

Many people have added insulation in their home and followed other energy-conserving strategies. *That's good!* But in some cases, these changes seal up a home so tightly that the heating system can't get enough air to operate efficiently. Poor air flow can also be caused by these conditions:

- **A fireplace or exhaust fan** may be operating at the same time as the burner. This can result in a smoky odor because a backdraft is pulling flue gases through the exhaust system and into the home.
- **A clothes dryer, workshop or pet living quarters** may be near the oil burner. Lint, sawdust or animal hair can all be drawn into the air openings of the burner and clog it, leading to a breakdown.



6 Get "smart"

Beyond replacing your old system or maintaining it properly, there are many other ways to make your home more energy efficient, reduce oil usage and save money on your heating bills.

A programmable thermostat is a great example. When used properly, it can **save you about 10% on your annual energy bills.** As you may know, you now have the ability to access a "smart" programmable thermostat remotely through the internet.

If you're away from home, you can use your phone to adjust the temperature setting. The thermostat can also send you an email or a text alert about a drastic temperature change—and possible equipment failure. Some models even let you know when it's time to schedule maintenance for your heating system. *Now, that's smart!*



tell us how we're doing

We are always looking for ways to serve you better, and we appreciate any feedback. It's nice to hear when we do a good job, but we also want to know if we didn't meet your expectations so we can make things right. Here are some recent comments we've received from customers:

"I obtained several estimates for a new furnace. You had the best. I liked having the person who would actually be doing the work also doing the estimate."— Pamela L., Braintree

"I want to let you know how pleased I am with the new furnace and installation. You and your installers did a great job. I was especially pleased that the job site was left clean."— Eric L., Weymouth

We'd love to hear from you, too! Please send us your comments and let us know how we are doing so we can keep raising the bar for service higher.



going away this winter?



If you're away from home for an extended period this winter, you don't want to worry about your heating system breaking down.

Before you go, consider purchasing a **Freeze Alert** device, which attaches to your home phone. Easier to install than an answering machine, it can be found at a hardware store or you can purchase one online.

If your heat stops working while you're away, this device will automatically call you at the numbers (up to three) that you have programmed. Then you can contact us to fix the problem before it leads to serious damage, such as frozen pipes.

We recommend that you give a neighbor or a relative a key to your house, in case we need to access it and fix your heating equipment.

Here's another tip: If you're an automatic delivery customer and something changes in your household, let us know so we can adjust your delivery schedule.



PRESORTED
STANDARD MAIL
U.S. POSTAGE
PAID
DG3

2 ways to make life easier

1 Our website—ScottWilliamsOil.com—is your one-stop shop for doing business with us. Get information on our services, check your online account, order fuel and more.

2 We offer a convenient **AutoPay** plan so you can make automatic payments through your bank (EFT). We also offer paperless billing, designed to streamline bill-paying and reduce paper clutter. *Call or email us today and we'll be glad to get you set up!*

