



# Warm thoughts



from J.J. SULLIVAN FUEL OIL

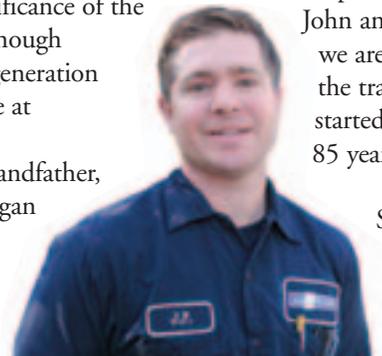
summer 2010

## PERSONALLY SPEAKING

### four generations of family ownership

Dear Friends,

**E**ven though I have been working full time in the family business for over six years, we have never really paused to mark the significance of the fact that I'm fortunate enough to represent the fourth generation of family ownership here at J.J. Sullivan, Inc.



John Peter Sullivan

Ever since my great-grandfather, John Joseph Sullivan, began this company in the 1920s, our guiding principle has been to provide 100% customer satisfaction. And I think this helps set us apart from other companies. We're not in this business just to sell fuel. We're in it to keep our customers happy.

Many customers often mention the fact that we are a family-owned company and that they remember doing business with my father and grandfather.

They know that whether we're delivering

fuel, servicing a boiler or installing an a/c system, we do the job professionally—and always stand behind the quality of our work.

Speaking for myself, my father John and my uncles Paul and Jim, we are all proud to be carrying on the tradition of quality that was started by J.J. Sullivan more than 85 years ago.

Like the generations of Sullivans before me, I know that keeping our customers warm and comfortable in the winter is our greatest responsibility.

We hope to have the opportunity to continue to serve you for many years to come.

Warmly,

John Peter Sullivan

## protect your fuel price online

**I**f you worry about price volatility, price protection is an option that can provide peace of mind by limiting how much you may pay for your fuel.

This year we are offering two price protection choices. Plus, our website gives you an easy way to find out about your choices, select one and enroll. Here are your options for this season.

► **Single-payment "locked" prepay plan.** You pay for all your fuel in advance at a preseason price. If fuel prices rise, your price won't, because you have already purchased your oil and your price is "locked" in. On the other hand, if prices go down, you won't be able to benefit from the drop.

► **EZ Pay "capped" 11-month budget plan.** You pay for your fuel over 11 months and you pay a "capped" price, which limits how high your fuel price can go. Because you pay a cap fee, you also get downside protection.



Enrollment in price protection begins July 1. For details, go to [jjsullivaninc.com](http://jjsullivaninc.com).

That means that whenever our daily market price is below your cap price, you'll pay the lower price, guaranteed.

The EZ Pay feature of the plan lets you avoid big winter fuel bills by spreading them into 11 equal payments. This plan also offers a 5¢-per-gallon discount. You get this discount if you have a credit balance equal or greater than your current delivery cost.

Visit us online for more details!

## WIN a 55-inch HDTV

**This ultra-thin 55-inch LED HDTV** is just a little more than an inch thick and easily mounts to your wall. Sit back and enjoy superior color detail and contrast, as well as substantial energy savings, thanks to

breakthrough light-emitting-diode (LED) technology.

**Read this newsletter and answer the questions on the enclosed reply card.** All entries received by 7/31/10 with the correct answers will be entered in a drawing.



**\$2,400 value!**

The Samsung UN55B8000 55-inch LED HDTV has a 1.2-inch depth and features full HD 1080p resolution plus 240-Hz technology for a sharp smooth picture.

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

## more hot water for less money with oil

number of gallons per hour that can be heated with standard electric and oil water heaters.

Source: Consumer Guide to Energy Savings

120 gal.  
oil

40 gal.  
electricity

## oil kept hot water flowing for family of 13

**Homeowners with oil water heaters** have discovered that they can enjoy virtually unlimited access to hot water at a very low cost. The ability to produce a reliable, inexpensive and efficient supply of domestic hot water is one of the strongest benefits of oil heat.

The experience of one family serves as a great example.

“My husband Harvey and I raised foster children and have six kids of our own,” says Laura D. “At one point, we had 13 people living in the house and we never once ran out of hot water.”

### the secret to oil-powered hot water

If you’re thinking Laura’s family must have had a gigantic hot water tank, try again. They actually kept themselves in hot water with a standard-size 40-gallon tank. That’s because of the high **recovery rates** of oil water heaters.

A high recovery rate means a large volume of water can be heated in a short period of time. This is important for large families, since the average person uses 20 gallons of water while showering. Oil water heaters have recovery rates of 120 gallons per hour and higher. That’s great news for people with high-volume clothes washing, dish washing and showering. Water heating costs can also be kept low, especially with an indirect water heater, which is an option if you heat your home with a boiler.

“I would recommend an oil water heater to anyone—and I do,” says Laura. “You don’t want to run out of hot water with children in the house.”

If you’re not getting all of the hot water you need, or if you want to reduce your water heating bills by taking advantage of oil heat’s high efficiency, contact us today.

**Every year families make changes in their household that, in many cases, affect their fuel use.**

## we’re driven to go the extra mile for you



“Your technician couldn’t get his vehicle into my street because of the snow, so he parked and walked to my house, and then went back and forth for parts so he could get my heat working again. I called him my snow angel.”

**When customers take the time** to tell us how much they appreciate our going the extra mile for them, it makes our day. It means you understand what we mean by the **full service difference**.

You may not realize it, but a lot goes on behind the scenes at a heating oil company, and the way a dealer does business separates the good ones from the bad.

Unfortunately, there will always be some companies willing to cut corners on service.

### Here are some good reasons you can put your trust in us:

- ✓ **always there for you** We have a system in place to provide priority emergency service, including nights and weekends, for customers whose heating equipment breaks down.
- ✓ **training and more training** We invest in extensive ongoing training for our employees. This ensures that when we do work for you, we get the job done right the first time. Our training

program also ensures that you get accurate information and a courteous response from members of our office staff.

- ✓ **trustworthy employees** We insist on a drug-free work environment. We never want you to worry about the trustworthiness of someone who is doing work in or around your home.
- ✓ **convenient payment options** We understand that heating bills can be a big burden, so we offer flexible payment options, for qualified customers, to lighten your financial load during the winter.



## what’s happening at your house?

**Ben G. recently added** an in-law suite to his home to accommodate Johanna, his mother-in-law.

“She needed to sell her home because it had become too hard to maintain,” Ben says.

“We were glad to have her, but she always felt cold and kept turning the thermostat up.”

Ben didn’t realize it at first, but this change in his household caused his fuel use to increase dramatically. Fortunately, while making an automatic delivery at the home, our driver noticed that the fuel tank was nearly empty. After speaking with Ben and finding out about the new situation, he alerted our office and we updated Ben’s records.

This was vitally important because in order to accurately schedule automatic deliveries, we need to know:

- ◆ the size of your home and its insulation
- ◆ the efficiency of your heating system
- ◆ the size of your fuel tank
- ◆ the number of people in your home.

With this data, we calculate your K-factor, or burn rate. (We also track degree-days, an indicator of how cold the weather has been—because this affects fuel use too.) If your heating needs change, due to a new family member or building on an addition to your home, your K-factor changes too.

So when there’s something new going on at your house that makes you use more (or less) fuel, tell us. We’ll update your information to ensure that you’ll always have enough fuel.

## selling your home? we can help

**Anyone who has put** their home on the market in the past few years knows how difficult it can be to close the deal. If you’re planning on selling your home soon, let us know. We may be able to offer solutions to problems that can hold up the sale or closing.

We’ll be glad to provide an evaluation of your heating system, including an analysis of its service history and documentation of the amount of fuel in the fuel tank.

We also recommend that you have a tune-up done on your system. With a tune-up we can restore your system to **peak efficiency** and correct any problems before you reach the home inspection stage.

If you’re not ready to sell your home, we can help you boost energy efficiency and save money by installing a new oil heating system and storage tank.

This is a much better option than switching fuels. The Consumer Energy Council of America says switching fuels is “a costly and long-term gamble.” That’s because you can lose thousands of dollars in conversion and installation costs.



**ASK US** about ductless a/c systems!



✓ enter to win  
a 55-inch HDTV\*

\*No purchase necessary. A purchase will not improve chance of winning. See page 1 for details.

**we have electricity  
for less**

**D**eregulation of the state's power industry was designed to encourage competition and lower rates. Now J.J. Sullivan customers can benefit, thanks to our new partnership with **Energy Plus**,™ a registered Connecticut energy supplier.

Instead of purchasing your power from Connecticut Light & Power (CL&P) or United Illuminating (UI), you can buy it from Energy Plus through J.J. Sullivan. **You'll pay a lower rate** than with the big utilities, **guaranteed**. Plus you'll receive **cash back** once a year as a bonus.

**Nothing changes but your supplier.** CL&P or UI will still read your meter and respond to power emergencies. Your power will be delivered the same as before, and billing will still be done through CL&P or UI.

This is a **no-risk** offer: **no sign-up or cancellation fees** and no minimum term commitments. You can give Energy Plus a try and if at any time you are not satisfied, you can cancel; Energy Plus will process your cancellation the same day.

To take advantage of this opportunity, you can sign up on [www.EnergyPlusCompany.com/ICPAOf-fer-1109](http://www.EnergyPlusCompany.com/ICPAOf-fer-1109). Or, if you prefer, return the enclosed reply card or call us today.



**how to save your water heater**

**L**ike most appliances, people generally take their water heaters for granted, never thinking about adding them to their list of home improvement projects. Here are a few facts about this must-have appliance.

**Just about any component on a water heater can be fixed or repaired, except the inner steel tank.** If that corrodes, the water heater needs to be replaced. You can extend the life of your water heater by having it inspected every few years. This allows for the replacement, if needed, of an important component called the **anode rod**.

**The purpose of the anode is to attract corrosive elements and prevent the steel tank from rusting.** In effect, the anode "sacrifices" itself to save your water heater. Anode rods generally need to be replaced every few years, but this varies depending on your area's water quality.

If you would like us to check your water heater or if you think it's time for a new one, please return the enclosed reply card today. One of our water heater specialists will get right back to you.

**using technology to serve you better**

**D**o you have GPS in your car? Many people do. At J.J. Sullivan we have found GPS navigation to be invaluable. In fact, every one of our delivery and service vehicles is now equipped with a GPS unit.

You probably use your GPS to get from one place to another, but we use it to completely map out our daily itineraries for fuel deliveries and service calls. Not only has this increased efficiency, but it has shortened our response times.

Whenever a new technology comes along—whether it's a new kind of water heater or GPS—we investigate it right away to see how it may help us improve the service we provide our customers.

