



# Warm thoughts



from **J.J. SULLIVAN INC.**

fall 2011

## PERSONALLY SPEAKING

### ready to help you this winter

Dear Friends,

**A**fter the storms of the past few months I'm sure we would all rather not think of what winter may bring, but no matter what happens, **your fuel company is ready for it.**

In last year's record snow, we made sure everyone got their fuel and service. We put an extra man in each delivery truck to help pull the hose through the snow—no easy task. We got a number of emergency calls, and we made a lot of people happy by getting their heat back.

People who were not our customers were calling us for fuel, and they all said the same thing: **"My fuel company won't deliver because of the snow."** We helped who we could, but only after our customers were taken care of.

As winter approaches, you can rest assured that we are **100% committed** to keeping you as comfortable and trouble-free as possible.

Warmly,

Paul Sullivan

P.S. If I don't see you downtown (or downstairs in your basement), I want to wish you and your family a happy and peaceful holiday season.

### cut winter fuel bills with EZ Pay

**W**ith the prospect of higher winter fuel bills this year, J.J. Sullivan would like to propose a solution: **EZ Pay.** Instead of paying for 80% of your fuel in just four or five cold-weather months, **EZ Pay lets you spread your payments over 11 months**, helping you avoid those big fuel bills, especially around the holidays.

Your equal monthly payments are based on your past usage, estimated prices and the weather. If fuel prices rise or the temperature drops for an extended period, it may be necessary to adjust your payment amount, but we will let you know in advance if this will be necessary.

Although the current EZ Pay cycle began in August, **you can still enroll** in the program.

However, you will need to make catch-up payments initially. After that, you will pay the same level amount each month.

No one can say where oil prices will be tomorrow, but there are **no surprises** with EZ Pay. That's just one reason why it's our most popular program for helping you manage your fuel costs. Please call us **today** to learn more.



## get greener with a \$1,500 gift card!

### How would you make your home energy efficient?

Install a high-efficiency heating or cooling system? Add insulation? Buy a tankless water heater? If you win our contest, you'll have a \$1,500 gift card to get started. How you spend the money is up to you. Just read this newsletter and answer the questions at the right. Entries with correct answers received by Jan. 6, 2012, will be eligible for the drawing. Don't wait. Enter today!

Read this newsletter and send us your answers to these questions. All entries must be received by Jan. 6, 2012.

1. Burning scented candles can cause \_\_\_\_\_ marks.
2. Your thermostat can be "tricked" if it's too near a \_\_\_\_\_ source.
3. When your thermostat setting is too low, you risk \_\_\_\_\_ pipes.

name \_\_\_\_\_

email (required) \_\_\_\_\_

No purchase necessary. A purchase will not improve your chance of winning. Entry must be received by 1/06/12. Winner will be selected at random on or about 1/20/12 by Warm Thoughts Communications, Inc. (WTC), Secaucus, NJ. WTC decisions on all aspects of the contest are final. Entrants agree to be bound by contest rules. Winner will be notified by email and may be required to sign a Prize and Publicity Release within 10 days of receipt unless prohibited by law. Failure to comply when requested may result in disqualification and the selection of an alternate winner. No responsibility is assumed for lost, late, stolen or misdirected mail. Entries void if incomplete, not legible or if they contain errors. All submissions become the property of WTC. Employees of J.J. Sullivan Fuel Oil and WTC, their affiliates, subsidiaries, agencies and suppliers, and their immediate families, are not eligible. The following prize will be awarded: **One (1) Grand Prize: \$1,500 gift card.** Odds depend upon number of entries received. Prize of equal or greater value may be substituted. Acceptance of prize implies consent to use name and photograph in promotional material without compensation. Any taxes and other expenses are the responsibility of winner. Allow 4-6 weeks after selection of winner for receipt of prize. Void where prohibited by law. All federal, state and local regulations apply. The name of the grand prize winner will be published in a future issue of this newsletter.

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**Congratulations**to **Dennis** and **Ginger Mahle,**  
**winners** of a new **fridge and \$500**  
of food from our spring newsletter contest!

- ▶ enter to win a \$1,500 gift card\*
- ▶ lower winter fuel bills with EZ Pay

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

**proud to install Thermo Pride**

There are dozens of companies that manufacture furnaces—some of them quite good. Few, however, can compare with Thermo Pride, an American company that has been making furnaces and air conditioning systems for more than 60 years.

J.J. Sullivan is proud to be the only Thermo Pride Diamond Contractor in this area.



**Thermo Pride**  
Premiere Dealer



Every Thermo Pride furnace is built on a tradition of craftsmanship and dependability. Here are just some of the features that set Thermo Pride apart:

- 13-gauge copper-coated octagonal heat exchanger
- energy-efficient variable speed blower
- 22-gauge powder-coated furniture-grade steel cabinet
- high-efficiency flame-retention burner

Thermo Pride furnaces come with a 10-year “peace of mind” parts warranty. You can also choose from optional 5- or 10-year labor coverage.

You can apply your service plan **Loyalty Credits** to the purchase of a new Thermo Pride furnace, and look forward to many years of efficient comfort.

If your current furnace is older, this is an ideal time to replace it

**Thermo Pride®**

with a high-efficiency furnace from Thermo Pride. Please call us today to learn more.

**when you are low, we'll know**

**J.J. Sullivan is pleased to announce** we are in the process of installing EnerTrac remote fuel-level monitors on the fuel tanks of many of our customers.

The EnerTrac sensor device “reads” your tank from hour to hour to determine the fuel level. When it falls below 20%, you will automatically be scheduled to receive a delivery.

EnerTrac is a wireless web-based device we can install in less than an hour. Once you have it, you will never have to worry about calling for a delivery or running out.

“Stay tuned” for more information on EnerTrac. It’s yet another way that J.J. Sullivan is using technology to **make your life easier.**

**what a difference a year makes**

Michael R. of Clinton is thrilled with the Thermo Pride furnace we installed for him last October. Here’s what he told us:

*“We had a very comfortable winter last year, despite all of the snow, and our heating bills actually went down. The Thermo Pride cost a little more, but it’s been more than worth it. J.J. Sullivan did a great job installing it, and I am confident I will not need a new furnace for many years.”*

**EnerTrac** 