



Warm thoughts



from J.J. SULLIVAN FUEL OIL

summer 2011

PERSONALLY SPEAKING

no one likes high fuel prices

Dear Friends,

Many of you have asked where oil prices will go. I only wish I could tell you.

What I do know is that speculation by banks and hedge funds is playing a role in this run-up.

The good news is that the fundamentals of supply and demand don't support such high prices, so we could see a price drop. This is what happened in 2008,

when after a steady march upward, prices dropped more than \$2 per gallon in just a few months.

I want to make clear that nothing would make us happier than to see oil prices drop. When prices rise, we suffer along with you. It increases our costs and makes it harder for our customers to pay their bills.

This is one of the reasons we offer EZ Pay,



Paul Sullivan

our very popular monthly payment program (see page 4).

One thing that always pays off, regardless of prices, is to cut your fuel usage, and we can help you do this. We have a range of new heating and cooling equipment options that can cut down on your annual bills. Our tune-ups, service contracts and price protection programs can also control and reduce costs.

Besides saving you money,

J.J. Sullivan has the resources, commitment and experience to keep you **warm and safe**, year after year. You have my word that whatever happens with prices, fuel supplies or the weather, you will **never be left out in the cold** as long as you're our customer.

Warmly,

Paul Sullivan

what does "E.O.L." mean?

Some of our customers have called us after seeing the code "E.O.L." stamped or written on their delivery ticket. E.O.L. is short for "End of Load." This means that when the driver arrived at your home to make a delivery, there wasn't enough fuel left in the truck to completely fill your tank. So we just delivered as much as we could.

E.O.L. is also important here at the office because it signals to our computer that you will be needing a delivery sooner than usual. So next time we make a delivery and you see the letters "E.O.L.," don't worry. It just means that you'll probably be seeing us again soon.



Congratulations to the winners of the iPads from our fall newsletter contest: **Rich Harris** and **Allison Fox**.

WIN a fridge + \$500 to fill it!

Go green by adding Maytag's high-efficiency refrigerator-freezer to your kitchen. You'll get a **\$500 gift card** to a local supermarket too!

Read this newsletter and send us your answers to the questions at the right. All entries received by 7/30/11 with the correct answers will be entered into a drawing for the prize.



No purchase necessary. A purchase will not improve your chance of winning. Entry must be received by

- 25 cubic ft. capacity, side-by-side
- stainless steel doors & cabinet
- electronic ice/water dispenser
- cuts your energy bills by up to 15%

7/30/11. Winner will be selected at random on or about 8/5/11 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: Maytag energy-efficient refrigerator-freezer and \$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.

Correctly answer the 3 questions below and you'll automatically be entered in our drawing.

1. Dirt and debris build up inside a system, lowering _____.
2. Stan's system was not installed _____.
3. Jan's thermostat habits ending up wasting more _____.

Your email (required): _____

Name: _____



Total prize value: **\$1,800**



229 River Street, Guilford, Conn. 06437
 Fuel Oil • Heating and Air Conditioning Service and Sales
 Call us! (203) 453-2781 or visit us at jjsullivaninc.com

Conn. License #s 307263 • 307882 • 382250 • 381498



PRSRT STD
 U.S. POSTAGE
PAID
 GUILFORD, CT
 PERMIT NO. 140

Return service requested

✓ WIN a new fridge and \$500 of food!
 ✓ call us now for your a/c tune-up

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

we can keep you **cool** too

Many of our heating customers also call J.J. Sullivan for their summer cooling needs.

We offer professional installation of a/c systems by American Standard and Thermo Pride, and our technicians service **all major brands** of central air conditioning systems.



J.J. Sullivan also installs ductless mini-split systems by Mitsubishi. Mini-splits are an ideal alternative for homes with no ducts, and situations where installing ductwork may be difficult, impractical or too costly.

Mini-split ductless systems provide cool consistent comfort, and they are energy efficient as well.

it's a/c tune-up time!

If you haven't had your **air conditioning tune-up** done yet, call us now! We'll clean and adjust your system for maximum efficiency and reliable service.

A tune-up also reduces the chance of a breakdown, increases equipment life and can **lower your cooling bill** by as much as 10%.

Now is also a great time to have us tune up your heating system so you don't have to worry about it come fall. **Plus, you'll receive a discount if we do both tune-ups on the same day!**

Q & A Ask our expert

Q: Will you offer price protection this year?

A: Yes. We believe in offering our customers options that can give them peace of mind and, hopefully, some relief from volatile fuel prices. Your options this year include a single-payment "locked" prepay plan and our EZ Pay monthly budget program with a price cap. You also have the



Janice Ward
 customer service representative

option of enrolling in EZ Pay without a cap; you could receive a **5¢-per-gallon discount**. You can find out more at jjsullivaninc.com/paymentoptions.

Q: Which option is best?

A: There's no way to predict whether a price protection program will work out for you in any given year. The option that is best for you depends on which way you think fuel prices are likely to go, as well as your personal comfort level. Although we can't advise you about choosing a price cap or a prepay plan, we encourage all of our customers to enroll in **EZ Pay**, which lowers your monthly winter heating bills by allowing you to pay for your fuel over 11 months.

an **easier** way to pay

In addition to credit cards and checks, J.J. Sullivan now accepts payment through our **automated clearing house (ACH)** program.* With ACH, your bank is authorized to pay us automatically, directly from your checking account.

ACH is extremely convenient, and there is no extra cost to make your payments this way. For more information, please give us a call.

To further increase your payment options, J.J. Sullivan now accepts the Discover card.



Take advantage of ACH or any of our credit card options to make your EZ Pay monthly payments.



*ACH is a type of electronic funds transfer program.