



Warm thoughts



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

early winter 2018

PERSONALLY SPEAKING

18 years of staying in touch

Dear Friends,

This is the 55th issue of the J.J. Sullivan company newsletter. It has been 18 years since we started sending these to you, and there have been many changes to our industry and to J.J. Sullivan during that time.

We've seen major advances in combustion technology and equipment. There have also been huge strides in fuel quality, such as reduced sulfur content, fuel stabilization additives, and **biofuel**. The advent of biofuel has resulted in a more efficient, reliable, and cost-effective product with lower emissions.

We also recently introduced a new, convenient way to access your account information. Using our website, you may now check your recent account history, schedule an oil or propane delivery, or



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even request your annual tune-up. Please visit our website and log in. If you need any assistance, just call us.

Lastly, it was our pleasure this season to join Palumbo's Automotive to host a "Fill-A-Truck" event to benefit the Guilford Food Bank. Thank you to all who helped to brighten

the holidays of others. **And thank you—we appreciate you entrusting us with your family's comfort.**

I hope you enjoy your holidays, and have a **Happy New Year!**

Warmly,

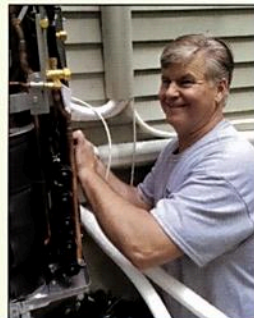
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lost your heat?

When you lose your heat, your first instinct might be to pick up the phone and call us. While we're always here to help, here are a few things you should check first. It may be a simple problem you can solve yourself!

- ✓ Check your tank's fuel level
- ✓ Confirm that all system switches are in the "on" or "start" positions
- ✓ Check fuses or circuit breakers
- ✓ Make sure the thermostat is set above room temperature and to "heat"
- ✓ Press the reset button on the oil burner **once only**

If you still don't get heat after taking these steps, please call us any time at **203-453-2781**. We are available 24 hours a day, 7 days a week.



Dave Standish, senior technician, explains what to do if you lose your heat.

WIN a Nintendo Switch!

Your kids or grandkids will be **thrilled** if you enter our contest and win the new Nintendo Switch! This home video game system is **completely mobile!**

Read this newsletter, answer these questions and send to the address on back. All entries received by 1/19/18 with the correct answers will be entered into a drawing. **FIVE winners will be selected!**

1. Change or clean the filters in your furnace about once a _____.
2. CO poisoning symptoms include fatigue, dizziness and _____.
3. If you smell oil, this indicates a need for _____.

Your Name _____

No purchase necessary. A purchase will not improve your chance of winning. Entry must be received by 1/19/18. Winners will be selected at random on or about 2/2/18 by Warm Thoughts Communications, Inc. (WTC), Clifton, NJ. WTC's decisions on all aspects of the contest are final. Entrants agree to be bound by contest rules. Winners 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 alternative 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, Inc. and WTC, their affiliates, subsidiaries, agencies and suppliers, and their immediate families, are not eligible. Must be at least 18 years old to participate. The following prize will be awarded to five winners: **One (1) Grand Prize: Nintendo Switch.** Odds depend upon number of entries received. Acceptance of prize implies consent to use name and photograph in promotional material without compensation. Any taxes and other expenses are the responsibility of winners. Allow 4-6 weeks after selection of winners for receipt of prize. Void where prohibited by law. All federal, state and local regulations apply. The names of the grand prize winners will be published in a future issue of this newsletter.



be prepared for savings

There's never a good time for your heating system to break down. Not only does it mean disruption in your life, but repairs can cost hundreds of dollars. That's why we encourage you to look into our **service plans**.

Most of our customers are now covered by one of these plans. If you're entering winter without one, it's a good time to talk with our team. We cover oil heating

equipment and provide different options to suit every type of system, old or new.

Our service plan can save you hundreds of dollars a year on repairs, give you 24-hour priority service, cover the cost of your seasonal tune-up and much more.

You can always check out our service plans at JJSullivanInc.com or call us to discuss them.

service when it counts from our dedicated team

The past few winters have certainly been unpredictable. That's why we make it our policy to **hope for the best—but prepare for the worst.**

We have an action plan in place for whenever the forecast looks bad. We accelerate our schedule to fit in extra deliveries ahead of winter storms and staff up to handle increased call volume. Of course our fleet is winterized for the cold weather. And we keep plenty of fuel stored up for winter.

While not every dealer is willing to invest so much and work so hard to prepare and be ready to serve their customers under any conditions, we're always looking for ways to serve you better. We want you to feel confident that whatever your needs are this season, **we are ready and available to make your life a little easier.**



In this issue:

- **WIN a Nintendo Switch!**
- **Why pay for repairs?**



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feel the difference with us

When it comes to choosing a fuel and service company, it's important to remember that value is not just about price. **Value is what you get for your money.** We're a full-service company that offers fair pricing backed by a lot more. You can count on us for reliable neighborhood service—the kind you can't put a price on!

Take a look at the chart on the right to see why you'll feel the difference with us.

WHAT YOU GET:	J.J. Sullivan	Oil Discounter
24-hour emergency response	YES	no
in-house service department	YES	no
years in business	92	?
equipment installations	YES	no
fully insured	YES	?
automatic delivery	YES	c.o.d.
credit terms	YES	no
monthly payment plan	YES	no
premium fuel	YES	?
24-hour customer service	YES	?