

PORT OIL

HOT IDEAS

VOLUME 1- FALL



SEPTEMBER 1, 2005

HOW WOULD YOU LIKE TO REDUCE YOUR HEATING BILLS BY 10-20% AND INCREASE

Port Oil is proudly recommending the Beckett HeatManager™. The Beckett HeatManager™ guarantees to cut your heating oil consumption up to 20%. The HeatManager™ is a device that is installed directly onto your new or existing boiler. When installed on a new or existing boiler heating system, the HeatManager™ reduces fuel consumption, wear and tear on parts, flue emissions, and electrical usage.

The Beckett HeatManager™ boiler controls improve the efficiency of most gas, oil, or propane-fired residential boiler home heating systems, resulting in fuel and energy savings. It automatically adjusts the burner run pattern to match the system's heat load, substantially improving efficiency. You will experience lower heating oil bills,

while improving boiler efficiency.

The Beckett HeatManager™ boiler control adds patented, state-of-the-art microprocessor technology to the boiler to optimize the overall heating system efficiency. Best of all, lower heating bills are *guaranteed!* You will experience a savings of 10 to 20% in heating fuel usage with the Beckett HeatManager™ boiler control.

Enclosed you will find a brochure describing the benefits of adding a Beckett HeatManager to your home. Please call the office for further questions or to arrange to have an in-home consultation.

REFERRAL INCENTIVES

We would like to ask our current friends, our loyal customers, to help us grow the business. We are asking our current customers to give us new customer referrals .

For every new, automatic customer signed on from a referral, Port Oil will give the referring person a choice of either a \$25 gift certificate to Stop and Shop or FREE 25 gallons of oil.

MEET PORT OIL'S OFFICE MANAGER – DARLENE SCRUTON



Darlene is the wife of our service manager, Dwayne Scruton. She comes to us with over 15 years of marketing and office management experience. She is one of 2 people who answer the phones in our busy office as well as schedule oil deliveries. Darlene does our account payables and account receivables. She also will aide in creating new marketing promotions and programs.

She has 3 grandchildren, granddaughters Evelyn (3 years old), Gwendolyn (7 months) and grandson, Orion (who just turned 1 year old). Her hobbies are reading, bowling and flounder fishing .

HAVE YOU HAD YOUR ANNUAL TUNE-UP YET?

An annual tune-up involves changing the oil spraying nozzle, the filter and strainer, Our specially trained technicians will clean all the boiler passageways and perform a 12-point efficiency test to ensure the boiler is operating efficiently. With the high cost of heating oil, we want to make sure that your burner is running to optimal performance. This is similar to tuning up your car.

Our technicians are able to detect most boiler issues during this procedure. He/she will make repair or replacement recommendations, if any, to prevent other future problems

Does your oil tank look this?



It could ! Call Port Oil today

CLEANLINESS IS NEXT TO ... OILHEAT

AUTOMATIC DELIVERY VS CALLING FOR OIL

If you are not on our FREE, automatic delivery system yet, what are you waiting for? With automatic delivery, there is no more calling the office for oil and no more trips to the cellar to check your oil gauge. Our new state-of-the-art computer software factors in your oil consumption over time and lets us know when you are due for oil. The software will automatically print a delivery ticket for the driver. Call our office to see if you qualify for automatic delivery today.

You may think you would be getting a very large heating bill; however, this is not true. Most automatic deliveries are under 175 gallons. After the delivery is done, the driver will put your delivery ticket either in your mailbox or between doors (you decide). If your credit card is on file, the office manager will process your delivery as well as charge your credit card.

As always, Port Oil guarantees you will not run out of oil. If for any reason you do, Port Oil will not only deliver your oil promptly, we will prime the burner at no charge and give you a \$25 gift certificate to a restaurant of your choice.

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