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SPRING NEWSLETTER 2018

ACT EARLY & SAVE

SCHEDULE NOW AND RECEIVE

\$15 OFF

A HEATING SYSTEM TUNE-UP

Service must be done by Sherman Oil. Cannot be combined with other Sherman Oil discounts or promotions. Expires 7/31/18. Work must be performed between 5/1/18 and 7/31/18.

ACT EARLY & SAVE

SCHEDULE NOW AND RECEIVE

\$200 OFF

NEW EQUIPMENT INSTALLATION

Install must be done by Sherman Oil. Expires 11/1/18. Work must be performed by 11/1/18.

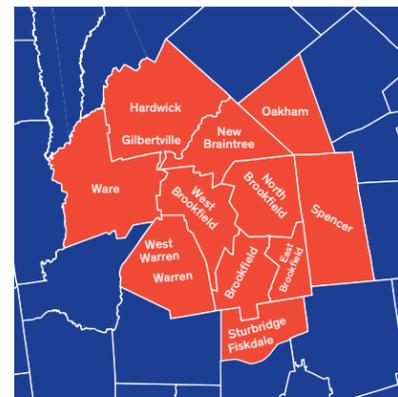
Get \$25 OFF When You Refer a Friend!

Know someone who's looking for a more reliable energy provider? Spread the word about our year-round home comfort services to your friends, family, neighbors, or anyone else in our service area who needs an energy company they can depend on.

OUR REFERRAL PROCESS IS AS EASY AS 1-2-3:

1. Contact us through our website or by phone to let us know the name of your referral.
2. Have your referral sign up to become a customer. This can be started in seconds on our website's **Contact Us** page!
3. After your friend's first delivery as a new Sherman Oil customer, **you'll receive a \$25 credit toward your next delivery and your friend will receive \$40 toward their first two deliveries!***

*Limit one discount per delivery. \$40 delivery credits to new customer only.



Letter from the President

Hello Friends,

I hope this newsletter finds you all well. It's that time again for a seasonal update on the latest in the fuel industry and happenings here at Sherman Oil.

First, I would like to thank everyone for bearing with us during the unprecedented cold snap we experienced in late December and early January. As you are all aware, the period from December 22nd through January 5th broke numerous records for the longest cold stretch in history, a record that had been in place since 1917. Even though our business relies on the cold, when temperatures drop that low, for that long, it's difficult to keep up with. So again, I would like to thank everyone for their patience and understanding.

Last fall, we shared news that we were close to finishing our bulk facility with hopes to have it up and running for the 2017-2018 winter. A quick drive by of our office would show that we didn't meet that goal. However, we have received our final approval from the town and have been meeting with contractors since early March. We anticipate the facility being completed and running by the end of August.

In other news, spring and summer are coming. Contrary to what people may think, all of us here at Sherman Oil are anxiously awaiting the warm weather as well. Make sure your air conditioning equipment is tuned up and ready for the heat. If you still need to schedule routine maintenance or request a repair, our service department is prepared with years of knowledge and experience with all types of A/C, including central air and ductless mini-split systems.

Tune-up specials are returning this summer! Don't miss out on these special deals in this newsletter. The expiration date is earlier than previous years, as we are trying to shift the majority of our cleanings to avoid intensive work during high temperatures.

Thank you for taking the time to read this. We appreciate all of our customers here at Sherman Oil. We'd like to extend special thanks for your patience with this winter. We did our very best to service our customers, and even some who weren't! Enjoy the warmth and be safe this summer. As always, thank you for your business.

Sincerely,
Tim Reeves
Vice President, Sherman Oil Co, Inc.

**Keep It Simple,
Pay in Person!**

A friendly reminder to our local Ware, MA, customers: You can pay your fuel bill in person at Otto Florist & Gifts. Visit our friends at their North St. shop during regular business hours and submit your payment. It's that easy!

Otto Florist & Gifts
7 North St., Ware, MA 01082

Save Big with Oil Heat Rebates!

The heating season may have just ended, but that doesn't mean you should forget about your equipment just yet! Spring is the perfect time to upgrade to a new high-efficiency system. Along with the important benefits that high-efficiency heating brings to the table, upgrading during the warmer months offers additional savings opportunities through two different Massachusetts rebate programs.



Save up to \$600 when you purchase a new high-efficiency oil heating system and oil storage tank.

\$350
REBATE
HEATING OIL
SYSTEM

\$250
REBATE
HEATING OIL
STORAGE TANK

\$600 REBATE FOR BOTH!

Visit discoverheatingoilmass.com to complete your rebate form and contact Sherman Oil for an installation.



Take advantage of residential rebates for home appliances, heating systems, and more!

UP TO
\$500
REBATE
HEATING OIL
SYSTEM

UP TO
\$1,900
REBATE
EARLY REPLACEMENT
HEATING OIL
SYSTEM

Check out masssave.com/rebates to see all the ways you can save.

There are more ways to save! MA residents can combine equipment rebates from **both** programs. Contact us to schedule your installation!

Convenience Is Just a Click Away!



On our upgraded website, shermanoil.com, you'll find all things energy at your fingertips. Finding information on our services, ordering oil, and paying your bill are now easier than ever!

- ✓ Pay your bill online
- ✓ Place your fuel order
- ✓ Request equipment service
- ✓ Ask for an installation quote
- ✓ Contact our office directly

MAKE YOUR LIFE EASIER THIS YEAR WITH SHERMANOIL.COM!

Protect Your Fuel Costs

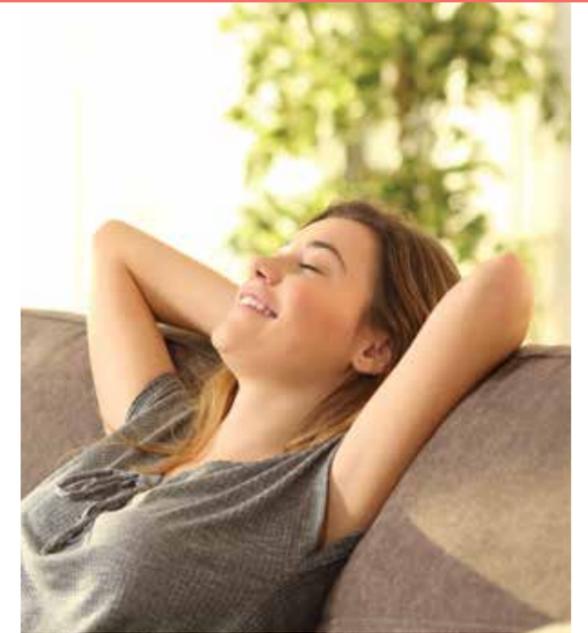
Make your fuel payments your way. Signing up for a pricing program is the easiest way to simplify your heating bills.

PRE-BUY PROGRAM

Pre-buy your heating oil in quantities of 500 gallons or more and pay one low price that is locked in until you use up your oil supply. We store the oil for you and deliver it when you need it. Unlike most companies, Sherman Oil offers year-round pre-buy, so take advantage today!

BUDGET PROGRAM

Skip juggling unpredictable fuel payments. Rather than paying for the majority of your heating costs in the four or five months of winter, spread your annual fuel costs evenly over a 10-month period. **Sign up by September 1st to join!**



WHY UPGRADE TO
**HIGH-EFFICIENCY
HEATING?**

- ✓ Lower energy costs
- ✓ Fewer emissions
- ✓ Better comfort
- ✓ Equipment longevity
- ✓ Rebate savings!

Automatic Delivery FAQs

Heating your home doesn't have to be a headache. Learn more about how automatic delivery helps Sherman Oil customers stay comfortable—and stress-free—from season to season:

Q: How does it work?

A: We will create a custom delivery schedule based on fuel usage and weather patterns. We use state-of-the-art technology to track these factors and accurately estimate when you need your next delivery.

Q: Do I have to check my tank?

A: Take that off your to-do list! Auto delivery customers do not have to check their fuel tank to schedule deliveries. However, it is a best practice to take a look at your gauge from time to time just in case.

Q: What are the benefits?

A: **Total Convenience** – No need to call or plan around delivery dates.

Greater Peace of Mind – Reduce the risk of a run-out.

Smarter Spending – More efficient fill-ups translate into more efficient spending.

Q: How do I sign up?

A: Call our office or visit shermanoil.com to enroll!