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FALL NEWSLETTER 2020



Welcoming Customers from Fountain & Sons Fuel

As the customers of Fountain & Sons Fuel settle in, we'd like to again thank you for trusting Sherman Oil with your home comfort, especially during the frigid winter season in New England. We look forward to the chance to impress you with timely and affordable heating oil delivery and premium HVAC service.

REFER-A-FRIEND REWARDS FOR OUR VALUED CUSTOMERS

You'd tell your friend about your favorite coffee shop, so why not your favorite home comfort provider? When you refer friends to Sherman Oil, you can earn extra rewards as a thank-you for your patronage.

Earn a \$25 Account Credit in Minutes

1. Give us a call or contact us online to let us know the name of your referral.
2. Tell your referral to visit ShermanOil.com/Contact-Us and fill out the short form.
3. Receive a \$25 account credit after your friend gets their first oil delivery!

We'll even provide your friend with a thank-you gift! All referees receive a \$25 account credit for their first delivery and a \$15 credit for their second. What's not to like?

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



- FUEL ● SERVICE 24/7 ● INSTALLATION ● AIR CONDITIONING

FALL NEWSLETTER 2020

Letter from the Vice President

Hello Friends,

We hope this letter finds you all well and safe. It's been a challenging year for everyone, so we won't waste too much of your time talking about the home heating industry. We too have felt the challenges 2020 has brought, and we have done our best to maintain a sense of normalcy while adhering to guidelines and requirements.

You are probably aware that oil and gas prices are historically low and have been that way for a shocking length of time. Given the financial hardships that some are undoubtedly facing, our goal with this newsletter is to inform, not sell. Inside, you will find an outline of our programs. I would encourage everyone to take advantage of pre-buy if possible, and if not, we can still accept budget customers to alleviate some of the financial burden of a large winter fuel delivery.

Regarding service, we are getting completely booked up for cleanings and installations. If you call for a cleaning, there is a good chance we won't have an appointment available for a month or two. We appreciate your patience as we work to remedy our short-staffed team. To help address the workload, Sheller has coordinated several Saturdays a month with one of our former service technicians. With the cold season approaching, we are limiting our cleaning appointments to accommodate the time needed to adequately handle emergencies and no-heat calls. Please accept our apologies ahead of time and know that we are doing our best. If you do get pushed back from your cleaning "anniversary" date, consider booking a summer appointment. This will provide you with the opportunity to get an off-season discount along with a timelier cleaning.

Finally, please know that your home may need more fuel this winter. If you're working remotely instead of going to an office, or if kids or extended family are staying in the house more, your usage will likely be increased. If you are an automatic delivery customer, please let us know if you expect more usage, especially if your system uses oil for hot water. If you're not yet on automatic delivery, it's a good idea to check your fuel tank gauge regularly to ensure you have the warmth you need.

We hope everyone has a safe, healthy, and enjoyable winter and holiday season. As always, we appreciate your business and your time reading our newsletter.

Sincerely,

Sherman Oil

Inside This Issue...

Automatic Oil Delivery • Contactless Online Bill Pay • How We're Keeping You Safe
Comprehensive Heating Coverage • Discounts & Payment Plans • Refer-a-Friend Rewards

Simplify Your Winter Using Automatic Oil Delivery

Winter will officially be here before we know it, and you're going to need fuel to keep your home warm. Since many families will be spending more time at home this year, it's important to have a plan for getting your oil supply. We recommend signing up for automatic delivery by giving us a call—we'll provide your family with all the fuel oil you need at a great price. You don't even have to remember to order!

Visit ShermanOil.com or give us a call to sign up for automatic oil delivery.



Here are some of our favorite perks:

- ✓ Signing up for automatic oil delivery is free
- ✓ Get volume discounts with larger, more efficient deliveries
- ✓ Advanced technology accurately monitors your fuel usage
- ✓ Total convenience and comfort for your family

Keeping You Safe despite COVID-19

Though the coronavirus continues to affect New England, we've developed specific strategies to keep our customers and employees safe.

OUR OFFICE: The office will be open to one customer at a time in order to maintain social distancing. Please wear your face mask inside the office. To take advantage of our contactless services such as fuel ordering and bill paying, simply visit ShermanOil.com or give us a call at (508) 867-7447. We look forward to speaking with you!

OUR SERVICE VISITS: Service technicians will always identify themselves at your door, then put a mask on before entering your home. The mask will be worn for the duration of the visit, and social distancing will be respected.

OUR FUEL DELIVERIES: Most fuel delivery can be done safely outdoors with no face-to-face contact. That being said, if drivers need to enter your home for any reason, such as a tank inspection or heating system restart, masks will be worn and social distancing respected.

Thank you for trusting us with the safety of your home and family!

Take Advantage of Our Prompt Pay Discount

If you order oil on a will-call basis, you can make your fuel dollars go the distance with our valuable Prompt Pay Discount. Get 3% off your bill when you pay within 10 days of delivery, minimum 150 gallons.

Contactless Bill Pay and Other Online Services

ShermanOil.com is designed to be the ultimate resource for our customers. Along with total convenience, the website provides contactless features that you can use to minimize exposure and keep your family safe. We specifically encourage you to check out our online bill pay functionality. Our customers have found this secure feature a spectacular way to settle any invoices without having to come into the office. Other online services include:

- ✓ Complete a credit application
- ✓ Check daily oil prices
- ✓ Schedule HVAC service
- ✓ Order heating oil
- ✓ Pay your bill
- ✓ Contact us

Visit ShermanOil.com Today



HAVE YOU HEARD ABOUT OUR ENERGY CONSERVATION PLAN?

If you'd like to save 20% on service, have an annual tune-up, enjoy 24/7 emergency service, get cleaner indoor air, benefit from an annual safety inspection, and even score a new system equipment discount, consider signing up for our energy conservation plan! This comprehensive bundle will cover anything your home heating system may need, all for one low price.

Payment Plans Customized Just for You

Living in the Northeast means that heating bills are a major part of your household budget! Do you wish you could have more flexibility regarding your payment schedule? With us, you can! We offer two fuel payment plans to fit your preferred schedule.

BUDGET PLAN

- Get low, predictable monthly payments
- Enjoy no payments during June & July
- Budget with other monthly expenses
- Avoid costly winter heating oil bills
- Reduce expenses during the holidays

PRE-BUY PROGRAM

- Buy your oil ahead of time
- Pay a low, capped oil price
- Get deliveries when you need them
- Know the cost of oil before the season
- Sign-ups offered year-round

Contact us to sign up for a payment plan today!