



# warm thoughts

from BURCH OIL

summer 2010

## PERSONALLY SPEAKING

### coming through when it matters

Dear Friends,

**T**hey say a company's true character is revealed by adversity. Well, last winter our team went through one of the greatest tests we've ever faced—and came through with flying colors.

For three straight weeks in February we ran our business around-the-clock, responding to no-heat emergencies and delivering fuel for thousands of automatic delivery customers—with less than ten reports of run-outs. Considering the horrible conditions our drivers had to contend with, that's an outstanding achievement.

Anyone can deliver fuel and fix a heating system when it's 55° outside and the roads are clear and dry. But it's a different story

when there's three feet of snow on the ground and a state of emergency has been declared. That's when you get to know the true character and caliber of your fuel company.

We want to thank our entire Burch Oil team. They take pride in coming through for you and taking your worries away. Our job is to deliver peace of mind to you, our customers—even if we have to go through three feet of snow to do it.



Joe Burch

Warmly,

Joe Burch

P.S. Help us make sure we can always come through for you. Please take a few minutes to fill out the enclosed survey.

### keeping the plows on the road

**G**ene Grimes, who has been a Burch Oil driver for nearly 40 years, had to log plenty of extra miles on the day of the February blizzard in order to keep Beltway Paving's snowplows running.

The storm had become so dangerous that we made the unusual decision to close our office and pull our trucks off the road.

Beltway's job was to keep Route 301 in



*On the day of the blizzard, Burch helped Beltway Paving keep the roads clear.*

Southern Maryland clear. But as the day wore on and the snow kept falling, their fuel storage tanks were running low. That's when they asked us for help.

Gene volunteered for the job. He left his home in Newburg and traveled to our Bryans Road storage facility so he could load up his truck with 2,000 gallons of diesel fuel, which he delivered to Beltway in Waldorf.

Like other members of the Burch Oil team, Gene took the whole "adventure" in stride. "I was just doing my job," he says.

## win \$500 of heating oil from Burch Oil

**Customer service experts** have a favorite expression:

"If you can't or don't measure it, you can't improve it."

Your feedback helps us do just that — improve.

That's why we invite you to complete the enclosed survey to measure customer satisfaction. You'll also find it online at [burchoilsurvey.com](http://burchoilsurvey.com). We'll thank you for your time by entering your name in a drawing to win \$500 of free oil.

Return the survey by 8/31/10 to be entered in the drawing.





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a new oil tank

## ask the expert

**Q:** *What are these tax credits and rebates I've been hearing about?*

**A:** A federal income tax credit equal to 30% (maximum of \$1,500) of the cost of qualifying energy-efficient home improvements can be taken. However, the credit is only valid through the end of this year. Qualifying improvements include certain central air systems, furnaces



Richard Early, home comfort specialist

and heat pumps. You could also receive up to \$400 in SMECO rebates and as much as \$1,200 in Carrier Cool Choice rebates.

Together, these incentives can save you

**To schedule a tune-up, enroll in a service plan or request a FREE estimate on a new heating or cooling system, call us or return the enclosed survey.**

\$3,100 on your purchase. And that doesn't include the money you'll save on energy and repairs after installing a new system.

You may also be eligible for low-cost financing.

**Q:** *I just had my cooling system installed last year. Do I need a tune-up this year?*

**A:** Yes. It's similar to buying a new car. You would still bring it in for oil changes and periodic maintenance. So no matter what the age of your cooling system, it needs regular maintenance. Parts need lubrication and components should be adjusted and cleaned. Our preventive maintenance will keep your system operating efficiently and safely. In fact, most manufacturers recommend, or even require, annual tune-ups as part of their warranty coverage.

To ensure you get tune-ups on a regular basis, we recommend enrolling in a cooling service plan. Besides tune-ups to keep your system running problem free, our plan guarantees you priority emergency service and savings on repairs.

## customer gets \$1,000 for new oil tank

**Normally, if you find out** your oil tank needs to be replaced, this news is not going to make your day. But that wasn't the case for Mrs. Taylor of Indian Head. That's because she had the foresight to enroll in our TankSure® program. An annual membership costs just \$39.95, or \$3.33 a month.

Because Mrs. Taylor was protected by TankSure and its tank replacement warranty, she had \$1,000 to apply toward her new oil tank.

Just as important as the replacement warranty, TankSure offers proactive coverage—replacing a tank before it leaks. We use an ultrasonic test to determine the integrity of the tank.

If the integrity has been compromised, we replace the tank.

For more information or to enroll in TankSure, call us or return the enclosed survey.



## coming soon!



Call us for details.