

What our customers say

"The service that Burch provides is excellent. When we make an appointment for our annual tune-up before the cold weather starts, they always keep their promise and come to our home when they say they will. Not every company we deal with is that reliable."

— JOHN AND MARGARET MILLIMAN

"It's comforting to know that someone is looking out for us. We count on them to keep our furnace running properly and they always do a good job. We've been Burch Oil customers for more than 25 years and they've never let us down. Burch always puts the customer first."

— WILBUR AND ELIZABETH HARMAN



*A tradition of warmth,
a commitment to value*



P.O. Box 8

Hollywood, MD 20636

301-373-2131 • toll-free: 800-479-4120

www.burchoil.com

7953-9012

*We protect
your comfort*



Service Plans

What sets us apart

We've spent years perfecting the things that matter most to our customers.

We're committed to offering you the best service in the area. Enroll in one of our service plans and you can count on:

The best tune-ups. We'll perform a tune-up every year on your heating and/or cooling system. A tune-up will reduce the risk of breakdowns, cut your energy bills by up to 10% and keep your system running at peak efficiency. When we tune up your heating system, we use special Bacharach testing equipment to ensure maximum efficiency.

Same-day service for no-heat calls.

We are available to solve your heating emergencies 24 hours a day, 7 days a week. And if your central air system or heat pump fails during the summer, we guarantee you priority service. Plus, whenever you have a problem, day or night, you can always speak to a live person, not a machine.

Fast solutions. We stock our trucks with thousands of dollars' worth of parts so we can fix your problem on the spot. If an earlier appointment causes a delay in our getting to you, we'll call you.

Neat workmanship. We'll treat your home with respect. When we finish a job, we never leave a mess behind. We make sure your home is as clean as we found it.

No subcontractors. We use only our own team of expert technicians, who are skilled at repairing all types of cooling equipment and a variety of heating systems, including oil and electric. Our technicians receive ongoing training and have all the resources they need to solve the most complicated problems.

Guaranteed repairs. When making repairs, our technicians use new parts, not rebuilt ones. We guarantee repairs for one full year.

"For more than 75 years, we have been protecting the comfort of families in southern Maryland. Our money-saving service plan coverage is just one of many ways we bring you peace of mind."

— THE BURCH FAMILY



Burch Oil's management team (left to right): Donald Burch, Jim Daugherty, Sheri Norris, Elliott Burch Jr., Joe Burch and Donnie Burch

Questions you might have about our service plans

Q: WHY SHOULD I INVEST IN A SERVICE PLAN?

A: For peace of mind. Our service plans include an annual tune-up for preventive maintenance, plus you receive a *guaranteed* fast response and savings on repairs.

Q: WHY ARE TUNE-UPS IMPORTANT?

A: Records show that four out of five system breakdowns could have been prevented with regular maintenance. A tune-up reduces the chance of a breakdown, keeps your system running at peak efficiency and cuts your fuel bills by as much as 10%.



Q: HOW DO I SAVE ON REPAIRS?

A: Our service plans can save you hundreds, or even thousands, of dollars on repair costs over the life of your system. Without a service plan, depending on your system type, replacing a blower motor on a furnace costs \$300; replacing a condenser motor on a central air system costs \$250. With the Gold and Silver Plans, you receive no-charge coverage for replacement of these parts—and most other parts that typically need repairing or replacing. With our Bronze Plan, repair charges are reduced by 15%.

Q: WHICH PLAN IS BEST FOR ME?

A: It depends on the level of protection you're comfortable with.

If your system is more than five years old, you probably need the peace of mind that is offered by the comprehensive parts-and-labor coverage of our Silver Plan or Gold Plan. If your system is less than five years old, our Bronze Plan, which provides a 15% discount on repairs, will give you the protection you need.

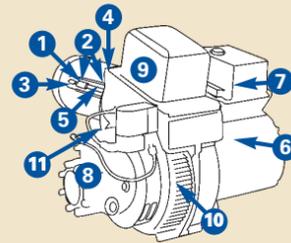


Q: HOW DO I GET STARTED?

A: Call us or return the enclosed card today and we'll take care of the rest. Don't delay!

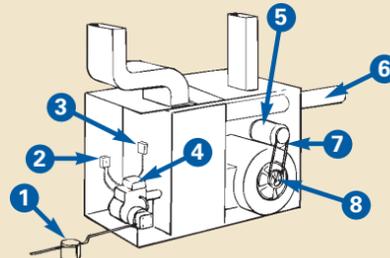
Understanding your system

oil burner



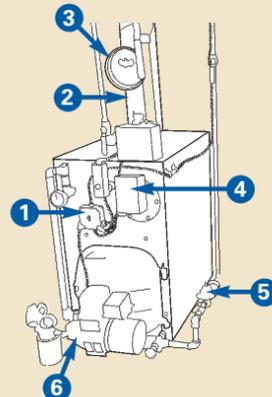
- 1 nozzle
- 2 electrodes & porcelain insulators
- 3 end cone
- 4 blast tube
- 5 firing assembly
- 6 burner motor
- 7 cad cell relay
- 8 fuel pump
- 9 ignition transformer
- 10 burner fan & coupling
- 11 nozzle line

oil furnace



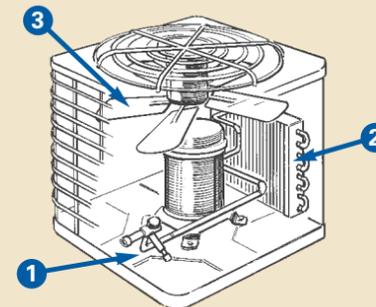
- 1 oil filter
- 2 service switch
- 3 fan/limit switch
- 4 oil burner
- 5 blower motor
- 6 smoke pipe
- 7 fan belt
- 8 blower pulley and bearing

boiler



- 1 service switch
- 2 smoke pipe
- 3 draft damper
- 4 aquastat
- 5 circulator motor
- 6 oil burner

central air / heat pump



- 1 metering device
- 2 coil
- 3 fan