

# Comfort Matters



## we're in this together

Dear Friends,

As I write this, the war in Ukraine has created an earthquake throughout global energy markets. I'm thankful that the United States has been spared many of the direct effects of this conflict. Yet we face significant stresses in the form of spiking energy prices — after a winter marked by steep inflation and supply-chain-related product shortages.



Bill Bradley

We're just as troubled by this as you are. There is a misconception that local fuel businesses like ours make more money when prices rise. **This is simply not the case.**

Customers have trouble with their bills, and our unpaid accounts go up. Meanwhile, we must pay our suppliers in just 10 days. It's an awful mess. The sooner prices begin declining, the better it will be for everyone.

We want to assure you that you don't have to worry about running out of fuel. We've been in this business a long time and have strong relationships with suppliers and financial institutions.

We're also always looking for ways to save you money and stabilize your energy bills. Our **monthly payment plan** allows you to spread your fuel payments over multiple months instead of paying in bulk on delivery. Protecting your HVAC equipment with a **service plan** saves you money on repairs and maintenance. Our loyal customers can also earn account credits — **call us to find out how!**

Finally, if you're concerned about falling behind on your bills, contact us before it becomes a problem. Many times, we can work something out to give you more time.

Rest assured, we'll always work hard to provide service, quality and value — guaranteed. Enjoy the warmer weather, and let's all hope that we are living in a more peaceful world by the time you read this.

Warmly,

Bill Bradley

General Manager

## our amazing team



**What a fantastic crew!** Our terrific team of drivers, technicians and office members came through again this winter, contending not only with the usual winter challenges but also the burden of the continued pandemic. They worked together as a family and made sure our customers stayed safe and warm. We can't thank them enough for their dedication.

We also appreciate our customers' patience and understanding this season. Your kind, thoughtful words touched us deeply during tough times.



**Ownership.** We embrace the concept of ownership, welcoming the opportunity to accept new challenges, as an opportunity to increase the value of our business and our customers. We also recognize the importance of service recovery, knowing that we will do whatever it takes to ensure we fall to delight our customers.

**Safety.** We share a collective belief that safety is the foundation of our business. We take responsibility for our own safety and for those around us by following safe work practices and correcting at-risk behaviors in our workplace.



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## win \$500 worth of food

We could all use a little extra cash — especially in the grocery store. We want to offer you a chance to stretch your household budget a little further this spring.

Read this newsletter, then visit [RinkerOil.com](http://RinkerOil.com) and click on the contest link to answer the questions. All correct entries received by 6/29/22 will be entered into a drawing for a \$500 gift card to your favorite grocery store. **Three winners will be selected!**

No purchase necessary. A purchase will not increase chance of winning.



## \$20 off your tune-up!

**We know how** crucial annual maintenance can be for heating equipment, so we're offering **\$20 off the cost of your spring tune-up**. Your appointment must be booked by **06/15/22** and completed by **07/31/22**.

Yearly maintenance reduces wear and tear on your equipment, increases its life span and makes it more efficient. With energy prices surging, fuel efficiency is more important than ever.



It's an excellent time to schedule your maintenance, since we have more appointments available now that the heating season has passed.

Call us today to schedule your appointment and claim your \$20 discount. If you already have a service plan and receive automatic fuel deliveries, we'll apply the discount as a \$20 account credit.



## ask the expert— advantages of being a priority customer

**Q: What does it mean to be a priority customer?**

**A:** We offer programs that enable customers to "skip the line." For example, if you get automatic fuel deliveries, your tank fill-up will be scheduled early. While Will-Call customers might need to schedule last-minute deliveries, your spot in line is saved.



**Dawn Avnet**  
Office Manager

**Q: What other ways can customers skip the line?**

**A:** Do you have a service plan to protect your HVAC system? When you do, you receive priority service if your equipment breaks down. Our expert technicians will be there ASAP to perform a repair.

Plus, you can say goodbye to unwelcome bulk invoices and writing checks. Switching to automatic payment, paired with a price cap and our monthly payment plan, means you know exactly what you're paying for your fuel and you can pay for it instantly and electronically.

**Q: How does someone become a priority customer?**

**A:** Anyone can be a priority customer! Just call our office to discuss your options.



29 Water St.  
Cuba, NY 14727



PRESORTED  
STANDARD MAIL  
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DG3

## we're growing – join our winning team

**We're proud of the many** five-star reviews our staff has received from customers. Now our team is growing. If you (or someone you know) are ready to go the extra mile in a respectful, dynamic workplace, we'd love to talk!

We're committed to our employees and offer a **competitive salary (with potential bonuses), comprehensive insurance, a company-matched 401(k), paid time off, training, licensing, employee fuel pricing and allowances for tools and phones.** And there's always room for advancement!

As of this writing, we're looking to fill roles for **delivery drivers, technicians and customer service representatives.**

For more information, call the office or email [CustomerCare@RinkerOil.com](mailto:CustomerCare@RinkerOil.com).

