



Approximately 1.5 million new single-family homes—and 250,000 custom homes—are built in the U.S. per year.\* About 3% of these homes use oil for heating and hot water—down from 18% in 1949. Today, most new homes use natural gas, propane or electric. However, the new home market is still a viable one for Oilheat. In fact, Oilheat's current low market share means there is an excellent potential for growth. As an oil dealer, it will be well worth your while to actively pursue new business in the home building market. And your chances of success are great since Oilheat has so much to offer to builders, realtors and homeowners alike.

\* Source:  
U.S. Dept. of Commerce/Bureau of Census



Use the enclosed postcard order form to request your sample materials.

For more information about Build With Oil, and what we can do to help your business, contact:  
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Sponsored by NORA, OMA & Oilheating Journal



Selling Builders On Oilheat:  
A Major Opportunity, With  
A Huge Potential Reward!

**A PRACTICAL GUIDE FOR BUILDING ON THE SUCCESS OF THE NATIONAL PROGRAM, TO BENEFIT YOUR OWN COMPANY.**

Getting a larger share of the builders market is an extremely desirable goal. But wishing won't make it so—you have to make it happen! This requires a solid marketing plan driven by the commitment and hard work required to carry it out.

The Build With Oil selling tools offered in this folder will help you achieve your sales/marketing objectives.

**HOW TO BUILD YOUR OWN PROGRAM QUICKLY AND INEXPENSIVELY**

**1. Create Your Contact List**

Start with all the home builders in your area who have to choose a fuel for heating and hot water

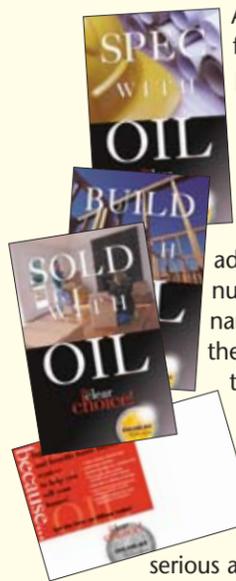
in their homes. Join your local builders association and go to the meetings. This is an ideal way to meet builders face to face. Then, add architects, real estate developers and leading realtors who can also influence the choice of fuel. You can buy a list from a list broker in the Business Yellow Pages under "Mailing Lists." They will help you choose the best categories by business size, Zip codes, etc. to tailor the list to those most likely to buy. Or, you can look in the Yellow Pages under the categories of "Building Contractors," "Architects" and "Real Estate" for companies you want to contact.

**2. Choose Your Weapons**

The Build With Oil program offers you a choice of promotional pieces to use to sell Oilheat in your area.

**JUMBO POSTCARDS – BWO 1**

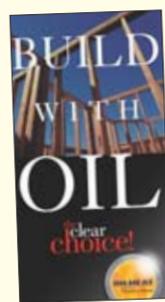
A series of three full-color "teaser" postcards you can send to potential builder customers. All you need to do is add your company name, address, and phone number—and the name and address of the person you want to reach. This is an inexpensive way to warm up a cold prospect list and show builders you are serious about working with them. You can add your company name etc. with printing, label, or rubber stamp.



**BUILDER BROCHURE – BWO 2A**

This new 6-panel, full-color brochure features a testimonial from a builder who has been building custom homes with Oilheat since 1970, and has created developments with 65 and 100 homes.

Also in the brochure are quotes from two homeowners who are extremely pleased with Oilheat. This is a great leave-behind piece when you call on prospects. Opens to 11" x 17".



**"FEEL THE DIFFERENCE" BROCHURE – BWO FTD**

This full-color, 8-panel brochure provides a comprehensive presentation of the many benefits of Oilheat. Fits a #10 envelope. Use it for mailing to prospects, or as a leave-behind piece after in-person sales calls.



**BUILDER FOLDER – BWO 2B**

This is a smaller version of the builder brochure, sized to fit in a standard #10 envelope. Perfect for mailing to prospects.



**HOMEOWNER FOLDER FROM BUILDER – BWO 2C**

Support the builder with this folder designed to convince a homeowner that Oilheat is the Clear Choice.



**BUILDER LETTER – BWO 2D**

A sample letter that you can copy on your company letterhead. It presents the advantages of Oilheat in terms that are meaningful to builders. The letter can be mailed by itself or with literature.



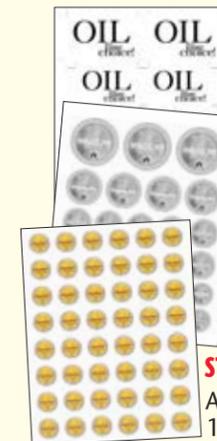
**RADIO SPOTS – BWO R**

Two 30-second scripts and one 60-second script which announcers can read over local radio stations, adding your company name and phone number. A great way to spread the Oilheat story, and find new customers.



**AD SLICKS – BWO 3A**

Ready-made, professionally prepared ads to run in local newspapers as a builder co-op.



**LOGOS – BWO 3B**

Customize your ads and flyers with a sheet of "Oil: The Clear Choice!" logos and a sheet of "Oilheat powered by Clearburn Science" logos—both in a range of sizes.

**STICKERS – BWO 3C**

A sheet of full-color, 1-inch diameter logo stickers. Use them anywhere you please...on literature, invoices, letters, etc.

**WORK SITE SIGN – BWO WS**

An attention-getting sign in front of a new home makes other home builders and buyers aware of the Oilheat option. You can add your own name to the sign to promote your dealership as well as Oilheat.



**POWERPOINT PRESENTATIONS**

**1. Builders Presentation**

This animated PowerPoint presentation—complete with recorded narration—tells the Oilheat story in a convincing way. Show it to every builder prospect on your list, as well as at presentations to your local builders association.

**2. Dealer Sales Training Presentation**

Tells how to locate builder prospects, turn them into customers, and effectively work with them and their home buyers. Created by seasoned Oilheat marketing professionals who know how to get results.

You can order the presentations in two forms:

**BWO 5-CD – Both presentations on one CD-ROM**



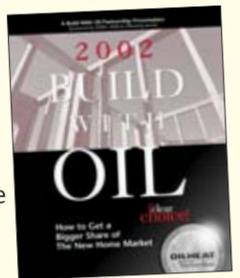
**BWO 5-VHS – Both presentations on one VHS tape**

With either the CD-ROM or VHS, you will receive 25 Sales Training Brochures.

**SALES TRAINING BROCHURE**

This 12-page brochure presents the material contained in the Sales Training PowerPoint in a convenient printed form.

A copy should be given to everyone who views the PowerPoint presentation, as a take-home review.



**You're invited to join...**

**a program to promote Oilheat to builders, contractors, building owners, real estate professionals and homeowners.**