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# SHELLY OIL COMPANY



Shelly Oil's mission is to provide the highest level of customer service and help people make informed decisions about heating and cooling their homes.

**“We know that every step we take to be a more reliable, dependable and energy-conscious company will benefit our customers and in the long term, help improve our community and environment.”**

Shelly Oil, based in Elizabethtown at 325 Hershey Road, is a locally owned and operated company specializing in residential oil heat service and delivery, furnace and air conditioning service and maintenance, as well as a variety of cost-saving, energy efficient equipment options.

Owned by the husband-and-wife team of Fred Rider and Rhoda Lauver, Shelly Oil services customers in Elizabethtown, Mt. Joy, Hershey and surrounding areas.

“Our customers tell us they like our personal, dependable service,” says Rhoda Lauver. “Customers are more than a number to us, and they truly appreciate that... along with our competitive pricing, environmentally-friendly options and our recommendations to help them save money.”

Since the Lauver family purchased the company in 1993, Shelly Oil has experienced a steady increase in business as they continue to offer cost-saving options and environmentally friendly alternatives to offset the skyrocketing cost of electricity.

“It’s becoming much more expensive to heat your home with electricity,” said Lauver. “Oil is an affordable option, and when people learn about our energy-saving equipment that can further reduce costs and potentially earn a tax credit for homeowners, it makes even more sense to customers.”

Shelly Oil’s mission is to provide the highest level of customer service and help people make informed decisions about heating and cooling their homes. In their new location at 325 Hershey Road, they installed a new, efficient oil system and encourage residents to come out and learn how a new system or system upgrade can help cut costs and is more environmentally friendly.





“People drop in to ask questions and our new location makes it more convenient. We now have a Power Point presentation in our lobby running at all times so visitors can learn more about cost-saving options,” said Lauver.

In addition, Shelly Oil now offers bio-fuel as an alternative fuel option to 100% fuel oil. “Bio fuel can be more efficient and it burns cleaner, which protects your home’s environment, your community’s environment and is better, overall, for the earth,” explains Fred Rider. “We’re giving our customers a choice—we carry both bio fuel and regular fuel oil—we will help them understand the difference without steering them in one direction or another.”

Shelly Oil’s annual maintenance program is increasingly popular with residents. A skilled, NORA certified technician tests and tunes homeowners’ heating and cooling equipment for maximum efficiency. The technician will replace nozzles and filters on furnaces and clean indoor and outdoor coils as well as checking refrigerant in cooling systems and making recommendations on how to improve efficiency. According to Lauver, proper maintenance of equipment saves customers up to 10% on their oil cost. “Upgrading to a new system can save 30% or more on their fuel cost. We want to offer as many cost-saving options to our customers as possible,” she said.

Shelly Oil customers help friends and family by referring them to Shelly Oil and Shelly Oil gives back through their “Refer a Neighbor” program. “We’ll give a \$25 credit to our customers who refer a new customer that signs up for auto delivery, and we’ll give a \$25 credit to the new customer as well. It’s all about giving back,” said Rider.

Their customer base continues to grow in Elizabethtown, Mt. Joy and the surrounding areas, so they made the decision recently to move

their business closer to town. Now located at 325 Hershey Road (across from the Trolley Stop Restaurant) in Elizabethtown, Shelly Oil is more accessible to their local customers and continues to take an active role in the community.

Shelly Oil has a strong focus on community involvement, Rider says. “We are active members of the Elizabethtown and Mt. Joy Chambers of Commerce, helping with planning committees and working to bring more business and visitors to Elizabethtown and Mt. Joy.”

“We participate in community events like the Memorial Day and Holiday parades, Mount Joy fundraisers, Etown’s Lunch on the Square, and the Elizabethtown Fair,” said Lauver. “Fred loves Fair week and creating games for our booth to entertain Fair visitors. Each year it gets bigger and better!”

Residents also know Shelly Oil for Shelly Bears and penguins given away at community events. The polar bear mascot is part of their logo because the polar bear endures and thrives in the harshest environment.

Lauver and Rider have a personal interest in improving the environment and putting forth a local effort in this global cause. “We definitely subscribe to the motto ‘think globally, act locally,’” says Lauver.

“We know that every step we take to be a more reliable, dependable and energy-conscious company will benefit our customers and in the long term, help improve our community and environment.” ■

**Call Shelly Oil to learn more about energy solutions for your home! (717) 367-2737**

**Or, visit them at their new location at 325 Hershey Road in Elizabethtown or online at [www.shellyoil.com](http://www.shellyoil.com) to learn more about their services.**

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