

We hope you are enjoying our **Fueling the Bottom Line** newsletter where we share tactics on how to successfully **grow** your business working **together as a team**.

This is **your** newsletter, so provide feedback on what you find useful. Please share topics or ideas by emailing us at [marketing@suburbanpropane.com](mailto:marketing@suburbanpropane.com).

## Opportunity Zone – A New Website Dedicated to You

We've developed a new reseller section on our website. The pages are designed to be scalable so we can add relevant information to reinforce our commitment and provide sales and marketing support to you – *our customers*.

The new section provides:

- Marketing support to help you grow your business
- Access to newsletters, success stories and videos
- A place for you to contact us



[Visit our website](#)

## Did you know propane can power more than just grills?

- Propane powers a variety of outdoor amenities for any space including flame lighting, fireplace/pit, patio and pool heaters and outdoor kitchens.
- A propane powered heater can extend the outdoor living season by raising the outdoor air temperature as much as 25 degrees.
- A 20lb propane tank will provide your customers with about 10 hours of patio heat.



\*Courtesy of Propane Education and Research Council

## Reseller Spotlight – Vision Ace Hardware



Vision ACE Hardware has 12 locations in Florida and joined the Suburban Propane family in August 2020. Reselling bulk propane is a natural fit for ACE since it pairs perfectly with their product categories focused on BBQ, outdoor recreation, RV and camping. The fact that filling a 20lb tank gives customers more propane for less money compared to exchanging a tank, is a value they promote and educate to their

customers. Not only does this build loyalty but it also keeps repeat customers.

Hurricanes are a challenge in Florida so having a dispenser helps make them the local destination for hurricane supplies in the community.

“Having a LP partner like Suburban, who holds a strong passion for high quality and excellent service like ACE does, is vital. We sell our customers on our service every day and we always try to have what they need, when they need it, so being out of gas is not an option. It has not mattered if it is a holiday weekend rush or the threat of a hurricane, Suburban has continued to deliver – keeping the gas flowing through our pumps. It is an easy decision for us to stand behind and offer a service that: 1) Our communities need 2) Drives a tremendous amount of repeat traffic 3) Provides growing & profitable sales.” stated Kyle Anderson, Vice President of Operations for Vision Ace Hardware.

Annual Gallons By Location			
LaBelle	70,673 gallons	Arcadia	20,417 gallons
Lehigh Acres	8,354 gallons	Dunedin	33,518 gallons
Fort Myers	22,657 gallons	Tarpon Springs	21,531 gallons
Clewiston	26,798 gallons	Oldsmar	3,557 gallons
Fort Meade	14,913 gallons	Odessa	11,878 gallons
Wauchula	36,311 gallons	Pine Island	Coming in June!