

The nation's top profit, pricing & advertising troubleshooter

CONTRACTOR/20

A Perfect Vision for Success

The largest advertising agency of its type specializing in Serving the Promotion and Business Development Needs Of Over 100 High Profit, Independent Plumbing, HVAC and Electrical Contractors in 40 States & Canada

PROMOTION SERVICES...

to Maximize Customer Retention & New Customer Acquisition

- 1) Post cards and letters proven** to retain prior customers and get new ones **including postage**, addressing and printing from **38.5 cents** each Famous for huge results..... **start up \$150**
- 2) Beautiful classy 4 page full color glossy newsletters** including postage, addressing and printing from **85 cents** each . One color newsletters from **57 cents** each.
- 3) Basic websites** from **\$700**
- 4) Professional Website** creation including 18 pages with effective proven SEO , from **\$3000 to \$7000**
- 5) Proven Google ad word campaigns** that get high ROI: \$370 set up then, 85% of your ad money goes to Google. Then contractor 20/20 receives only a 15% agency fee of Ad Words places per/month or \$50, whichever is greater
- 6) Radio, TV, cable, billboard and movie theater marketing** that's proven successful, low cost through competitive bids and use of Nielson and Arbitron ratings that get you higher ROI. Ready made to grow your sales
Our services include: production & placement; these full Advertising Agency services at low 15% agency fees are often paid by the radio and TV stations .. thus free to you..from the Largest Advertising Agency specializing serving home service contractors.
Start up research from **\$250 to \$325**
Radio and TV production costs from \$50 to \$2000 .
- 7) Custom Message on Hold from \$250. Custom Music Jingles \$1250** to help consumers to remember your name & slogan.

COST REDUCTION...

Systems to Tame out of control Overhead Costs

1) Direct Mail targeting study to hit the right target customers and reduce advertising costs.
Investment: **\$150**

2) Customers Acquisition cost study ... this source tracking system will Identify your wasted advertising dollars

A. We determine your cost per new customer.

B. We consider how your yellow page ad internet ads content, placement, as well as your top of mind awareness are affecting your results.

C. We show you how your numbers compare to the national averages and top results.

D. We recommend proven methods to increase response.

E. We want to know: New or Repeat? Where did they find your phone number? What page of the phone book? What book? What ad? What year book? Did they see your truck? A postcard? A magnet? A window thermometer? A valve tag? Equipment ticket? The internet? Did they book an appointment? Who was the tech? What was the sale?

You need to know what is working, so you can do more of it, and what is not working so you can fix it or eliminate the waste.

FACT: Proper placement, content and awareness methods can make your advertising results six times better.

Investment: **\$275**

3) Radio, TV, Cable TV - Media Study .

We call every radio, TV and cable station in your area to determine the most efficient ways to build awareness.

A. Targeted to your best customers by age, gender, income and lifestyle.

B. Your target area-your service area.

C. We calculate the cost per percentage part of target audience reached with each commercial (CPP) to determine best advertising buys in your area.

FACT: Most contractors waste more then half their advertising dollars.

Investment: **\$275**

4) Internet ROI Estimate and study.

You can know in advance the number of searches consumers are doing in your geographic area for your products and services.

You can also know the educated close estimate what ads your competition is running, which one they are keeping, and what they are paying and investing in their Google campaigns. Then by using normal sales per click rates , you can have a fair estimate of how many new customers you can get, at what cost from your proposed online advertising campaign.

Investment: **\$175**

5) Yellow page results analysis and design suggestions..

Investment: **\$ Free** to clients

6) Sales " safety net "retention system to keep sales about to be lost due to price issues.

Investment: **\$ Free** to clients

PROFITABILITY AND PRICING...

systems to achieve and sustain 18% to 20% net profit

- 1) **Consumer study of prior customers** to determine the retention rates of prior customers (normally 75% for high profit companies), as well as, your reputation, satisfaction rates and pricing problems or opportunities: We discover what your sales growth potential is for additional products for prior customers, to accomplish this we must call up to 500 recent prior customers to complete the 50 person survey. We send you all completed surveys along with analysis and comparisons to the industries best performers and recommendations for action in a bound book.
Investment: **\$425**
- 8) **Consumer study of general public in target zip codes** we discover what your growth potential is for new customers and your brand strengths and weaknesses, also the probable resistance to growth. We discover your company's awareness level, price objection levels, quality objection levels and conversion from awareness to intention to use (normally 15%). This number is a great measure of brand strength. We determine if you need to just grow awareness or change the public's opinion of your brand. This factor is of key importance to develop both the content and frequency of advertising. To accomplish this we must call up to 500 potential customers to complete the 50 person survey in your target zip codes. We send you all completed surveys along with analysis and comparisons to the industries best performers and recommendations for action in a bound book.
Investment: **\$425**

FACT: *The more undecided a consumer is without a preference for a particular contractor, the easier it is to grow your company.*

2) Pricing and Profitability systems to maximize your ROI, no charge, when you do a consumer study **\$ Free**

3) Executive Dashboard system to benchmark 9 key numbers that identify your cost saving and sales increase options.

We study costs; labor, material, overhead, average sale, hourly efficiency to determine optimum pricing and staffing levels. CSR & Tech closing rates.

Tech average tickets

A. Compare pricing and markups to customer retention rates

B. Hourly efficiency rates

C. Determine profit potential

D. History of marketing results

E. Positioning and slogans

F. Overhead, labor, materials and profit goals

G. Potential for extra sales during slow months using direct mail

FACT: *Charging too much due to poor planning hurts your business just as much as charging too little and cheating yourself out of your deserved profits.*

no charge .. when you do a consumer study **\$175**

Sales Training and Employee Recruitment

1) **12 hours of CSR, Tech , salesperson training** by Video and Online to maximize your closing rates and average tickets ... **\$575**

2) **Hire the Best** ... with Successful Radio , TV , Online , Direct Mail and Newspaper ads..... **Free** to clients

Why are the research costs and consulting costs so Low?

What we are really after is the opportunity to provide your radio, TV, cable, internet and direct mail needs.

How Do We Make Our Money? Obviously it's not from research !

The same way your travel and insurance agency makes their money. An accredited advertising agency receives 15 to 20 % agency discounts from radio, TV, cable and direct mail vendors.

After we find the best pricing available for stations and/or programs that perfectly fit your target and puts them out to competitive bids. The vendors offer us the discounts that provide our fees.

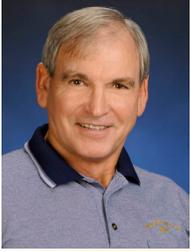
In essence, they pay us to beat them up. Our profit counseling, yellow page counseling and are free of charge to our regular clients.

Our job is to take business away from your competition and make you more profitable. That's why we limit ourselves to 1 client per trade per 200,000 populations with the maximum of 3 in any single market. If you're ready to stop complaining about low profit . . . if you're ready to stop complaining about high cost of marketing . . . now is the time to do something about it.

Call Mike Morosi @ (607) 770-8933 and discover what 100 clients in 40 states and Canada know.. That we have know how.. To cure all of your marketing headaches.

Check out our references on our web site, www.contractor2020.com.

Actual Emails we have received from clients



RE: Direct Mail

From: Bill Loiko, Bill the Plumber, Inc.

Hi Mike, As you know the economy is very bad in our area and it began about a year and a half ago. We were barely making ends meet then we started operating in the red. I talked to you about my woes and you made some suggestions. The first was getting a monthly card to our customer base. I decide to have you send a card to 20 percent of our customers on a

monthly basis. It worked and the numbers prove it. We paid you a total of \$18,575.00 over the year and the cards produced \$184,857.99. As you know I'm continuing the card this year as well. I used a local friends service during our shoulder season last summer. His card cost me \$11,984.12 for the three month campaign and it generated \$66,911.67. Not very good.

During the year you gave me other advice concerning getting Bill The Plumber, Inc. in the black. I started following your advice and took a good look at the people working for me. I put the bottom line ahead of being a nice guy and found some techs that were losing money month after month. I gave more attention to our sales training program and the techs that didn't respond are gone. The ones that did are increasing their sales and closing rates each month. That is an on going process. We lowered our overhead by 33% during the last quarter of the year.

The number crunching that you provided me with and helped me go through by actually guiding me and my wife on the phone while we did it was very enlightening. You said the numbers don't lie and you are right. I know exactly where I stand and what needs attention to get to the 20% profit goal. It feels good knowing were you are and to have direction. I consider you a lot more than just a business acquaintance and advisor. You are a true friend. Because of you I'm am looking forward to having a very good year and I'm looking forward to doing more business with you. I have confidence that we can grow our company in a down economy. One more thing. Thank you for your persistence. It took years to get me to listen to you.



RE: Thank You Cards

**From: Scott Wickstrom
Wickstrom Plumbing Heating & Air Conditioning**

I've been having Mike Morosi at Contractors 20/20

send thank you cards to my customers. My customers seem to like them. My investment has been \$489.00 & this has brought in \$25,625.00 worth of work, the card offers a \$25.00 discount we have done 38 jobs.

I thought that was worth letting you know.



RE: Google Adwords Sales

**From: Richard Penning,
Penning Plumbing**

First month spent \$689.

Sold \$5451 from web sales.

Two months, got 30 jobs.

\$12,796 in sales.

Spent \$1842.

That's \$6.95 for every

\$1.00 spent.

Okay Mike, Sign Me Up

Call Me With More Info

Your Company Name _____

Contact Name _____

Contact Phone Number _____

Contact E-Mail Address _____

Buy 3 or more -

Save 5%

Buy 6 or more -

Save 10%

Direct Mail Startup \$150

Basic Website \$700

Professional Website \$3000-7000

Google Adword Setup \$370

Media Study: TV, Radio \$325

Direct Mail Targeting Study \$150

Customer Acquisition Study \$275

Internet ROI Study \$175

Consumer Study \$425 each

Musical Jingle \$1250

Message On Hold \$250

Tech & CRS Training DVDs \$575

CREDIT CARD INFORMATION

Mailing Address of Credit Card _____

Credit Card Number _____

Expiration Date _____ CVV Number _____

Please fax to (888) 217-2743

Grateful to serve over 100 contractors in 40 States & Canada