

## **RADIO WORKS !!**

### **Seven proven keys**

- ① Contractor 20/20 will identify your best target audience
- ② We will conduct a competitive bid for your work to reduce cost
- ③ We will negotiate free bonus spots
- ④ We will interview happy customers, then turn their comments into effective testimonial ads
- ⑤ We will run the right number of spots to convince new buyers to call
- ⑥ We will improve your branding image
- ⑦ We will create a new phone number that's easy to remember

**TURN OVER FOR TESTIMONIALS**

# Contractor Testimonials About Great Radio Results

## **Rudd Plumbing , Tyler Texas**

"We have run radio ads in the past with not a lot of success. So our opinion of radio advertising was not real good. Since Mike has taken over advertising we have found out that if you run the correct ad at the right time to the right person that they will work.

The radio ad started on a Monday morning at 6:15, by 7:15 we had already received two calls mentioning the radio ad. Before we run the ads, the ads went live; we played the ads for our staff and employees. They were really impressed at how professional they sounded. We get a lot of feedback from our customers that call in mentioning the ad. I'm getting a lot of feedback from people around town that has heard the ads and talk about how professional they sound. The television commercials are working great. We are getting a lot of calls in that are mentioning the television commercial. We told our employees that we were going to do a television commercial. They were really excited and wanted to know who was going to be in the commercial. We ended up with my brother, our CSR, and a technician in the commercial and they turned it out really well.

Our first TV commercial run at 6:30 on a Monday morning, by 7:15 we had already received two calls mention the TV commercial.

We have been in business for 88 years, and until about seven years ago we were strictly commercial. We did strictly commercial work. In 2001 we decided we wanted to get into the residential market more, and have a residential service. This has been a real struggle. We tried some different things and nothing worked. We just could not grow the business as quick as we wanted to. And I talked to Mike Morosi, with Contractor 20/20, and he suggested that we let him run a survey to see what the problem was. Well when we got the survey back, we found out that 94% of our existing customers highly recommended us and would use us again. But 70% of the general public did not even know we did residential service. So what Mike suggested was that we start running radio and TV ads to give us some name recognition. Before we were running the radio and TV ads, we were doing 10 to 12 calls per day. We are now for the last two months averaging 20 to 30 calls per day. We have added two service trucks on. And finally with Mike's advertising campaign I can finally see that we are going to reach our goals, and I would highly recommend him to anybody that had a service business and wanted to grow that service business. But all I can say is be prepared for the business he is going to bring in."

**Rodney Rudd**  
**President Rudd Plumbing**

## **Terrell E. Moseley, Inc.**

Mike, Just a note to tell you how pleased we are with the radio spots you put together for us. They were professionally done (great spokesperson). The customer testimonial type ad has been very effective; we have had numerous people comment to us that they have heard and like the ad very much. Thanks for a job well done!

**David Moseley, President**  
**Terrell E. Moseley, Inc.**  
**Lynchburg, VA**

## **Jerry Kelly Heating and Air Conditioning, Inc.**

"The radio ads that you produced helped to increase our company's top of mind awareness in our target market and subsequently helped to increase demand service business this past year. "

Thank you,

**Steve**  
**Steven J. Miles**  
**General Manager**  
**Jerry Kelly Heating and Air Conditioning, Inc.**  
**St Charles, MO 63301**

At your service .... Mike Morosi ... and Proud to be a  
PHCC/QSC Industry Partner And a Service Roundtable Consult Partner  
Mike Morosi Pres, Contractor 20/20

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