

# (Insert Your Logo)

## Why should I do business with you?

### **Feature**

### **Benefit to the Customer**

We've been in business for (XX) years

We know the area, the construction, the codes, the climate. We'll do it right, thus saving you money.

We've made thousands of repairs

We know the area, the construction, the codes, the climate. We'll do it right, thus saving you money.

We specialize in residential and light commercial

We know the equipment, the codes, we have the parts and tools to quickly make the repair, saving you money.

We're a smaller, local, family owned business

Personalized service, accountability, the owner(s) work right in the business.

We have multiple technicians to serve you.

Years and years of field experience in each technician which they can share, solving your problems faster and saving you money.

In house training

Improving technician expertise means the job is done faster, better and with fewer warranty calls, saving you money.

Manufacturer's training seminars and schools

Improving technician expertise means the job is done faster, better and with fewer warranty calls, saving you money.

We have live Service Representatives

Quicker response, answers to you questions, faster more accurate scheduling

We have an office staff

Meet you needs more quickly, answer your questions, solve problems

Computerized Customer History

We have the history of your equipment, service calls, and other pertinent information, saving time and money

We arrive in marked, lettered vehicles

You know who we are when we arrive.

Our employees wear company uniforms

You know who's at your door, we don't use subcontractors or casual laborers

Our employees have photo I.D. tags

For your safety and peace of mind

We drive well maintained vehicles

You save dollars because we don't have breakdowns, which cost money and time. We keep your driveway free of stains. Our trucks are big enough to carry standard parts.

Our trucks are well stocked with the common repair items

Less trips to the supplier, save you money

We quote firm prices before we start

You know what the cost will be, no hidden charges or fees.

We use a standardized pricing manual

We don't size up the neighborhood or you and set a price. You don't have to negotiate the best price.

Our add on rates save you money

The more work you have done at this time the more you save

We use shoe covers, drop clothes, and mats

We protect you floors and home

All work meets or exceeds existing codes

Works better, lasts longer, saving you money

# (Insert Your Logo)

## Why should I do business with you?(continued)

### **Feature**

### **Benefit to the Customer**

We use time tested, field tested parts and materials

Works better, lasts longer, saving you money

We pull permits

Third party inspection, you know it's done right

Our employees have a criminal background check and are drug screened

Personal protection and safety

We are licensed

Certified by the State of Michigan to perform the work correctly, saving you money

We are insured

No out of pocket expenses for insurance claims, saving you money

We give you our street address

You can find us and know we have a true place of business, consumer protection

We clean up after the job is complete

Convenience, no hidden damage

We dispose of old equipment and parts

No need for you to call for special costly pickups

We give you our Ultimate Satisfaction Guarantee

You won't pay twice for the same repair, saving you money

We provide extended warranties on the materials and equipment we install

You won't need a replacement soon

We prioritize warranty calls

We won't leave you waiting for a warranty repair, you won't pay twice

We have a variety of payment options

We accept major credit cards, cash, checks, and have financing plans available, which makes the right decision affordable.

Our Technicians are paid hourly

They do not have an incentive to sell you something that would not benefit you