

Monday, March 26, 2012

Hi Dave,

Wanted to let you know how happy we are with the Town Planner Calendar.

As the first year came to a close, we counted over 200 redeemed coupons, most for our \$10 off a service call. Many were for existing customers which for us is a great way to say Thank You for being loyal to us over the years. A good number of new customers also redeemed them.

We did however receive 3 of the other coupons back as well, one for \$150 off a complete air conditioning install and 2 of the \$150 off complete furnace installs. For each, we bid against other companies and I feel we were "in the mix" because we had been hanging on their wall all year. Two of the 3 were new customers and likely customers for life. All 3 jobs were over \$4,000.

Starting January of our 2nd year in the calendar, seems like we received more coupons back than our first year even though the weather wasn't as bad. That's great news.

You're calendar hits the exact areas we service and you go to every home and get us results, so much so that we've signed on already for year #3 AND we've pulled out of 2 of the 3 phone books. We just don't need to waste our money any more.

Thanks for a quality product!

Sharon Christe  
Office Manager

**\$10.00 OFF**  
Any Service  
\$60.00 or More

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Plumbing, Heating & Air

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Good June 2013

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Good July 2013