

# JIM'S

Complete Car Care

Jim's Complete Car Care has been a Town Planner sponsor for eight straight years. During that time we have always received a consistent return on our advertising investment. Our coupon ads pull in new customers, as well as provide a rewards incentive for existing customers to have their vehicle's service work done with us.

We typically receive on average about eight coupons every month which amounts to over \$2400 in business each and every month directly from our coupon offers.

I like the fact that the Town planner is mailed to every household and because of its useful nature, is hung up and viewed every day. This is especially important to a business like mine, as aside from planned or scheduled maintenance, auto repairs are a situational need. Because our ad is hanging there in the kitchen all month long, when the need for auto repair arises, people think of us. The coupon offer then helps move folks to call upon us. The staff of the Town Planner are some of the best! They are truly concerned with how your ad will help draw in new customers. Return on your investment is a top priority with them. In fact, my yearly program of coupons in the calendar and on their website pays for itself the very first month!

I would strongly recommend the Town Planner for any business that wants to increase sales and profits.



Brian Milcetic, Owner  
Jim's Complete Car Care  
430 East Industrial Blvd.  
Cumberland, MD 21502

**\$20  
OFF**  
**ANY REPAIR  
OVER \$100**

**JIM'S**  
Complete Car Care

All types of Auto Repair  
for Domestic and Imports  
*Providing quality service  
for over 34 years*

 Authorized  
Dealer  
430 East Industrial Blvd  
**301-759-2940**

[jimstransmissionservice.com](http://jimstransmissionservice.com)  
Must present coupon. Excludes Tires.  
Not valid with other offers. Exp. 12/31/13.