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Plumbing Doctor's®

House Call

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To the Friends and Business Associates of Plumbing M.D. Inc.®

How Much is a Free Estimate Worth?

“Do you give free estimates?” is a common question we get in our industry.

How do you handle these calls? In our industry it may cost upwards of a hundred bucks to send out a truck, so how could it be worth it? I'll tell you how. We take these calls, and we go happily. Why? First, because our competitors won't. Most companies charge a trip fee just to show up. You probably do too. This “free” estimate differentiates us from our competition, and you need to find ways to do that.

But the most important reason we do it is because we have a system that enables our technicians to close 90 percent of the calls we dispatch. If you don't have such a method of closing you will be losing money chasing the “free” estimates, but if you know how to close a call, you should gladly go every time.

Lastly, you need to change the way you view a customer. If you view that call as a \$650 ticket (our average invoice) you have missed the mark. Every call has the potential to become a lifetime relationship worth thousands of dollars. If you are able to convert that “free” estimate into a customer for life, everybody wins. In the next issue, I'll share some tips on keeping customers for life.

~Mike Farias

Plumbing Doctor CEO Invited to Speak at Maio Conference

In this industry there are a few big players we all know by name and on the west coast the most recognizable name and brand is Maurice Maio of Success Systems Unlimited. MAIO has been revolutionizing the plumbing industry for decades with seminars that teach plumbers everything from flat rate pricing to customer retention programs.

In February, a member of Success Systems Unlimited asked our Founder and CEO, Mike Farias, to be a featured speaker at a conference. Mike presented to a group of 30 plumbers and discussed how he was able to take the ideas of Success Systems Unlimited and apply them to his company to make it more successful.

Mike went on to discuss how he was able to combine the ideas of Success Systems Unlimited with his own ideas and a strong brand and develop it into a franchise system that is growing throughout Northern California and Nevada. Mike met several business owners who are interested in learning more about the franchise opportunity and becoming the next Plumbing Doctor Franchisees. To learn how you can become a franchisee or to learn about other services we offer call our headquarters today.

Go Green! To receive your House Call via email please send us an email at service@plumbingmd.com and request to go green!

Are You Ready for Growth?

Economists are finally saying we're recovering from the recession. Some reports are more optimistic than others, but they all agree that the worst is behind us – housing prices have leveled off and companies are hiring again.

As consumers get back to work they will begin spending more on plumbing services. Not only will they spend on new projects, but they'll also spend on work they've been putting off.

This is great news for many, but you won't reap any benefits unless you're ready. How are you marketing your company? Do you have a strong brand? What kind of customer retention program do you use? There are a lot of plumbing companies to choose from, so unless you differentiate yourself with a strong brand, customers won't call you. And unless you use a proven customer retention program, they may not call you back. Don't let your competitors win all the new customers. Make sure you're ready for the work that's coming.

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