



# Plumbing Doctor's® House Call

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To the Friends and Business Associates of Fast Aid Success Systems®

## Fast Aid Workshop a Success

### YOU CAN CHARGE FOR THAT?

Last time I wrote on "How to Get Customers for Life" and I discussed how important a relationship building mechanism called Top of Mind Awareness is. There is another tool we use in order to get that Top of Mind Awareness and to get customers for life. It is a simple tool that your customers will pay you for and it builds a relationship between you and your customers. In my franchise system, this tool is the Customer Care Program. It works like this: Your customer pays you a fee in order for you to be their plumber. We offer 1 year, 3 year and lifetime Programs. Consider your Costco membership. You pay a fee for the privilege to purchase what they offer.

Same with our Program. We have thousands of loyal members who have purchased the privilege of purchasing the services we offer. Of course there are numerous benefits to the member, such as discounts, priority scheduling, having their own technician and courtesy inspections. Done right, this program will earn you revenue and gain lifetime customers. Done wrong, this program could look like a scam.

~Mike Farias

Fast Aid Success Systems kicked off our *Secrets of Success* workshop series on December 8<sup>th</sup> in Corvallis, OR.

The one day workshop teaches plumbing contractors how to grow and improve their businesses by using a limited number of the tried and tested systems used by Plumbing Doctor Franchisees. Topics include branding, marketing, flat rate menu pricing and service agreements.

The Corvallis workshop is the first in a series of workshops we're offering throughout Northern California and Oregon. We are currently scheduling workshops for the winter and spring.

To attend an upcoming workshop or to request a workshop in your area, please contact us by phone or email at the information listed below.

### PLUMBING DOCTOR GRANTED EXCLUSIVE RIGHTS

As the world goes green, many plumbing contractors find themselves looking for environmentally friendly alternatives to offer their customers. One product that has recently come under scrutiny is the water softener. Water softeners have negative environmental impacts that are so severe many cities around California have already banned them.

Fast Aid Success Systems searched for over a year for a green alternative that Plumbing Doctor Franchisees could offer their customers to protect their plumbing from hard water build up, and we found a product that really works – HydroCare.

HydroCare has been used in the U.K. for over 20 years and has undergone extensive private and governmental testing. Last month Plumbing Doctor was granted the exclusive rights to HydroCare in its current and future markets. No other companies will be allowed to sell HydroCare in Plumbing Doctor markets. This is just one more way joining the Plumbing Doctor team gives you a leg up on the competition.



Our technician, Dave,  
installing HydroCare at UC Davis

To learn more about HydroCare visit our Facebook page at [HydroCareCalifornia](#).

### Workshop Schedule:

Workshops are currently being scheduled for winter and spring throughout Northern California.

### Corporate Headquarters

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**Go Green!** To receive your House Call via email please send us an email at [service@plumbingmd.com](mailto:service@plumbingmd.com) and request to go green!