



Plumbing Doctor's® House Call

Brought to you by Fast Aid Success Systems

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STAY AWHILE

Many plumbers believe the best way to make money is to go to as many calls a day as possible. The more invoices you close the more money you make, right? *Wrong!* This thinking seems to make sense, but there is a better way to earn more money and make your customers happier.

Most homes have more than one plumbing problem, but many problems go unnoticed and undiagnosed. Mrs. Smith called you out for a garbage disposal because the problem is obvious, but she may also have a leak in her guest bathroom that she doesn't know about. If she knew about it, of course she'd have it fixed.

When you're in a customer's home offer to do a free whole house plumbing inspection. Simply say, "Mrs. Smith, while I'm here why don't I do a complimentary whole house inspection to make sure your plumbing is in good working order." Some customers won't be interested, but most will be grateful that you took the time to address all their plumbing needs. By selling more work at each home you increase your average invoice, save time and gas money and make your customers happier.

~Mike Farias

CONGRESSIONAL COMMENDATION

Earlier this year Plumbing Doctor received a Letter of Commendation from our local Congressman, John Garamendi. We were awarded the letter of Commendation as recognition for 20 years of outstanding customer service in our markets.

Excellent customer service has always been a cornerstone of the Plumbing Doctor business model. Each Plumbing Doctor Franchisee is instructed in our proprietary systems of customer service and they each live up to the high standards we set.

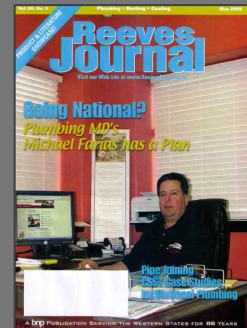
In this day and age it's not enough to just be friendly and get to know your customers. Consumers expect organized systems of customer service. The Plumbing Doctor franchise includes proprietary systems of customer service that provide customers with the experience they want to keep them coming back. And this congressional honor shows that our systems are working. To learn more, call us or visit our website at www.PlumbingDoctor.com.



The Doctor Is In

Plumbing Doctor's founder and CEO, Michael Farias, has long had a favorite magazine. It's not *Sports Illustrated* or *Golf Digest*. For most people, it's not considered popular or exciting. But for many of us, it's the best magazine around. It's the *Reeves Journal*, the premier plumbing magazine in the western United States.

Mike has been reading the *Reeves Journal* for nearly two decades, so it was a great honor when he was asked to write a monthly column in the magazine.



Plumbing Doctor CEO on the cover of the Reeves Journal

Mike's column, The Doctor is In, offers advice for running a successful plumbing service business. As the tagline reads, he offers "simple advice to get your service business healthy".

Look out for Mike's first column in the November issue of the monthly magazine. To find his column, visit their website at www.reevesjournal.com.

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

www.FastAidSuccess.com

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