



# Plumbing Doctor's<sup>®</sup> House Call

July 2009

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To the Customers and Friends of Plumbing M.D. Inc.<sup>®</sup>

## Plumbing Doctor Teams up with Marketing Expert

The Plumbing Doctor teamed up with marketing expert Mauro Appezzato to help us expand our successful business model regionally and then nationally. We have been growing exceptionally fast within our immediate market area and plan to expand throughout Northern California via franchising and additional company owned stores.

Mr. Appezzato started his career on the famed Madison Avenue working for such notable agencies as Grey Advertising, Young and Rubicam, and Wells, Rich, Greene. In 1990 Mr. Appezzato shifted his focus to the financial services sector by accepting the position as President of Advertising and Marketing for a regional lender named The Money Store. There he made The Money Store into a national household name using a combination of branding and direct marketing that drove it to become the country's leading sub-prime lender.

In 1999 Mr. Appezzato opened his own Advertising Agency. Considered a creative and strategic expert in the field of financial services marketing, Mr. Appezzato frequently consults with national lending institutions, has spoken at mortgage conferences, and has been quoted in industry trade publication.

To learn first hand why Mr. Appezzato has been so successful you can attend one of our summer meetings, where Mr. Appezzato is speaking on branding and marketing.

## Plumbing Doctor in Expansion Talks

The Plumbing Doctor is currently in talks with four potential franchisees that are all being considered for Plumbing Doctor Franchises. The companies are located in different markets throughout Northern California. We plan to open several new Plumbing Doctor Franchises in Northern California by the end of the year.

## Plumbing Doctor Continues Growing in Tough Economy

As the country is facing what will probably be the toughest economic situation of our lifetime, the Plumbing Doctor is maintaining strong numbers.

As with almost every other area of the country, we have seen our market change and we have had to adapt, but we have been fortunate. The strength of our brand, our systems, and our customer service has kept our company sturdy in this tough time. The Plumbing Doctor continues to grow in 2009.

## Summer Meeting Schedule

As the Plumbing Doctor continues to grow we are seeking strategic partners in markets around Northern California. To learn how you can become involved with the Plumbing Doctor and its growth call our corporate office to sign up for a meeting.

### June

Roseville – June 16th 9am

Lathrop – June 25th 9am

### July

Tri-Valley – July 21st 9am

### August

Menlo Park – Aug 4th 6pm

Watsonville – Aug 6th 7pm

Sonoma – Aug 12th 6:30pm

Fresno – Aug 18th 6:30pm

## Corporate Headquarters Dixon, CA

Every Thursday at 6pm

Every Friday at 9am

By appointment only

## Corporate Headquarters

707-678-3659

Visit us on the web at [www.plumbingmd.com](http://www.plumbingmd.com)