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Innovative company reaches homeowners with refreshed website

MCMINNVILLE, OR: Salem-based [Kaufman's Home Maintenance](#) offers a service most people don't use or understand. The company has the dual challenge of educating homeowners about the value of scheduled home maintenance and signing up new customers for the service. Brothers Dean and Duane Kaufman called on [Creative Company](#) to re-set their strategy.

[Kaufman Homes Inc.](#), founded by the Kaufman brothers 40 years ago, has built a reputation for top-quality custom homes. In their years of building and remodeling, they discovered a common issue. Many homeowners didn't know who to call when things went wrong. Their solution was to create Kaufman's Home Maintenance in 2008. "We were constantly fixing others' mistakes which could have been prevented with consistent home maintenance," said Dean.

Working with another firm, the Kaufman's had created a website and were running digital billboards, but not seeing the results they wanted. After attending a seminar presented by Creative Company's president, [Jennifer Larsen Morrow](#), they called.

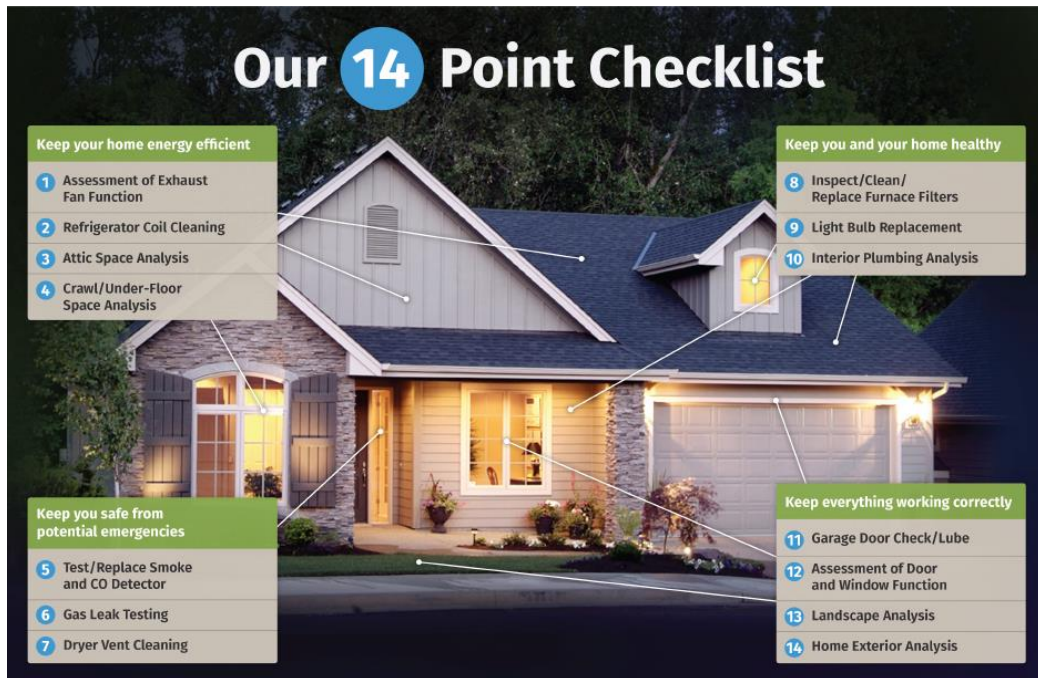
Creative Company first identified target audiences — homeowners without the time, tools or skills to handle repairs. The firm redesigned print ads and digital billboards to focus on familiar problems — from the "honey do" list that never gets done, to minor home repairs. These pain points lead to a URL, "KaufmansCanHelp.com" and an updated, descriptive website.

ongoing response



Updated billboard ads were displayed throughout Salem

The previous version of the website did not contain complete information for the interested homeowner. With a service that’s unfamiliar, the website becomes the resource to educate and inform. Creative Company focused on the top level questions that would inspire a homeowner to call — from area covered, to services included to pricing. Photos, testimonials and a new, detailed 14-point checklist emphasize the value of the service offered by the Kaufman team.



Infographic outlining scope of services provided with contract



“People want to do their own research online before they make contact,” said Morrow. “Our strategy is to keep information simple and direct, with a layout designed for easy scanning. When your website answers critical questions, there are more contacts from potential customers.”

Together, Creative Company and the Kaufman team outlined the four key benefits of scheduled home maintenance:

- > Keep your home energy efficient
- > Keep you safe from potential emergencies
- > Keep you and your home healthy
- > Keep everything working correctly

Simplified pricing made it easier for people to choose the schedule — quarterly, twice-yearly or yearly visit — that fits. An introductory offer for a free CO detector gives people a reason to schedule a visit.

Later phases of work cover updated vehicle graphics, social media training and printed sales materials.

“Creative Company has done a great job of understanding our mission and simplifying our program,” said Dean. “We are thrilled with the work they’ve done and look forward to learning more in the process.”

About Creative Company

For more than 30 years, Creative Company has been providing brand strategy and design, marketing development, management and optimization for clients in a wide range of industries.

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