

## Secure 70% of Your Business from Repeat and Referral Customers



### The Challenge

After 25 years in the roofing industry, Arry's Roofing Services Inc. realized they were spending 90% of their marketing budget trying to acquire new business. With the help of gFour Marketing, Arry's was able to automate their entire marketing program while securing 70% of their total business from repeat and referral customers.

### The Solution

To show their appreciation and ensure repeat customers and referrals, Arry's began using a combination of our Premium and Deluxe programs, including:

- Thank You Card with Gift Card
- Referral Rewards Program
- Referral Appreciation Program
- Happy Home Gazette Email & Print
- Personalized Emails
- A Thank-You cookie gift
- And More!



### The Results

By refocusing on and investing in repeat and referral customers, Arry's Roofing saw:

- **70% of their total revenue result from repeat and referral customers (that's over \$11M in 2016!)**
- **Consistent business growth of 10% each year**

*Your Opinion Matters We Want To Know...*

**DID YOU RECEIVE A 5 STAR EXPERIENCE?**

Dear <firstname>,

We appreciate your business and value you as a customer. You are the most important person in our business and we are committed to providing you with a world-class experience. Please let us know how we did with your feedback.

To get to the feedback page, you can either scan the QR code below or go to <http://tiny.cc/Arrys>.

If for any reason you are not THRILLED with the service you received please call us right now at (727) 937-0616 so we can make it right.

With great appreciation,  
**Arry Housh**  
Owner



"You need a solid appreciation and referral program to stay in constant communication with your customers. Look at this as an investment—it all costs money—but in the long run, if you stick with it, you'll reap the dividends in the years to come. Let it be the backbone of your marketing program and the money will line up."

– Matthew Housh, Arry's Roofing Services Inc.– Tarpon Springs, FL