



Discover How...

City Roofing Boosted their Monthly Revenue by 30%!



The Challenge

After 9 years in the residential roofing business, the owners of City Roofing were ready to see the business go to the next level. They had been doing a little bit of everything to be successful, but had not yet found a succinct strategy to increase their repeat and referral customers and achieve dependable profitability.



The Solution

To show their appreciation and ensure a positive customer experience, City Roofing began using our Deluxe and Professional Programs, including:

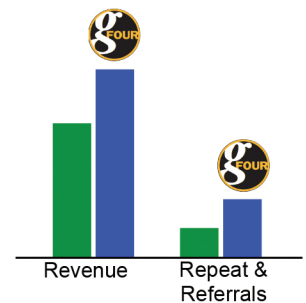
- Thank You Card with Gift Card
- Referral Rewards Program
- Happy Home Gazette Email & Print
- And More!

The Results

By reaching out to past customers with the Happy Home Gazette and enrolling new customers in either the Deluxe or Professional Programs, City Roofing saw:

- Monthly Revenue **Increase by 30%**
- Repeat and Referral Business **Increase by 70%**

This achieved the dependable profitability they were seeking!



"I can't say enough about gFour Marketing Group. They have improved our company by leaps and bounds. By implementing their program we have been able to increase our referrals and repeat customers. The marketing pieces used for the campaigns are professional, informative and personable. Our company has been able to catch customer concerns because of the follow up email sent by gFour on our behalf. Within one year of using gFour our whole operation has changed and today we can say we are a better company because of it, thank you gFour!"

– **Candy Caboverde, City Roofing – Miami, FL**