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WHY YOU NEED
DIRECT MAIL

WHY CLARITY IS MORE IMPORTANT THAN EVER IN 2020

By Brian Kaskavalciyan

Sock! Pow! Zok! In business, punched in the gut is when something unexpected happens that negatively impacts lead generation or sales - maybe something like bad news in your city, your top salesperson leaving to compete against you, your number one lead source slowing down, etc., etc.

It sucks, but it's manageable. You just pivot, and figure out a solution - you're an entrepreneur after all, solving problems is what you do for a living!

But what happens when you don't just get punched in the gut - but you simultaneously get kicked in the behind? I don't know about you, but that's what this situation feels like to me.

Many businesses are suffering lower sales

and profits as a result of the virus and doing all they can to keep their businesses afloat until the worst of it is over, and some sense of normalcy is restored.

Still, even when that happens, who's to say we'll be back to where we were before? Who's to say the goals we set in January are still likely, given the situation?

Now more than ever, as entrepreneurs **we have to protect our confidence and our mindset.** The older I get and the longer I'm in business, I know that these 2 factors will contribute more to your/our success than any one skill set you/we may develop. One of the best ways to do this is to be very clear about what it is we want from our business and why we want it.

(CONTINUED ON PAGE 7)

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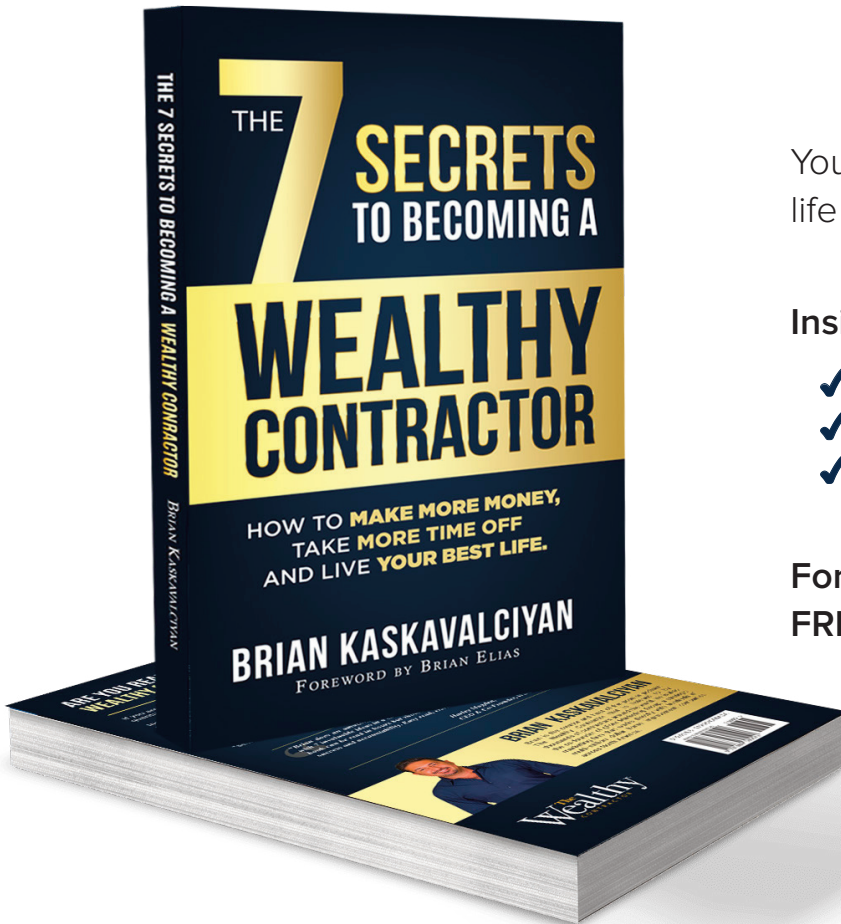


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Are You Ready to Become A Wealthy (or Wealthier) Contractor?

Get Your **FREE** Copy of 7 Secrets **NOW!**



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“Brian does an amazing job bridging the stark reality of most contractors with 7 invaluable ideas in a concise and easily understandable book. Brian’s book can be read in hours but should be read each month to ensure optimal success and accountability. Easy read, extremely valuable advice.”

Harley Magden, CEO & Co-Founder, Window Nation



WELCOME

Welcome to The Wealthy Contractor™ Newsletter. Inside these pages you will find strategies, tactics, tools, and resources to help you create more high quality leads, close more sales, and make more money in your home improvement business, so you too can become a Wealthy (Or Wealthier) Contractor!

Just a couple of months ago, many of us were gathered together at Accelerate LIVE! 2020 here in South Florida celebrating phenomenal success in 2019. We were gearing up for huge growth in 2020, and then WHAM. Out of nowhere, the world, the economy, the local marketplace - all shifted in a way we've never seen before.

What's incredible, though, is the resilience we've seen as a result. Whether it's healthcare workers, teachers, grocery store employees - they are all making it work, and we are so grateful.

In turn, I've seen so many current and aspiring Wealthy Contractors staying the course in their business. They may slow their progress - they may pivot for a moment - but they're still focused on the destination and figuring out innovative ways to get there.

So, this issue of The Wealthy Contractor Newsletter is designed to help you do just that. As you read through it, you'll find

inspiration to keep moving forward in your business and specific tactics and tools to help you along the way.

On the first page, you saw the article, "Why Clarity is More Important than Ever in 2020". With so much changing every day, it's more important than ever that you are clear on where you're headed - especially if you're leading others.

Then, one of the greatest challenges in our business has always been finding good people. However, it's now one of our greatest opportunities. If you're getting flooded with resumes right now and ready to hire, make sure to read John Anglis's article, "How to Attract the Right People" so that you can come out of this with an excellent team behind you.

Another silver lining is that it's never been easier to connect with customers in their homes - now, I know they might not let you or your team in through the front door - but you can get in their mailbox.

For more details, check out our article, "Why You NEED Direct Mail Now More Than Ever".

Now is also the time to stretch your thinking, so take a look at the suggestions on the Book Club page, and you're sure to find some insights and inspiration in the Mindset and Success Spotlight sections as well.

YOU are our daily inspiration. We're encouraged by all of the ways we see contractors adapting in the marketplace and moving closer to their goals - in ways they maybe never imagined.

I remain...

Dedicated to Your Success,

Brian Kaskavalciyan



ABOUT BRIAN

Brian Kaskavalciyan is an entrepreneur and marketing strategist specializing in the home improvement industry. He has worked with companies ranging from start-ups to 50 million dollar enterprises. As an entrepreneur, he owned 5 different home improvement companies, one of which he developed into a multimillion-dollar national franchise.

Brian is the founder and lead marketing strategist of gFour Marketing Group Inc., a strategic marketing firm that

specializes in providing "Done For You" sales and marketing programs to home improvement companies. Brian has created a number of TURNKEY marketing programs including the award-winning 1Into5 Program™ (to help home improvement companies develop Customers For Life). Brian is also the author of *The 7 Secrets To Becoming a Wealthy Contractor*. Get your FREE copy [here](#) - just pay shipping.

THE KEYS TO KEEP MOVING FORWARD

By Brian Kaskavalciyan

If you attend any of our events, you'll likely see a clip from Rocky Balboa where he gives a moving speech to his son about the importance of believing in yourself. He says,

“*It ain't about how hard you hit. It's about how hard you can get hit and keep moving forward.*”

Right now, it seems like we're all in a boxing ring with Apollo Creed, and it's tempting to freeze up and fall down, but there truly is a ton of opportunity ahead for those who are willing to keep going and fight for it.

Thankfully, through The Wealthy Contractor Podcast's "Special Series: Navigating Through Uncertainty" (listen on Apple Podcasts, Stitcher & Spotify) I've had the pleasure of speaking with 11 different successful home improvement entrepreneurs on how they're facing our current challenges, and it's been so helpful at keeping MY head in the game. What's interesting is that some commonalities definitely emerged. Read below for some of their tips on how you can keep moving forward in our current environment.

Take Care of Yourself

As the leader of a business, other people (employees, customers, vendors, your family) are relying on you to keep your wits about you and make the best decisions possible. You cannot do this if you are physically run-down. In many of these conversations, the guests share how they are taking care of themselves right now so that they are better able to take care of others.

For instance, Justin Bartley of Next Door and Window shared that exercising every morning is a great way to clear his head and stick with a routine, along with getting sleep and eating right. For Pond Roofing's Patrick Readyhough, he shared that walking his dog, Rick, gives him the opportunity to get his blood pumping and

focus on what he's grateful for each day.

It can be tempting to work yourself to death to overcompensate for the negative situations around you; however, your well-being must be your top priority, or your productivity and decision-making will suffer.

See the Opportunities

While there are certainly very difficult situations all around us, change always produces opportunities, and it's up to you as the driver of your business to be on the lookout for them.

In your market, there may be deals to be had. That's one thing Matt Hullander of Hullco is doing. While some of the companies in his area are pulling their local advertising, he's gobbling up their open slots to make Hullco's voice louder in the marketplace.

For Anna Olivier of The Jim Olivier Companies, she said, "I am looking at this as seed time. This is an opportunity to be planting seeds in our business, in our customers - in our current, past and future customers." (In fact, if you're looking for ways to connect with your customers right now in their homes, check out Pg. 6 to find out more about how to do this with direct mail.)

Now is also a great time to improve your processes, as Victor Smolyanov of Victor's Roofing is doing with the way his team tracks their finances. This is the perfect opportunity to get your systems operating at peak capacity for when business starts flowing again.

Additionally, Candy Caboverde of City Roofing and Jason Phillips of Phillips Home Improvements are taking advantage of the opportunity to either launch or promote products that address homeowners' unique needs at this time regarding sanitizing their homes.

And, right now, we all have a wonderful opportunity to give back within our communities. Listen to Episode 4 where Bill

McGraw shares his company's Food Drive Process that he is currently putting into overdrive that he is currently putting into overdrive (find out more on pg. 8).

Just writing out this list, it's obvious there are infinite possibilities at how your business can actually benefit right now (or benefit others). If you haven't found a great opportunity yet, you aren't looking hard enough.

Keep Perspective

Lastly, it's important to not get caught up in the hysteria. It's easy to give in to the media and embrace the doom and gloom, but you have a responsibility as a business owner to see past the noise and keep your team focused on the company's vision.

In fact, Joe Talmon of Window Works and Comfort Bath did a great job at reminding us all to look back at those grueling days when we first started our businesses and how challenging that was for us to get through. If we think back to those first few weeks and the first year, we'll remind ourselves that we can make it through this.

Tony Hoty with Window Depot also had a great quote on how to view this situation that he tells his team: "We're taking precautions, not taking vacations."

And Mark Curry provided an excellent perspective in Episode 2 of the Special Series with the reminder that we're fortunate to be in an industry that hasn't been crippled the way that hotels, restaurants and gyms have been. Most of us are either operating now or will be soon.

Most importantly, I want you to know that it's up to you to not let life knock you down right now. "Life doesn't happen to us; we happen to life," as Jason Phillips of Phillips Home Improvements shared with us on the podcast. This could be your turning point - the time that you took the reins and shifted to even greener pastures than where you were headed before. That won't happen, though, if you freeze or retreat. You must keep moving forward.

HOW TO ATTRACT THE RIGHT PEOPLE

By John Anglis

If you're currently experiencing some downtime, you have a great opportunity to closely examine your business, including your systems and your people. And in these challenging times, you may also be receiving a lot of resumes from people looking for work. So, today we're discussing how to attract and hire the right people.

According to a study by Leadership IQ, 46% of newly hired employees will fail within 18 months mainly due to poor interpersonal skills, which many of their managers admit were overlooked during the job interview process.

The study found that:

- 26% of new hires fail because they can't accept feedback.
- 23% fail because they're unable to understand and manage emotions.
- 17% fail because they lack the necessary motivation to excel.
- 15% fail because they have the wrong temperament for the job.
- Only 11% fail because they lack the necessary technical skills.

Hiring failures can be dramatically reduced if managers focus more of their interviewing energy on the candidate's coachability, emotional intelligence, motivation, and temperament. With the assistance of my good friend Bob Quillen (Quillen Bros. Windows in Ohio), we have broken these behaviors down in the form of 4 H's:

1. HONEST

2. HONE-ABLE

- Coachable/trainable (Can't teach this.)
- Outgoing (Can't teach this.)
- Talkative/Social (Can't teach this.)

3. HUMBLE

- Team player (Can't teach this.)
- Great attitude (Can't teach this.)

4. HUNGRY

- Competitive (Can't teach this.)
- Results oriented
- Money motivated

Hiring those with industry experience remains the most popular solution of those in need of filling positions in our industry. But what experience has taught us - if we pay attention - is that there is usually a reason WHY this self-proclaimed Top Producer is available. Even if they do have skills, they are likely to be Talented Terrors. Those who CAN produce, but at a cost to our morale, culture, customer satisfaction, reputation, etc.

Now that we have identified our core principles requisite in the "Right Person", we need to make certain that they are in the "Right Seat." The right seat is determined by G W C. (As discussed in the book *Traction* by Gino Wickman.) Do they:

- Get it?
- Want it?
- Capacity to do it?

I GET professional football. I've always WANTED to play football. But at 5' 6" tall, not fast enough and 46 years old, do I have the CAPACITY to do it? Even if I'm Hungry,

Hone-able, Honest and Humble? NOPE!

Another major issue with recruiting is the time it takes to comb through resumes, 99% of which do not qualify. Then the countless hours on the phone pre-screening them only to find out they are the wrong person. Most struggle in the accuracy of their assessment. Then 90-minute interviews, weeks of training and the wasted leads!

At CareFree, we have a systematic way of recruiting that saves our hiring managers TONS of time by dramatically reducing the time spent looking through resumes, speaking on the phone, interviewing, training, and wasting leads on those who end up being the WRONG people by following 8 steps.

1. Profile the Right People. Who EXACTLY do we want?

2. Attract the Right People. Proper ad framework using words that appeal to the personality of those we want to hire.

3. Resumé Filter. Templated questions to determine whether or not the candidate read our ad and wants THIS job.

4. Phone Qualification Filter. Qualify the applicant/identify compatibility with strategic questions BEFORE spending hours interviewing them.

(CONTINUED ON PAGE 8)



ABOUT JOHN

John Anglis is an accomplished entrepreneur with more than two decades of home improvement experience. In addition to helping sales people all over the country, John still owns and operates his thriving remodeling enterprise in suburban Connecticut.

John has built his business on a unique sales methodology that has proven to increase closing ratios and elevate customer satisfaction. John's conversational approach to selling appeals to a larger audience because of his focus on ushering prospects to "want" to buy, instead of trying to "force" them to buy.

WHY YOU NEED DIRECT MAIL TODAY MORE THAN EVER

By Brian Kaskavalciyan

These are unprecedented times, for sure, and in times of economic uncertainty like we are facing today, it can be tempting to step back and play it safe. Using history as an indicator, that's a really bad idea.

“Regardless of the crisis surrounding us, businesses must continue to communicate with their past customers and prospects, perhaps now more than ever.”

Based on decades of evidence and experience, direct mail is still one of the most effective ways to stay in touch, even in uncertain times. Consider this:

- The average household receives 2 pieces of mail a day versus 121 email messages. (USPS/Campaign Monitor)
- Over 40% of direct mail recipients either read or scan the mail they get. (Data & Marketing Association)
- Over 70% of consumers prefer traditional mail for cold, unsolicited offers. (ANA/DMA Response Rate Report 2018)
- Over 70% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want. (Epsilon)

So, why now?

It's a proven fact that businesses that chose to reach out to their customers during a crisis were typically more successful in the long run when compared to those who paused, stopped, or significantly altered their communication.

Direct mail is an extremely effective way to stay in touch with your past customers and keep your business top-of-mind. And considering that a large percentage of people are at home right now, it stands to reason that direct mail, more than ever, should be utilized

as a primary channel of communication.

You want to maintain, at a minimum, your current and ongoing relationships so that when this temporary situation is over, you are still connected.

Direct mail is going to prevent your customers from going to your competition. It's going to give your salespeople an unfair advantage when they're in the house, when they're face to face with prospects. And it's going to help to maximize the overall lifetime value of each of the customers that you have.

Things to Consider

Less Competition. The bottom line is that today – more than ever – you need to be in the mailbox! It's the perfect time to reach out to those homeowners your competitors are probably neglecting.

Stealth: When you go to a home show, run a print ad or TV commercial, your competitors know exactly what you are doing. But the beauty of direct mail is that it's super stealth and the information stays between you and your customers.

Targeted: Your customer base is the most precious asset your business has, and unfortunately in many businesses, it remains an untapped resource for leads, referrals, and reviews. Don't let that be you! These are going to be the people who help your business rebound stronger than before, very soon.

Personal: You've got to make your mailing pieces feel personal. Put your picture on them to make that person-to-person connection. Make the homeowner feel like they know you and can trust you. Remember – people buy from people, not from businesses.

Customizable: When executed together with an email, text, or phone campaign, they complement each other, making it a powerful strategy. In fact, when using one of these



other strategies in conjunction with direct mail, the effectiveness of those mail pieces goes up 3 to 5 times.

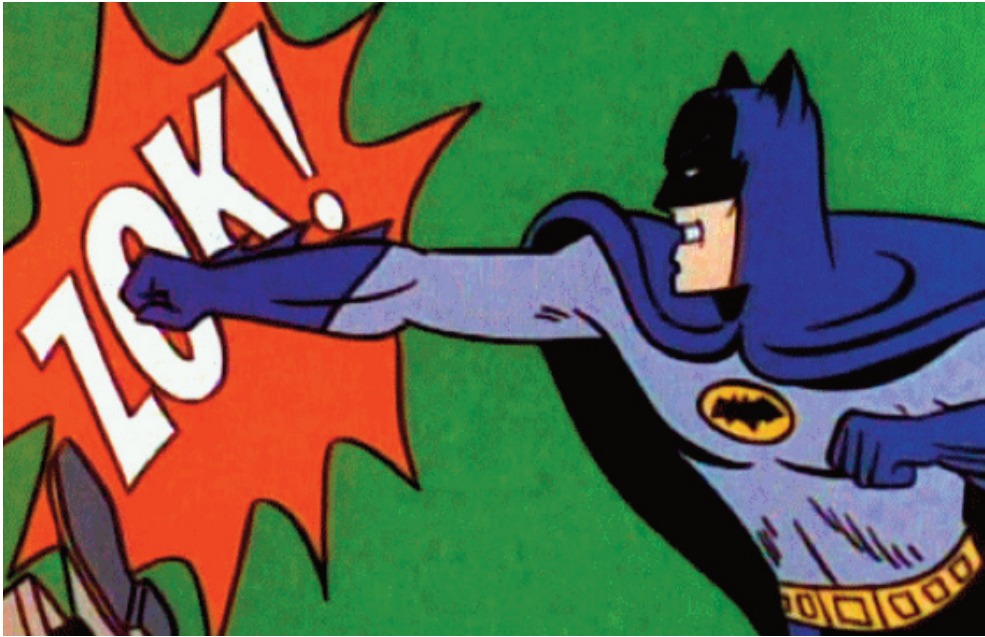
What I Highly Recommend

Whatever type of direct mail you choose has to be valuable, engaging, and entertaining while still asking for business and referrals. I, personally, have been trusting the power of print newsletters for over 20 years now and highly recommend them today.

Today's homeowners want to be entertained, even if just for a few minutes. When they go to their mailbox and see direct mail pieces from your competitors with nothing but offers splashed all over them, chances are they'll go right in the trash. But when they see a personal letter from you with your photo and promises of recipes, fun facts, movie trivia, etc. inside, they'll get excited and want to read more.

In closing, I'll ask that you consider that Google, the most profitable media company in the world - uses direct mail to attract customers. If you're not, it's time to protect your customers and defend them against your competitors (who really want them right now) with a direct mail campaign.

To find out more about the innovative ways we're connecting our clients with their customers right now through direct mail, contact our VP of Sales Pete Dabbelt today at (614) 558-2350 or via email at pete@g4mg.com.



(CONTINUED FROM COVER)

In my most recent book - *The 7 Secrets to Becoming a Wealthy Contractor* - right up front in Secret #1, I write - **the Wealthy Contractor knows what he or she wants** (and reverse-engineers their business to deliver those results).

Too many contractors and business owners allow their business to determine the lifestyle they get to have. The business determines the kind of house they live in, the kind of car/truck they drive, the amount of money they have to invest in the future, and the vacations they get to take, etc., etc.

That's not the way it's supposed to be!

The business is your vehicle for getting what you want in life. You [should] control it, it shouldn't control you. It [should] work for you, you shouldn't work for it.

More often than not, this happens because of a lack of CLARITY.

This happened to me.

I often tell the story of Handyman Network, a business I started in 2000 and sold in 2008. At the beginning I was very clear about what I wanted... a "side" business run by my partner. I was the investor and marketer, the goal was to do \$500,000/year with a 20% net profit - \$50k for me, \$50k for my partner. But then a funny thing happened along the way. By month 10 we were doing over \$100k/month, and we completely forgot the original goal. In fact, we completely forgot about making a profit. The

new "game" was how many checks we could take to the bank every day! I say game, because that's what happened, we went from having a business to playing a game. And, needless to say, the game didn't end well for me or my partner.

This is a lesson I don't want you to have to learn first-hand. You need to know exactly what YOU want.

I really believe that most of us entrepreneurs are motivated by 3 main freedoms - Time, Money, and Impact. I also believe that if we use those as a basis for thinking through what we really want from our lives, it becomes much easier to set goals that you can truly get excited about and give energy to.

What's important here is clarity gives you focus, focus leads to determining the right actions needed and then those actions ultimately produce results. So the more clarity you have about what you really want and why you want it, the more laser focused you can get in your thoughts, beliefs, and actions and the more likely you are to achieve your goals.

Here are some good questions to ask yourself around these core freedoms.

TIME

How do you want to spend your time?

In your business?

Outside of your business?

Who do you want to spend your time with (this can be specific people or specific types of people)?

In your business?

Outside of your business?

How much free time do you want to spend away from the business?

What do you want to do with the time away from your business?

MONEY

How much money will it take for you to be happy with yourself and the life you're actively* creating?

How much income do you need/want to live your ideal lifestyle?

How much wealth do you want to accumulate over the next 1 year, 3 years, 5 years?

How much additional income do you need to pay off debts/mortgages?

IMPACT

How do you want to make a difference in the world?

In your home?

In your business?

In your community?

Beyond community?

**Notice I said, ACTIVELY creating. This means that you are purposefully moving forward, moving toward a defined target/goal/outcome/result.*

Now more than ever you have to be clear about what it is you really want. Now is the time to stop settling for what the business will allow you to have, and start to design and build the business you and your family deserve.

By the way, I don't think now is a time to shrink your thinking. Yes, 2020 has started with a gut punch and a kick in the behind, but that doesn't mean you have to reduce your expectations. It may just take a little bit longer to get there.

Answer the questions above, really think them through, and then get to work reverse engineering your business so you'll know exactly how you're going to achieve your goals. I have 2 tools you can access that will help you with reverse engineering your business.

The first is The Reverse Engineering worksheet that is available as a bonus when you get a copy of my book *The 7 Secrets to Becoming a Wealthy Contractor*. (You can get a FREE copy [here](#), just pay shipping.) The other is a new framework I've put together called The Wealthy Contractor Success, Wealth and Freedom Framework™. (To find out more about the Framework, watch [this webinar](#).)

(CONTINUED FROM PAGE 5)

5. Live Interview Filter Part One: Asking open-ended questions that differentiate TOP PRODUCERS from bottom. These questions are phrased strategically so as NOT to inadvertently give the answers we are looking for, making it easy for candidates to give the perfect answer.

Ex: Tell me about an obstacle that you faced... AND OVERCAME. The last part gives them the answer!

6. Live Interview Filter Part Two: Make the RIGHT people WANT your position by delivering a compelling WHY this company? WHY this product? WHY this opportunity? We do it with a Keynote presentation similar to the one we use while selling home improvements at the kitchen table.

Note: If we followed the process effectively, at this step they should mostly be the Top Producers we want, or we didn't properly qualify the candidate in the previous steps.

7. Second Interview Filter. Future Pacing



John Anglis shares real-life examples of what's working in businesses today at CareFree University.

to avoid blind sides after hiring/ training. This puts them on the road, at the kitchen table, or in training prior to actually being there to see how they are likely to react when it happens.

8. New Hire Paperwork Filter. Filled out the Friday BEFORE training. If they don't show up on Friday, they are certainly not coming for training on Monday, so now you/the hiring manager have time to re-

coordinate your next week since it was cleared to accommodate training.

We have a version of this system in every department helping our management team find top producers.

Now that we have a top producer, do WE have the tools to develop them to ensure they are successful and stick around? To be continued...

YOU NEED *now* REFERRALS MORE THAN EVER!

Referrals Close:

- More Quickly
- More Easily
- With Less Hassle

Providing Your Business with More PROFIT!



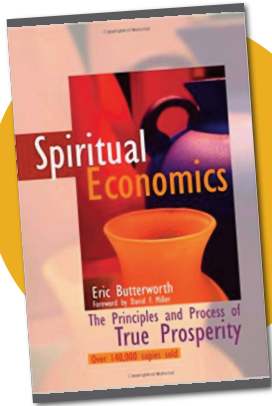
Discover the system that constantly delivers a steady flow of **PROFITABLE** referrals

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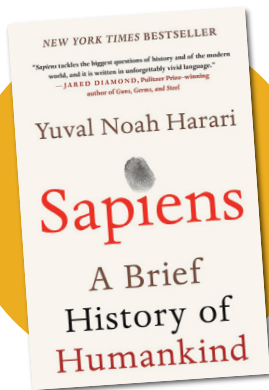
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“He that loves reading has
everything within his reach”
William Godwin



**SPIRITUAL ECONOMICS: THE PRINCIPLES AND PROCESS OF
TRUE PROSPERITY**
BY ERIC BUTTERWORTH

Eric Butterworth does a great job combining spirituality, metaphysics, and living a better life in one book. If you want to take another look or perspective about God and spirituality that is an easy-read and makes total sense, this is the book for you. It will make you stop looking at God as being the big man in the sky dealing out harsh judgements and realize that he wants you to be prosperous, abundant, and have a wonderful life! You are a spiritual being having a human experience and Eric Butterworth can teach you some very valuable lessons for spiritual living.



SAPIENS: A BRIEF HISTORY OF HUMANKIND
BY YUVAL NOAH HARARI

The thesis is simple and profound: What makes Homo Sapiens so different from the rest of the animal kingdom, and why are we so dominant? Harari demonstrates in a convincing way that it is our Fictions - and our ability to share them - that give us immense power in nature. It is clearly this ability that sets us apart from the other animals. Our Fictions are a kind of software we can use to rapidly adapt to the world around us.



**THE NEW GOLD STANDARD: 5 LEADERSHIP PRINCIPLES FOR CREATING A
LEGENDARY CUSTOMER EXPERIENCE COURTESY OF THE RITZ-CARLTON
HOTEL COMPANY**
BY JOSEPH MICHELLI

The Ritz-Carlton company excels because of its renowned mission and because management pays attention to tiny details. As Michelli notes about the company's culture, the renowned Mystique requires methods, so systems have to be in place to ensure seamless communication and continuity of care for customers. Michelli achieves a rare combination with this book by providing thorough documentation, yet keeping the reader captivated with lively incidents, quotations, and observations. Get this book, share it with your team, discuss it thoroughly, apply it to your company, and put its customer experience guidelines into action.

By Adi Kaskavalciyan



Quality Home Products of Texas puts an emphasis on making a difference for families in their community.

Challenging times can certainly bring out the best in people. And one of those people who is going above and beyond is Bill McGraw, owner of Quality Home Products of Texas. That's why we've taken a different approach in this issue and are shining The Wealthy Contractor Spotlight on Bill for his contributions to his community.

“ Under Bill's direction, Quality Home Products of Texas has been doing food drives several times a year ...

As a large home improvement company, they have close to 70,000 residential customers in the greater Houston area and are typically in approximately 750 homes a week.

3 Powerful Ways They Give Back

1. Asking Customers and Prospects for Donations: When setting a service or sales appointment, they simply ask the homeowner if they would like to help. If they agree (which they usually do) the company representative asks them to set a few things out prior to their appointment so the tech doesn't forget to pick them

up. Their customers love the idea!

2. Monetary Donations: Many people don't realize it, but food banks rely more heavily on monetary donations than food donations from their supporters. Bill studied the efficiency of the local food bank and found that they can donate **5 meals for every \$1 raised.**

As a company, they also decided that for every product they sell, the salesperson will donate \$10 and the company will match that amount. By doing so, they can provide 100 meals for every install.

3. Virtual Food Drives: Quality Home Products of Texas also participates in the food bank's virtual food drives several times each year by soliciting the community for monetary donations and doing a matching campaign with the food bank. They currently have pledged \$25,000 to match the first \$25,000 that comes in on their campaign.

With Bill's "If I can do it, you can do it" attitude, he wants to share this program with other home services companies locally and around the country. His thought is that if just 10% of these companies were to adopt

this food collection model, every food bank in the country would have to build more warehouses to store all the food.

Bill's goal this year is to provide a minimum of 750,000 meals. If you're interested in implementing this type of program in your business and have questions, Bill welcomes you to contact him via email at bmcgraw@QualityTX.com.

As a side note, Quality Home Products of Texas just started with gFour Marketing in 2020 and is already enjoying great results. We are inspired by his spirit of giving and proud to be associated with his business.

P.S. To hear Bill's podcast in our Special Series: Navigating Through Uncertainty, click [here](#).



Bill McGraw and his wife, Tonya, who supports the company's charitable activities



ABOUT ADI

Adi Kaskavalciyan is the Co-Founder & Director of Client Success at gFour Marketing Group Inc., a strategic marketing firm that specializes in providing "Done For You" sales and marketing programs to home improvement companies. Since 2007 Adi has worked with hundreds of Home Improvement Entrepreneurs across the country to create profitable, long-lasting relationships with their customers. With Adi's help, companies that once struggled to get 5% of their business from Repeat and Referral clients now enjoy upwards of 20%, 30%, 40% even 50% of their business consistently from those sources.

Adi has firsthand experience in relationship marketing. The strategies she teaches and executes for her clients come from the same strategies she successfully used and implemented in her own home improvement businesses.

