

Homeowners' Ultimate Service Rolodex Directory

Action Plan

The purpose of this system is to teach you how to set up a home service directory for your clients.

1. Collect 16 business cards. Any more than 16 will be difficult to manage.
2. Choose the appropriate sample copy Assistance Directory provided and read it very carefully several times. While reading, make notes on adjustments or changes you will need to make; i.e., the areas marked "your name," "your city," etc.
3. Start putting together your own presentation that you will use to recruit the participating members of your Assistance Directory.



Homeowners' Ultimate Service Rolodex Directory Suggested Script

Simply fill in the underlines with your specific information, then make your calls.

Hi! This is your name here.

I represent a small business cooperative called the HOMEOWNERS' ULTIMATE SERVICE ROLODEX. We're putting together a directory that identifies preferred providers of key services our homeowners have indicated that they need. Right now, I'm calling on swimming pool, air conditioning, or roofing repair companies in search of a business that meets our standards for quality and that is able to handle the business we refer.

This week, I'm interviewing about four or five industry name companies and I was wondering if I could stop by your business to pick up some information about what you do.

(If they say "YES"...)

I can? Great!

While I'm there, I'd like to tell you a bit about our cooperative and see whether you would be willing to be the exclusive preferred provider of roofing repair or whatever service they provide to our homeowners.

What time would work best for you?

(Schedule time...)

Thank you for your time and I look forward to meeting you. I'll see you at scheduled time.

(If they say "NO"...)

Okay, so you wouldn't be interested in this possibility? I just want you to understand that I will be giving other industry name companies an opportunity to be our exclusive provider and I want you to be sure about your choice. You are saying that you are NOT interested in being a preferred provider to our homeowners?

May I ask why?

Well, thank you for your time. If you have any questions, please call me at your phone number.

Easy and Inexpensive Ways to Distribute Your Directories

One of the most frequently asked questions is "How do I distribute my directories?" There are dozens of ways to distribute your directory. Here are a few to get you started:

- ☺ Give each of the advertisers in your directory copies to display in their business or to hand out to their current clients.
- ☺ Send a directory to everyone who responds to your free report or advertisements you run.
- ☺ Bring a copy with you to any appointments you go on.
- ☺ Give a copy to everyone you meet this month.
- ☺ Hand deliver a copy to 20 neighbors around each home you service this month.
- ☺ Distribute a copy to apartment complex managers.
- ☺ Send a copy out with your client newsletter.
- ☺ Give a copy as part of your presentation package for new clients.
- ☺ Post it on grocery store, community center, and church bulletin boards.
- ☺ Ask Realtors and lenders to hand them out as part of their closing package.
- ☺ Ask your local Welcome Wagon lady to give them to newcomers.
- ☺ Ask local schools to put it on their popcorn boxes sold at sporting events.
- ☺ Talk to informal family restaurants about using your directory as placemats.

The Selective Homeowners' Ultimate Service Rolodex!SM



“FREE Homeowners Report Reveals Little Known Secrets To Save Thousands When You Clean, Maintain, Remodel or Repair Your Home!”

Your Town – A free report has just been released that shares inside information on how you can save thousands of dollars when you clean, maintain, remodel or repair your home. If you care about your home, you need to get a copy of this free report. Call 1-800-xxx-xxxx for a FREE RECORDED MESSAGE. Just leave your name and address. A copy of the report will be sent to you in the mail. Call now and find out about insider tips and techniques that can literally save you hundreds, even thousands of dollars when you hire practically any homeowner service!

Finally, the amazing secrets revealed of...

“How To Choose The Best Service Companies Without The Headaches Of Trial And Error”

Your Town – When it comes to cleaning, maintaining, repairing or remodeling your home, who you hire can literally mean the difference of thousands of dollars more or *less* that you’ll pay out of your pocket. Not to mention the quality of service and care that is given to you as well!

Whether you’re hiring a professional carpet cleaner to clean your carpets, or selecting a reliable plumber, electrician, carpenter, painter, landscaper or other contractor to give you the best service and value, it really helps to have the *right knowledge*.

Inside these pages, you’ll find the names and telephone numbers of reliable service providers who have individually promised to provide quality service to homeowners, at fair prices. More than that, they’ve promised to provide extra caring and attention to make sure that you are not just satisfied with their work – that you’re genuinely happy about it!

It’s all part of the pledge that we require each business to make before we allow them to advertise their services in this time-and-money-saving Homeowners’ Ultimate Service Rolodex guide. *We personally interviewed and selected each business advertised in these pages for a special reason.*

Extraordinary service and caring is often a lost art in business today, unlike many companies who only look at the work they do or service they provide as a job. The small businesses and craftspeople advertised in these pages take great *pride* in the work they do – and they have promised to do everything they possibly can to please you with their work and service so they can earn your respect, future business and referrals!

Wait... there’s a money-saving bonus too!

Each month, the businesses who advertise have also promised to have Homeowners’ Ultimate Service Rolodex specials and discounts for *you* that they don’t offer to the general public. Discounts and specials that will save you time and money, and help you keep your home looking beautiful, so it maintains its highest value!

Homeowners' Ultimate Service Rolodex Pledge!

Telephone (415) 359-2883

Pacifica Dry Cleaners
FRED SCHOEN

4575 Coast Hwy. 1
Carmel, CA 94143

AL OLSEN

**AL'S CARPET
& FLOORING**

AL JACOBSON
(415) 355-9940

CARPET-VINYL-HARDWOOD-TILE

1014 Park Pacifica Ave. * San Jose, CA 94044

Sprinklers * New Lawns Residential & Commercial
New Fences * Decks Complete Landscape Services

**MODERN LANDSCAPE
&
MAINTENANCE**

License #690412

1085 View Way
Palo Alto, CA 94044 (415) 355-7272

MARTIN L. GODWIN

Registered Plumbing Contractor
State License No. 382122

1724 Palmetto Avenue
Los Gatos, CA Phone: 555-6319

Electric Fences, Wireless Ed Bowles
Systems, Surveillance Cameras Owner


Golden Gate Security
So. San Francisco, CA 94080

Pick-up & Delivery 415-589-3422

Premier Party Store
Invitations, Balloons, Decorations

Carl Pratt
Owner/Operator
415-728-4456
PO Box 266, San Mateo, CA 94019

Open 7 Days a Week



Pets R' Us
Nutritional supplements
Grooming supplies
Wild bird supplies
Boarding & Kennel facilities

Guy Franklin 753-5273

Class Act

Interior Decorators & Designers

Michael Fogelburg Office: 415-543-2518
Fax: 415-543-1105
V.M. 415-638-8065

Window Treatments 161 W. 25th Ave. #205
Restoration Projects San Francisco, CA 94013
Office Decorating

The above companies are owned and operated independently from <name of your company>. Their names and services are offered so that you can inquire about their services and take advantage of the specials and discounts that they have pledged to offer to HOMEOWNERS' ULTIMATE SERVICE ROLODEX members.

We Pledge To Provide Extraordinary Service and Caring To All HOMEOWNERS' ULTIMATE SERVICE ROLODEX Clients - Plus Money-Saving Discounts and Bargains That Are Not Offered To The General Public!

Jose Greco Ace Hardware
560 San Pedro Avenue
Sunnyvale, CA 94046
Phone: (415) 396-2101

ACE For all your hardware needs.


Lic. No. 521234

Splash Fire Restoration
Mike Bartelli

P.O. Box 2821
Palo Alto, CA 92044 355-3611

Pool Play
Swimming Pool Supplies
Chlorine, Floats, Cleaners, Filters

George Ferlita 349-5322
1215 E Street, San Francisco, CA 92087

Fred's 
UPHOLSTERY SHOP

5207 Linda Mar Boulevard
Pacifica, California 94812
Telephone: 355-2887

Free Estimates No Job Too Small

BILL JACOBSON - HANDYMAN
Paint, Fences, Decks & General Repairs

(415) 355-6376 Pager: 220-1258

Peter Piper Pest Control
Rodents * Insects * Termites * Animals

Lic. @326969 Free Estimates
(415) 455-2931

OLD FAITHFUL
REAL ESTATE COMPANY

Specializing In Commercial Property

(415) 495-4910
1361 Linda Mar Center Fax (415) 495-1853
San Francisco, CA 92044 Pager (415) 495-5139

Bus: (415) 355-8855
Page: (415) 688-1213
Fax: (415) 355-4652

Montana Custom Builders

Industrial
Residential
Commercial

201 W. 24th Ave. #205
San Mateo, CA 94413

Neither Homeowners' Ultimate Service Rolodex or **Name of Your Company** can guarantee or assume liability for the services and/or products or the business advertised in these pages. The homeowner should always obtain a clear understanding of the services to be offered and products to be used before making any purchase.

Advertising Agreement

Date _____
Advertiser _____
Address _____
City _____ State _____ Zip _____

SAMPLE

Whereby Advertiser agrees to participate in the Promotion Program called...

“The 16 Business Cards You Will Need The Most When You Own A Home Or Business”

Whereby Advertiser’s business card will be included in 500 (example number) reports and other mailers without competition from other dry cleaning services (example company), and be the exclusive “preferred provider” of said services to the distribution area during the term which this agreement is in force.

The monthly fee for advertising is \$50.00 (example fee) per month, payable on or before the 1st (example date) day of each month. The undersigned attest that they have the authority to contract for advertising. After the 3-month period (example time frame), this agreement may be terminated by either party upon 30 days written notice. Should Advertiser default on payment, or be in arrears more than two months, this agreement may be terminated by your name here.

FIRST MONTH’S FEE: \$ _____

Approved: _____

Approved: _____

Advertiser: _____

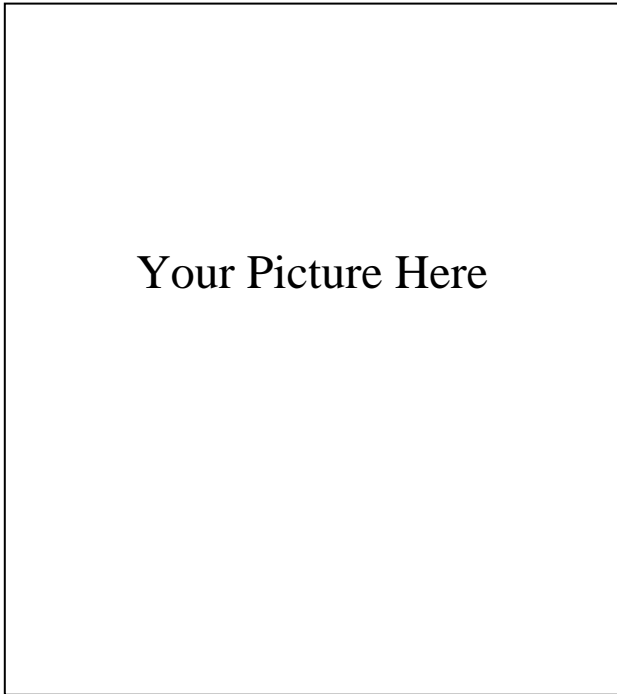
Your Name _____

Free Consumer Information Saves You Thousands!

24 Hr. Savings Hotline:

1-800-xxx-xxxx

Fax (xxx) xxx-xxxx



Your Picture Here

A Special Message From <Your Name Here >

“Having The *Right Knowledge* Can Save You Thousands Of Dollars When You Need Your Carpets Cleaned!”

Your Town – All carpet cleaning companies are definitely not alike. Having the right knowledge can literally mean saving thousands of dollars by preserving the life of your carpet !

The truth is, choosing the wrong carpet cleaning company can cost you thousands of dollars in carpet and padding replacement and installation. This is because improper cleaning can cause them to look dirty quicker and actually shorten the life of your carpeting and padding.

Don't be fooled by bottom-dollar promises, “teaser rates” and other tactics that carpet cleaning companies have used for years to get you to pick up the phone and call them. You need to be sure that you read the *fine print* so you don't get taken in by a promise that looks attractive on the surface... but is lacking in quality, service and money-back guarantees.

How do you choose the best professional cleaner?

How do you know that you're getting the best value?

You need to work with a certified carpet cleaning **professional** – not just some salesperson who is only interested in getting in and out of your door as quickly as possible so they can go on to their next transaction.

A Free Carpet Audit

You will receive a written report about the condition and life span of your carpet, as well as a professional ‘prescription’ for keeping your carpet like new as long as possible. Best of all, there is no cost and no obligation to use my company. Call for your free carpet audit today -

xxx-xxxx.

Warning!

Don't Call Any Carpet Cleaning Company Until You Call This Free Recorded Message!

<Your Town> - A free report has just been released that shares inside information on how you can save money when you have your carpets cleaned. If you are thinking about getting the carpets cleaned in your home or office, you need to get a copy of this free money-saving report. Call 1-800-xxx-xxxx for a **FREE RECORDED MESSAGE**. Just leave your name and address. A copy of the report will be rushed to you in the mail. Call now and find out what other carpet cleaning companies won't tell you... and are hoping that you never take the time to read!