

Neil  
Kelly



Building and Remodeling Since 1947



## Second Annual Partnership Campaign

Presented by:  
Tom Kelly, President  
Walt Harwood, Vice President & Gen'l Mgr.  
Denise O'Brien, Noll & Associates  
John Lawrence, KQIN News 6

"a powerful presence." Partners are featured in the ads, and there are hotlinks to their own Web sites from [www.neilkelly.com](http://www.neilkelly.com).

■ **Results.** Co-op ads drive traffic to Neil Kelly's three showrooms, remind clients to ask for partners' products, and engender loyalty from Neil Kelly staff. "Design salespeople and project managers make a specific point of working with those suppliers," Kerr says. The benefit is mutual. "The more business we do with them, the more willing they are to do things to our standards."

TV was "a giant leap" for Neil Kelly, but the medium has paid off tremendously, Kerr notes. Leads increased 21% during last fall's TV blitz, to 850 potential new clients. December sales rose 16%, and January sales soared 71%.

## Dial a Deal

When a client abruptly postponed a major project earlier this year, Greg Antonioli did something most remodelers despise but marketing experts advise. "I just started calling old leads," says the owner of Out of the Woods Construction, Arlington, Mass. "I turned up a ton of stuff."

Take the lead who had a minor porch job a few years ago. Antonioli's call prompted him to do a \$90,000 attic conversion. Another call reached a lead who had just finalized drawings with an architect and was looking for a remodeler.

Antonioli's dislike of cold calling is part of his pitch. "I say, 'I never do this ... but we just had a large project bumped,'" he explains. "'I have you in my database, and for some reason I had put you on hold. Did you ever do the project?'" The time apart can work to his advantage, he says. Many leads "are ready to jump on our bandwagon because of a bad experience with another company."

## *You're about to find out.*

Introducing the Model 9700 Series from Wayne-Dalton: A new line of garage doors that leaves the design details up to you. The panel layout. The window arrangement. Even the hardware options. With 54 distinctive design combinations available to explore at [wayne-dalton.com](http://wayne-dalton.com), you'll find plenty of architecturally appropriate looks that will satisfy homebuyers' appetite for design. And thanks to the Wayne-Dalton Total Pack™

system, all Model 9700 doors arrive bundled with the track, springs, hardware, and weather seal in easy-to-transport boxes for streamlined installation.

[www.wayne-dalton.com](http://www.wayne-dalton.com)

**Wayne  
Dalton**  
GARAGE DOORS & OPENERS

Circle 537 or [rs.ims.ca/remodeling](http://rs.ims.ca/remodeling)