



a community of home service experts

Drive ROI With Neighborly®

Huntsville Media Test Achieved 149.2% ROI!

The Huntsville Media Test was a collaborative effort launched with local owners in the Huntsville, AL community from 8/14/17 through 11/14/17. They were faced with the challenge of competing against a major service provider who was outspending them in virtually every channel. Franchisees saw an opportunity to combine their resources and position themselves better in the market with Neighborly®. While partnering with Dwyer Group®, an awareness and direct mail campaign was created and deployed with tremendous results.

“August is traditionally a very slow month, because of back to school, but this August has been a record month and the highest ever in Huntsville.”

Keith Pinkerton, Mr. Electric® of Huntsville

A. Leave Behind Card
B. TV Spot
C. Magnets/Direct Mail

AIRESERV HEATING & AIR CONDITIONING 833-673-8038	FIVE STAR PAINTING 833-687-8453	GLASS DOCTOR 833-678-7541
the GroundsGuys 833-673-8039	Mr. Appliance EXPERT APPLIANCE REPAIR 833-673-8041	MR. ELECTRIC EXPERT ELECTRICAL SERVICE 833-673-8042
Mr. Handyman 833-673-8134	Mr. Rooter 833-673-8037	RAINBOW INTERNATIONAL RESTORATION 833-673-8135

Expert help, honest reviews and certified licenses all in one place.
GetNeighborly.com
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We're excited to see such great results. Contact your Local Marketing Specialist or Brand Manager to find ways to work with other Neighborly® brands in your market.



For the full analysis on Huntsville, contact Neighborly@DwyerGroup.com



AIRESERV
HEATING & AIR CONDITIONING



PROTECT PAINTERS

GLASS DOCTOR
a neighborly company

the GroundsGuys

MOLLY MAID

WINDOW GENIE
Mr. Ben Ruben and a Mr. Gifford

Mr. Appliance
EXPERT APPLIANCE REPAIR

MR. ELECTRIC
EXPERT ELECTRICAL SERVICE

Mr. Handyman

Mr. Rooter
PLUMBING

RAINBOW INTERNATIONAL
RESTORATION

PG
Portland Glass.
*FRAMING • *GLASSING