

# Survey of Major Yellow Pages Advertisers \*

## Appliances, Household - Major - Dealers (& Service)

Comparative Ad Analysis for \_\_\_\_\_

<b>Primary Products &amp; Services Offered:</b>	Residential/Commercial Retail/Wholesale (Builders) New/Used/Reconditioned Units Sales & Installation Complete Repair Service Dishwashers/Disposers Washers and Dryers Air Conditioning Units/Systems Stoves/Ranges/Ovens Microwaves Wall Ovens/Cooktops Electric & Gas Appliances Televisions & VCRs Downdrafts Appliance (& Kitchen) Packages Wine Rooms Parts for Older Models	Ice Makers/Water Softeners Refrigerators & Freezers Bottled Water & Cooler Rentals Complete Parts Inventory (on Truck) Small Appliances - Blenders, Toasters, Food Processors, Bread Makers, Space Htrs, etc. Furnaces/Boilers Vacuum Cleaners Service/Maintenance Contracts Accessories/Manuals Appliance Refinishing Appliance Cabinets Extended Warranties Kitchen & Bath Cabinetry <b>EMPHASIS – BRAND NAMES</b>	Garbage Disposal Units Vent Hoods/Systems Trash Compactors Water Heaters Commercial Refrigeration Coin-Op Laundry/Vending Service Transformers/Converters Scratched/Dented/Reconditioned Units Wall Heaters/Space Heaters Electronics Store (Details) / DIY Manuals Stereo Systems/Camcorders "Delivery Within 24 Hours" <b>24/7 (EMERGENCY) REPAIR SERVICE EMPHASIZED EMPHASIS - LOW PRICES</b> Gas Appliances (List)	
<b>Key Brand Names:</b>	Admiral      Frigidaire Amana        Gibson Bosch         Goldstar Bose          Hotpoint/GE Caloric       JennAir Coldspot     Kelvinator	Kenmore/Sears Kitchen Aid Litton Magic Chef Magnavox Maytag	Miele Norge Nutone Panasonic Quasar Roper	Rowe Signature Sony Sub-Zero Tappan Thermador Viking Waste King Weil-McLain Whirlpool White-Westinghouse Wolf, Zenith ETC. ETC.
<b>Confidence Factors:</b>	Years in Business Guarantees (Details Given) Registered w/Consumer Affairs Licensed Electrician on Staff Authorized Dealer/Service Complete Parts Inventory on Service Trucks	Professional Sales Staff Certified Refrigerant Procedures Licensed/Lic. # (Where Req.) Factory-Trained Technicians "Used & Worn Parts Returned" <b>MANY BRANDS LISTED</b> References/Member BBB	Locally/Female/Family Owned & Operated Estimate Before Repair/Written Quotes EPA Certified Technicians Factory Parts (In Stock) / Awards Won Specialists- Gas, Specific Brands (Listed), etc. Guarantee on Used Units / In-Store Demos Flat Rate Prices/Package Prices	
<b>Convenience Factors</b>	Days/Hours Open (7 Days) <b>EMPHASIS - PROMPT OR SAME DAY SERVICE</b> <b>Online Repair Scheduling</b> Toll-Free/Fax/Pager Number Old Appliance Removed <b>Shop by Internet</b>	Showroom/Big Inventory/Warehouse Credit Cards/Financing//0% Interest (Free/Fast) Delivery/Set-Up Radio-Dispatched Trucks "All Work Done in Your Home" Phone Price Quotes/Areas Served Digital Dispatched	Night/Weekend Calls (No Extra Fee) Location Data/Maps/Parking/Multi-Locations Same Day/24-Hour Service/Holidays <b>Invitation to Visit Website</b> Guaranteed Scheduling (Repairs) Web Site/e-Mail Address/Hearing Impaired No.	
<b>Special Services or Extras:</b>	Scratch/Dent Protection Available Inventory for Builders Foreign Language(s) Spoken Trade-Ins/Rentals Central Heating/Air Conditioning.	Rent-to-Own Available <b>Specific Discounts in Ad</b> No Overtime/Travel Charge-Repairs Order Parts 7 Days a Week Furnace Parts/Compressors	Do-It-Yourself Parts/"Carry In and Save \$" New Customer Discount / In-Ad Discounts Senior/Military Repair Discount Free Service Call With Repairs Student/Apartment Mgr Discount	
<b>Typical Related Headings:</b>	Appliances-Major - Rentals Air Conditioning Dealers/Service	Washers & Dryers Refrigerators & Freezers	Appliances - Svc & Repair (If Separate Heading) Appliances, Major – Used	