

Survey of Major Yellow Pages Advertisers *

Appliances - Major - Service & Repair (Often Combined with Dealers)

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Residential & Commercial Service & Repair of All Major Appliances All (Most) Brands & Models Washers/Dishwashers Dryers - Gas & Electric Gas or Electric Ranges, Stoves, & Ovens Refrigerators/Freezers Microwaves/Disposal Units DOWNDRAFTS/Vent Systems Lawn Tractors/Mowers Free Svc Charge With Repair Gas Appliance Specialists	Ice Makers/Trash Compactors Electronics – Sales & Service Stereo & Components Serving Schools, Churches, etc. Humidifiers/De-Humidifiers Appliance Sales & Installation - New/Used/Reconditioned Complete Parts and Accessories Walk-In Refrigeration Units Air Conditioning Units/Systems Service/Maintenance Programs Repair European Appliances Appliance Care Products “No Matter Where You Bought It”	Sinks & Faucets/Built-Ins Serviced Boilers/Furnaces/Heaters/Water Softeners Water Heaters/Heat Pumps In-Warranty/Out-of-Warranty Service EMPHASIS - FAST SERVICE EMPHASIS - LOW RATES/BRANDS – Sales Vacuum Cleaners/Small Appliances (TVs/VCRs/Camcorders/CD Players Kitchen & Bath Cabinetry Wall Ovens/Stove Top Units Coin-Op Washers & Dryers LIST OF APPLIANCES REPAIRED Older Models – Parts & Service
Key Brand Names:	Admiral Dacor Amana Frigidaire Bosch GE Caloric Hardwick Coldspot Hotpoint	Jenn-Air Kenmore/Sears Kelvinator Magic Chef Maytag	Modern Maid Norge Nutone O’Keefe-Merritt Roper Signature Sony Speed Queen Sub-Zero Tappan Viking Wedgewood Whirlpool White-Westinghouse ETC. ETC.
Confidence Factors:	Years in Business Guarantees (Written) 24/7 Emergency Service Expert/Factory-Trained Techs References/Specialization Brand Affiliation Flat Rates/Written Quotes	Locally Owned & Operated Estimates Before Each Job Large Parts Inventory Local Business Orgs. - BBB, etc. All Work on Customer’s Premises Certified Refrigerant Procedures Authorized Service/Dealer	Genuine Factory Parts / Price by the Job Family/Female Owned Licensed (Where Req.) / All Parts on Truck Insured/Bonded/EPA Certified "Used & Worn Parts Returned" Registered w/Consumer Affairs MANY BRAND NAMES
Convenience Factors:	Days/Hours to Call Evenings/Weekends/Holidays 24/7 Service/Parts/Sales Free Delivery/Set-Up Toll-Free/Pager Number	Areas Served/Multi Locations Invitation to Visit Website Radio/Electronic Dispatch Guaranteed Scheduling In-Home or In-Business	Credit Cards/Personal Checks Schedule Repairs Online Website Address/Hearing Impaired No. Prompt/Same-Day Service/Phone Estimates Full Parts Inventory on Service Trucks
Special Services or Extras:	No Overtime/Weekend Charges Senior/Student/Mil. Discounts Buy/Trade-Used Appliances DIY Parts/Manuals/Advice Apartment Mgr Discount Realtor Discounts	Small Appliance Repair (List) Credit Available Appliance Rentals Carry-In Svc (Portable Products) New Customer Discount MANY ILLUSTRATIONS	Old Appliance Removed (Appliance Sale) "Priced by the Job, Not by the Hour" Service Lawn & Garden Equipment Free Service Call With Repair Foreign Languages(s) Spoken Specific Discount(s) in Ad
Typical Related Headings:	Appliances - Major - Dealers Air Conditioning	TV & Radio - Service & Repair Washers & Dryers - Svc & Repair	Refrigerators & Freezers - Dealers/Service