

Survey of Major Yellow Pages Advertisers *

Bathroom Remodeling

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Residential/Commercial Apartments/Condos/Homes Plumbing/Heating Electrical Work/Carpentry Design Service (Computerized) Tub/Shower Enclosures Shower Stalls/Doors Sinks/Toilets/Faucets/Fixtures Tub/Sink Refinishing/Repair Vanity Lavs/Marble Tops Grab Bars/ADA Compliance Whirlpools/Jacuzzis/Spas Complete Handicap Bathroom New Fixtures Over Old REGLAZING BENEFITS Renovation/New Construction	Wall Treatments/ Mirrors Bath Furniture/Cabinets/Vanities Partial & Total Projects Glazed/Unglazed Floors Luxury Features (Listed) Bathroom Accessories Medicine Cabinets/Mirrors Lighting/Light Fixtures Vitreous Finishes/Chip Repair Formica/Dry Wall Porcelain/Fiberglass/Onyx Ventilation Systems Complete Surface Refinishing Basement Bathrooms Porches/Dormers/Room Additions Virtual Computer Design	ONE-DAY MODERNIZATION (Details) Wall-Surround Systems/Re-Bath Tubliners Bathroom Floors/Glass Block Ceramic Tiles - Installed/Refinished Steam Units/Saunas/Steam Baths Trim/Finish Work Sewage Ejector Pumps Toilet Partitions/Seamless Walls REGLAZING / RECOLORING LOW COST REGLAZING EMPHASIS New Construction/European & Domestic Non-Toxic Coatings/Grouts/Sealants Tubs With Anti-Slip Bottoms Other Remodeling Services (Listed) Roofing/Siding/Replacement Windows EMPHASIS-VISIT SHOWROOM		
Key Brand Names:	Acrylica American Standard BathMasters Blanco California Classics	Corian Delta DuPont Eljer Jacuzzi	Kohler Maax Mansfield Merillat Moen	Multifiber Normbau Nu Tone Parsons Pearl	Piazza Price Pfister Quaker Maid Robern Yorktown ETC.
Confidence Factors:	Years in Business/References Guarantees/Warranties Licensed/Insured/Bonded Computer/Expert Design Fungus/Mildew Resistant Certified Designers (Names)	Professional Workmanship Guaranteed Start & Finish Dates Speak Directly With Contractor Licensed Plumber/Contractor (#) Work Done on Consecutive Days No Peeling/Yellowing/Cracking	On-Time, On-Budget / Clean Work Sites Authorized Dealer / Portfolio & Samples Nat'l Kitchen & Bath Association (NKBA) "40% of Our Business is Repeat or Referral" Bath Specialists/Know ADA Requirements Installers Our Employees/Owner-Supervised		
Convenience Factors	Days/Hours of Operation Location Data (Showrooms) Parking/Large Showroom Credit Cards/Bank Financing	Website/E-Mail Address 3-4 Hour Job Completion Immediate Delivery (DIY Parts) Toll-Free/Fax No./24 Hr Phone	Invitation/Inducement to Visit Website Free Estimates/Flexible Scheduling Reglazing Done on Premises Schedule Appointment Online		
Special Services or Extras:	Kitchen Remodeling Do-It-Yourself Advice Foreign Language(s) Financing With Bad Credit Air Conditioning/Heating	Recreation Rooms Design Staff Available Marble Repairs/Decorator Colors Full Line of Tools Sandblasting/Brass Plating	Extra Deep Tubs for Back Therapy Emergency Repairs/Antique Restoration Woods Listed – Oak, Cherry, etc. "Bathroom Packages with PVC Walls" Senior Discount/Debt Consolidation		
Typical Related Headings:	Bathroom Accessories/Fixtures Plumbing Contractors	Kitchen Cabinets & Equipment Remodeling/Home Improvements	Contractors - General (Alterations) Bathtubs & Sinks - Refinish/Repair		

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