

Survey of Major Yellow Pages Advertisers *

Glass – Auto / Plate / Window

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Sales/Installation-New & Used Auto/Residen./Comm./Indus. Domestic & Foreign Cars Complete Repair Service Vehicles - Autos, Trucks, Heavy Equip., Buses, etc. Replacement Glass/T-Tops Windshields/Door Glass Building Windows-All Sizes Tinted Glass/Glass Tinting Store Fronts/Plate Glass (Emergency) Board-Up Svc Window/Screen Repair Auto Alarm/Stereo Systems Invisible Windshield Repair Bulletproof/Patterned Glass (Free) Towing / Parts Locating "Save on Your Deductible"	Storm Windows/Doors/Screens Star Breaks & Cracks Repaired Sun Roofs/Moon Roofs (Details) RVs/Boats/Motorcycles Skylights/Thermopane/Insulated Patio Sliding Doors/Truck Sliders Plexiglass/Lexan/Argyle Lexan Glass Table, Desk, etc. Tops Safety/Tempered/Security Glass Solariums/Greenhouses Leaded Glass/Stained Glass Custom Lettering & Design Curved/Beveled Glass (Custom) Side, Back & Vent Glass (Vinyl) Replacement Windows Thicknesses in Stock (List) Auto Interior Restoration	Rock Chip Repair/Etching/Sandblasting "Obscure" Glass/Jalousie Glass Glass Shelving/Wardrobe/Mirrors Channels & Locks/Dashboard Repair Curtain Walls/Mirror Walls/Picture Windows Shower Doors/Tub Enclosures Original Equipment Safety Glass Fogged Thermopane Replacement Air Bag Service / Electric Auto Windows Insulated/Laminated/Flat Glass Glass Blocks & Ventilators / Head Liners Aluminum Entries/Awnings/Windows EMPHASIS – PRICE & LOCATIONS Mobile Service / Door Arches & Frames Boat Tops & Upholstery/Convertible Tops On-Site Construction Equip. Repair Power/Manual Door Glass – Adjustment		
Key Brand Names:	AP Tech Carlite Clarion	Clifford Glass Medic Herculite	Kicker Lexan/Lexgard LOF Glass	Panasonic Pecora (Caulking) Plexiglass	PPG Glass Scotchint (3M) Vital
Confidence Factors:	Years in Business Licensed Contractor (Lic.#) References/Insured/Bonded Nationwide Buying Power "Long Crack Expert" Expert Installation	Insurance/AAA Approved State Inspection Station NGA Master/Certified Technicians 24/7 EMERGENCY SERVICE National Glass Association "Not a Franchise"	EMPHASIS ON FAST SERVICE Guarantees - Written/Lifetime/Nationwide FMV Safety Standards/New Original Glass Locally Owned/Owner Supervised Complete Water/Testing/Leak-Free Specialist - Ins. Claims, Auto, etc.		
Convenience Factors:	Days & Hours/Open 7 Days Toll Free/Fax Number Mobile Service (# of Units) Website/E-Mail Address Huge Inventory / # of Installers	Free (Phone) Estimates Pick-Up & Delivery Some Prices Given Credit Cards/ATM/Financing Open Saturdays/Weekends	Direct Ins. Billing / "We Do the Paperwork" Invitation/Inducements to Visit Website Radio-Dispatched Units/Multi Locations While-You-Wait / Same Day/1 Hr Service Location Data/Maps/Areas Served		
Special Services or Extras:	Store Front Construction Tent Rentals/Gates Church/Art Glass Buy and Do It Yourself Auto Repairs/Auto Detailing	Power Window Repair (Free) Customer Shuttle Service Foreign Language(s) Electrical Motors Replaced Pay Part of Insurance Deductible	Auto Upholstery/Painting/Vinyl Repair Quantity/Business Fleet Discounts Stars/Cracks/Bullseyes - Illustrations Honor Competitors' Coupons Vacuum & Remove Broken Glass		
Typical Related Headings:	Glass Coating & Tinting Glass - Stained & Leaded	Windows Auto Radio & Stereo Systems	Auto Alarm & Security Systems		