

# Welcome to **SWIMMINGPOOL** Quotes, INC.

*Thank you for your interest in the Swimming Pool Quotes, Inc. lead service. This brochure describes who we are, how our program works, and how easy it is to join our network.*

**For More Information Call 800.615.0867 or email [joinspq@swimmingpoolquotes.com](mailto:joinspq@swimmingpoolquotes.com)**

## WHO WE ARE

Swimming Pool Quotes, Inc. is a boutique marketing firm, unique to the Swimming Pool industry and specializing in increasing pool sales. Connecting **Pool Customers to Pool Contractors**, with our **confirmed and qualified leads**, is our primary sales resource. Our process is simple and designed to make Pool Builders money. Our leads are **the next best thing to loyal customer referrals**. The leads come from real buyers and will, in your hands, with desire, realistic effort, and a belief in your product, lead to significantly increased pool sales.

The Swimming Pool Quotes, Inc. team is committed to the long-term best interest of the Swimming Pool Industry. We strive to create a network of only the best and most reputable builders, competing for business, and building the positive image of the industry. We are committed to working with builders who adhere to accepted industry construction and pricing standards. Our team conducts a non-invasive background check which almost never requires any work on your part except sending proof of liability insurance and contractor license, where applicable. We are in business to build long-term partnerships, not a customer list. We will work with you daily to make our program work for you.

## GETTING RESULTS

### SET MORE APPOINTMENTS. MAKE MORE SALES.

We are the **only** company in our industry that *personally* confirms each lead. When you receive a lead from Swimming Pool Quotes, Inc., you know the customer is ready and genuinely interested in buying a pool.

Contractors who work with the Swimming Pool Quotes, Inc. lead program have reported **average closed sales at 10-50%**. **Our partners with the best results are dedicated: they call the lead at least 6 times and email at least twice.**

### EASILY TRACK YOUR ADVERTISING DOLLAR AND SPEND IT WISELY.

Unlike most other types of advertising, the Swimming Pool Quotes, Inc. lead program provides all of our customers with a method to easily and accurately track the ROI (return on investment) of their advertising costs. With our program, you'll never wonder whether your advertising dollar was well spent.

Even 5% sales generated from the Swimming Pool Quotes, Inc. lead program will give you a better ROI than any other form of advertising. In fact, many of our contractors have reported reducing advertising expenses due to the increased sales from our leads.

## WHAT MAKES US UNIQUE

### THE SUPERIOR QUALITY OF OUR LEADS

We **qualify and confirm** each lead before sending it to our contractors. That means when you receive a Swimming Pool Quotes, Inc. lead, you can feel assured that the customer is ready and genuinely interested in buying a swimming pool. Each of our leads is verified by a real person from our team before you receive it.

### OUR CUSTOMER SERVICE

Although Swimming Pool Quotes, Inc. is a technology-based company, our values are old-fashioned. We believe in quality customer service and will work hard to offer you a product that best suits your needs. We **personally** work with each contractor who joins our network. We focus on and serve only the pool construction industry. Swimming Pool Quotes, Inc. is dedicated to the specific needs of the pool industry.

### WE OFFER YOU A CUSTOMIZABLE PRODUCT

We customize our product to target your market and the projects you want. We set up a program of leads to suit your budget and your ability to follow up on the leads. You simply tell us your service area and offerings and we do the rest! In addition, once under contract, you may slow down, speed up, or discontinue your service at any time.

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## HOW OUR PROGRAM WORKS

Once you come on board by completing our contract, we design a specific marketing program based upon your product offering and service area. If we send you a lead that does not represent your service area or offering, it can be returned at no charge.

We will try to obtain as many leads or as few as you require. We cannot promise to get you as many leads as you may desire, but the leads we send you will be legitimate and will sell pools.

We send leads daily via email and/or fax once they have been confirmed and qualified. We can send the leads in the following formats: Text, HTML, MS Excel, or MS Word.

There is no up-front charge to join our network. The cost is based upon price per lead and dependent on your geographical service area. We charge you at the end of the month rather than each time you receive a lead. Ask about our free lead Introductory Special.

**Our pricing is highly competitive.**

## THREE EASY & FAST WAYS TO BECOME A MEMBER!

If you have not yet received our contract, contact us today!

1

### VISIT OUR WEBSITE

<http://www.swimmingpoolquotes.com/Partners>

Fill out the form and a member of the Swimming Pool Quotes team will contact you to complete your registration.

2

### CALL US

800.615.0867

Speak to a Swimming Pool Quotes team member to begin your registration process immediately.

3

### EMAIL US

[joinspq@swimmingpoolquotes.com](mailto:joinspq@swimmingpoolquotes.com)

Tell us your company name and contact information in an email, and a member of the Swimming Pool Quotes team will contact you to complete your registration.

## SOME OF THE NICE THINGS OUR PARTNERS HAVE SAID ABOUT US

*Your leads have been a terrific tool for growing my company. (Pool builder in Orange County, CA)*

*I can not say enough about the quality of media you provide, I'm sold on swimmingpoolquotes.com, thank you again. (Pool builder in Hillsborough County, FL)*

*Thanks for the awesome service! (Pool builder in Maricopa County, AZ)*

*We would like to increase our maximum monthly purchase. This decision was made due to the fact that we are monitoring the quality of our leads with different lead services. So far you guys are ahead of the game! (Pool builder in Harris County, TX)*

*Just wanted to say the your company's leads have been the easiest and most productive leads we have received. I do not feel as if I am wasting my time at all on these leads as I have in the past on other company leads. Keep up the great work in finding these leads for us! (Pool builder in Dorchester County, SC)*

*Thanks for the great leads! Just so you know, the leads that come from you are of a much higher quality then the ones I get from Service Magic (Pool builder in Currituck County, NC)*