

GLASS
DOCTOR™

a neighborly company

BREAKING
OUT  BOUNDARIES
NEIGHBORLY REUNION 2019

Marketing



GLASS DOCTORTM

a **neighborly**[®] company

A blurred aerial photograph of a residential area with a grid of streets. Numerous houses with different roof colors (brown, grey, blue) and green lawns are visible. The image serves as a background for the title text.

2019 Media Coverage

January - June



6 Home Improvement Resolutions Every New Homeowner Should Make

BY LISA MARIE CONKLIN
January 3, 2019



Hit the gym more. Spend less time looking at your phone. Both worthy resolutions, but what about resolutions for your new home? Those nagging items you or the inspector found before you bought the house but you haven't fixed yet.

Here's 6 home improvement resolutions that should top your to-do list this year.

6. Show your Windows some Love

Frosty build-up on the inside of your windows and chilly drafts means it's time to repair or replace your windows. "As structures shift and settle over time—insulation, caulking, and other protective materials slowly lose their protective powers. Older homes may leak air conditioning in the summer and heat in the winter," says Larry Patterson, franchise owner of [Glass Doctor](#), a Neighborly Company. According to the [EPA](#) that adds up to 25 to 30 percent of heat gain and heat loss. When your windows aren't energy efficient, money is literally going out the window.

BESTLIFE

23 Affordable Ways to Completely Re-Do Your Home

THESE SMALL INVESTMENTS CAN LEAD TO HUGE CHANGES.



Redecorating your home doesn't have to break the bank. Believe it or not, it's entirely possible to completely redo your home without dipping into a huge chunk of your **savings**. By following a few simple tricks we've collected from designers and other home decorating experts, you can make your humble abode a lot more fabulous. So if your décor is beginning to feel a bit stale, check out these affordable redecorating tips that can make your home feel brand new again.

HOME IMPROVEMENT

10 Ways to Use Salt to Keep Your House Spotless

By Margaret Heidnen | Jan 29, 2019



On the American frontier in the early 1800s, salt was four times more expensive than beef. Way back then—before a handy thing called a refrigerator came into existence—salt was essential for preserving food.

Now, salt is so plentiful that we strew it on the streets to melt it into our food without thinking twice. But did you know every salt can also be used to [clean your house](#)? It's naturally antibacterial, a strong abrasive that can be used to whip every inch of your home into sparkling perfection.

Grab your salt shaker, and try out one of these hacks on cleaning day.



9. Get glass shower doors gleaming

Polish up your glass shower door with salt and grapefruit, says **Brad Roberson**, president of Glass Doctor, a window repair company.

Just cut the grapefruit in half, dip one half in salt and scrub away. The abrasive salt and the acidity of the grapefruit eat away soap scum and mineral buildup, keeping your shower doors shining.

Bonus tip: Add some grapefruit juice to the shower doors after cleaning to keep them spotless longer.

TREND
First-
It's Ta
Home



Sliding/Stackable Glass Doors Erase the Boundary Between Inside and Outdoors



By [Terri Williams](#) February 22, 2019 in [Architecture / Renovations](#)



0

Nothing brings the outside indoors like glass doors. They create an instant portal to the great outdoors. And with sliding glass doors that are also stackable/foldable, you can maximize your indoor and outdoor spaces while increasing your entertainment options. Below are some of the ways these versatile glass doors are being used today.

Natural Light/Energy Efficiency



Sliding doors have extra large panes of glass and, according to Mark Liston, President of [Glass Doctor](#), a [Neighborly Company](#), when the doors are shut, they function like floor-to-ceiling windows that allow enormous amounts of natural light to enter. "This makes your home feel grander and more inviting," Liston explains. However, he recommends getting UV-blocking glass to prevent sunlight from heating up the house or causing any upholstery to fade.

"Glass isn't an effective insulator, but modern window technology allows sliding doors to grant you those stunning views without forcing your utility bills up," Liston says. "Look for composite gaskets, double-pane glass and other features designed for energy efficiency."



IFAF[®]

INTERNATIONAL FRANCHISE ASSOCIATION

at home with Gary Sullivan



At Home With Gary Sullivan

Seal repair for your windows!

Gary spoke to our friends at the Glass Doctor. You can visit them at glassdoctor.com

IFA MEMBERS VISIT THE WHITE HOUSE FOR HEALTH CARE EVENT WITH PRESIDENT TRUMP



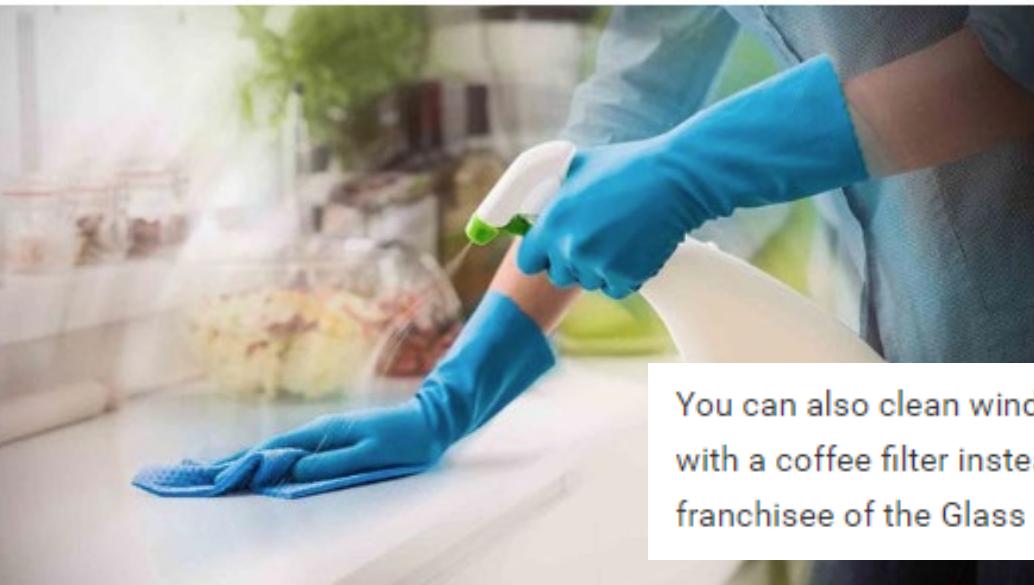
June 14 was a big day for seven IFA member franchisees!

Ed and Pamela Seiber (Glass Doctor of Charlotte, NC), Stuart and Tina Nokes (Five Star Painting of Loudon, VA), and Clint Ehlers (FASTSIGNS of Willow Grove, PA) were at the White House for a Rose Garden announcement of a new policy that will provide more affordable and flexible health care cost savings options to employees at small business franchised businesses.

1x 15 || 30 ⏪ ⏩

0:03 13:19

9 Genius Housecleaning Hacks for People Who Hate Cleaning Their House



You can also clean windows without leaving streaks—just clean them with a coffee filter instead of paper towels, says **Larry Patterson**, franchisee of the Glass Doctor in Dallas.

demaerre/iStock; realtor.com

Everyone hates getting bogged down with life's little details. And guess what? You don't have to! In our new weekly series, "**Home Hacks: Real Estate Made Easy**," we'll show you a slew of genius shortcuts that can save time and money, and streamline whatever task you need to tackle.

With spring cleaning upon us, we kick off the series with housecleaning hacks for people who hate cleaning their house. Let's face it, this is *everyone*.



AccuWeather

5 expert tips for protecting your home against hurricane damage

By [Ashley Williams](#), AccuWeather staff writer



Installing impact-resistant windows is another effective, albeit costlier, option.

"The design makes your windows perform much like a windshield, cracking into spider web patterns when hit, but not completely shattering," said Frank Klavon, president of glass repair and replacement services company Glass Doctor.

Striking images of utter destruction caused by the likes of Katrina, Irma and other catastrophic hurricanes may lead some to believe that not much can be done to protect property from such a powerful storm.

However, essential steps can be taken to minimize a hurricane's impact on your home.

What's the Best Bathtub or Shower for Your Bathroom Remodel? How to Pick



One of the most exciting phases of a bathroom remodel is picking out the perfect bathtub or shower. Choosing the right wet features for a bathroom warrants a hard look at all your options. After all, this is how you can turn a necessary room into a [spalike retreat](#).

But you probably already know that you have a lot of options to consider—and that it risks getting just a tad overwhelming in addition to figuring out your budget. That's why, in this latest installment of our ["Dream Bathroom Remodeling Guide,"](#) we take you through the best ways to choose a bath, shower, and other wet features for your new bathroom.

Types of walk-in showers

Doorless shower: One of the most popular walk-in shower designs over recent years is the [open shower design](#). "This design option provides easy maintenance—no need to clean glass—and accessibility. "Because the bathroom [has to be accommodated](#) to effectively contain water, most doorless showers are custom-made and installed," says **Brad Roberson**, president of Glass Doctor, a [Neighborly](#) company.





Influencer Campaign



A blurred aerial photograph of a residential area with numerous houses, lawns, and streets, serving as the background for the text box.

1,064,808,246
Potential Impressions
so far in 2019!



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Andrea Gaul
Communications Manager
Andrea.Gaul@nblly.com

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BREAKING
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NEIGHBORLY REUNION 2019

Marketing

Today

- Success is in the numbers!
- The importance of the Local Marketing System
- What's Neighborly got to do with it?
- What's new and coming soon

Your Marketing Team



Lori Johnson
SVP, Brand Management



Diana Lovshe
Brand Director



Jana Dvorsky
Senior Local Marketing Specialist



Holly Peterson
Marketing Manager,
Canada



Brittany Kruger
Local Marketing
Specialist, Canada



Lee Govatos
National SEO Director



Naddlie Hernandez
Local SEO
Specialist



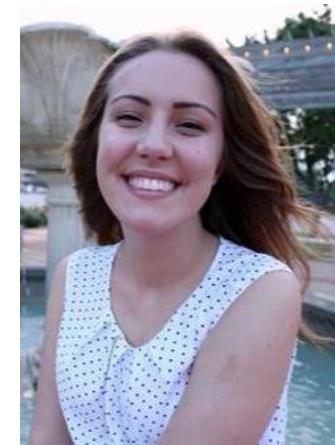
Courtney Schiver
Local SEO
Coordinator



Samantha Caldwell
Local SEO Content
Writer



Kimberly Denman
Director, PR and
Communications



Andrea Gaul
Communications
Manager



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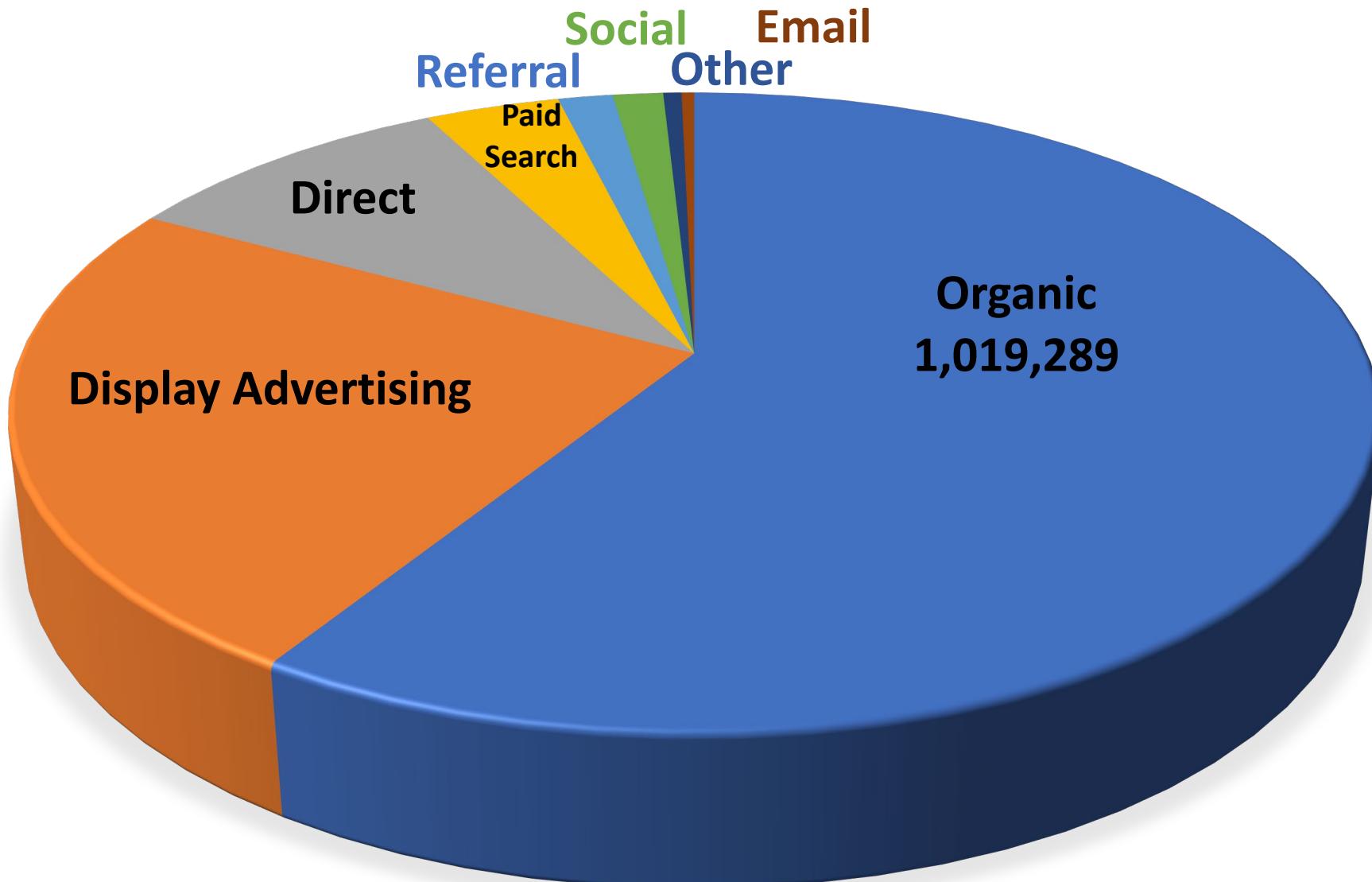
Success is in the numbers!

Diana Lovshe
Brand Director

NA Total Website Traffic Through June



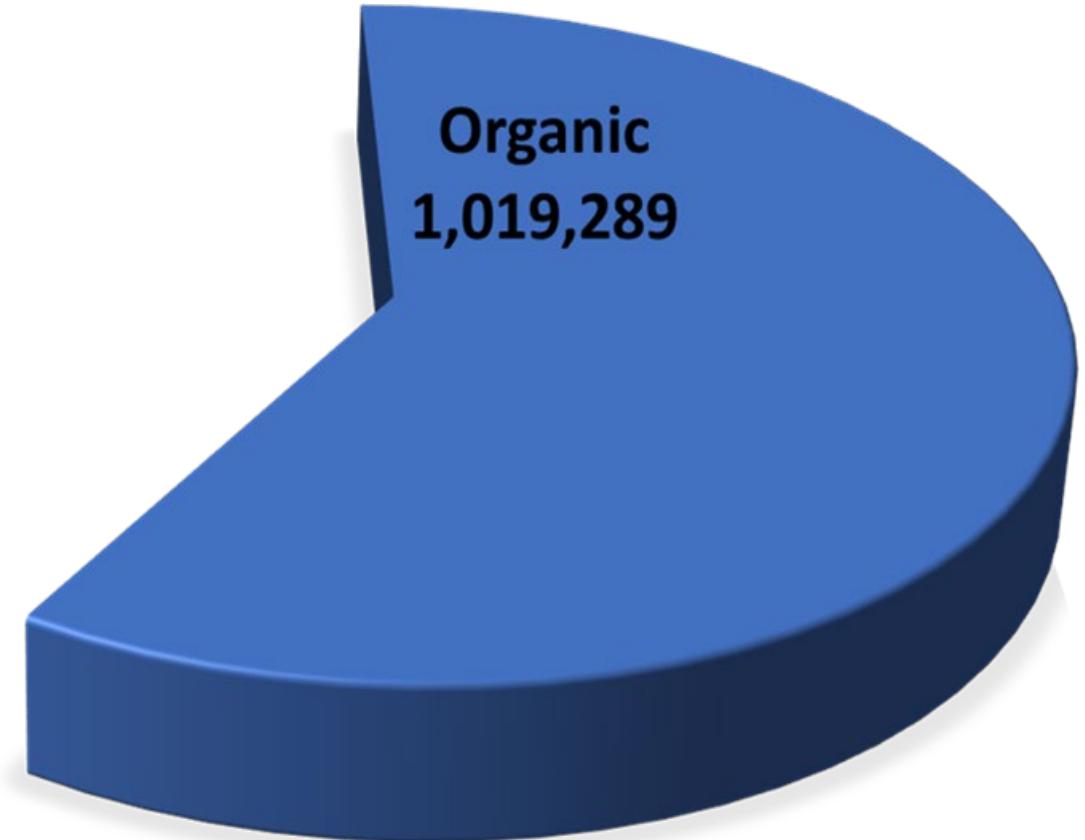
Sources of Website Traffic



NA Organic Traffic

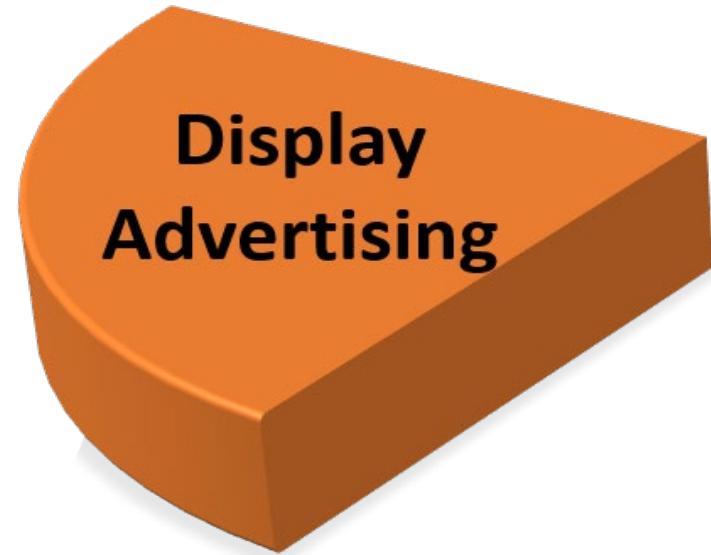
59% of all traffic

+11%
YOY



NA Display Advertising - Remarketing

24% of all traffic



Display
Advertising

63,337,831*

400,429

22,916

Impressions

Clicks

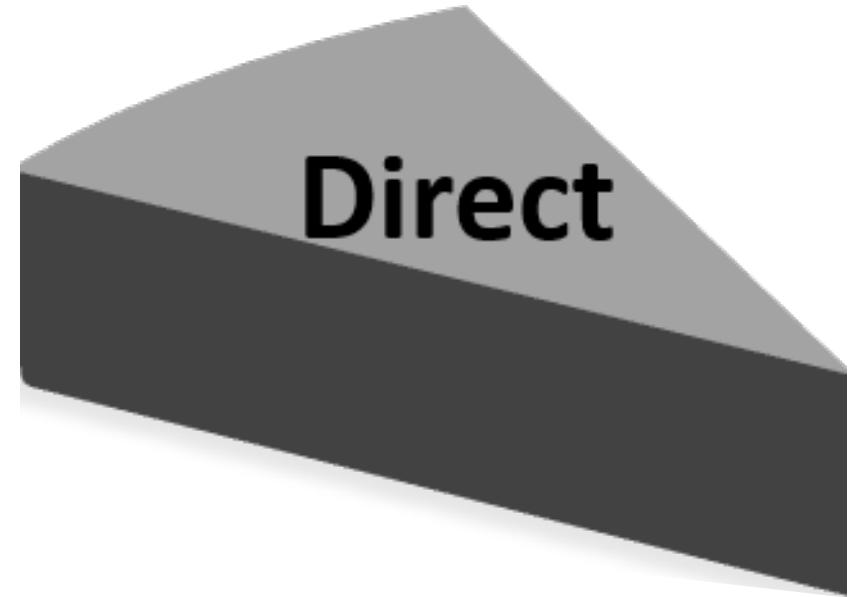
Leads

* Hit our annual target in June. Increased target to 100M impressions by EOY.

NA Direct Traffic

+3%
YOY

10% of all traffic



~ 173,000 visitors

NA Leads – First 6 months

	<u>2019</u>		<u>2018</u>
Display Advertising	22,916	↑ 657.3%	3,026
Yelp	13,918	↑ 80.1%	7,726
Calls >60 seconds	106,163	↓ 8.4%	115,927
Form Fills	32,144	↑ 3.9%	30,937
GMB Click to Call	<u>190,595</u>	↑ <u>90.9%</u>	<u>99,842</u>
TOTAL	365,736	↑ 42.1%	257,458

Results of SEO Efforts for first 6 months

9,455 Visitors
1,998 Leads

Average PER Franchisee

Results of SEO Efforts for first 6 months

Almost 8,000 changes and
optimizations made to your
local sites and GMB listings!

Average PER Franchisee

What Does All This Data Mean?

- Total website traffic and total leads continue to grow YOY by double digits
- Organic traffic is still the largest source of traffic
- Where leads come from is shifting from website calls to GMB calls
- Leads are being steadily delivered to you

Bottom line:

**This shows the true value of our SEO efforts
and your MAP fund investment!**

What Can You Do to Ensure Success?



- Respond to leads in a timely fashion
- Mark appropriate lead source in Mainstreet
- Deliver excellent customer service through SWAT
- Follow up on estimates
- Close the job
- Maximize your MAP fund investment, locally





The Importance of the Local Marketing System

Jana Dvorsky

Senior Local Marketing Specialist

What is the Local Marketing (LM) System?

Designed to increase and enhance the consistency of our marketing planning efforts at the local level





Dashboard – Franchisee Level

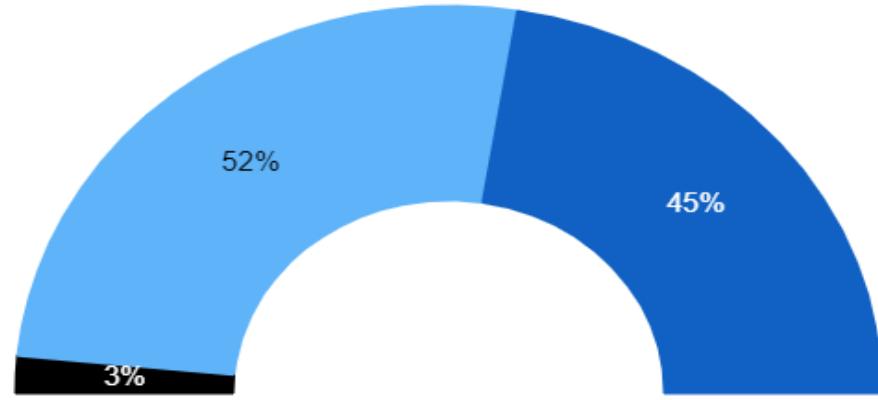
GLASSDOCTOR[®]
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\$465,959.10

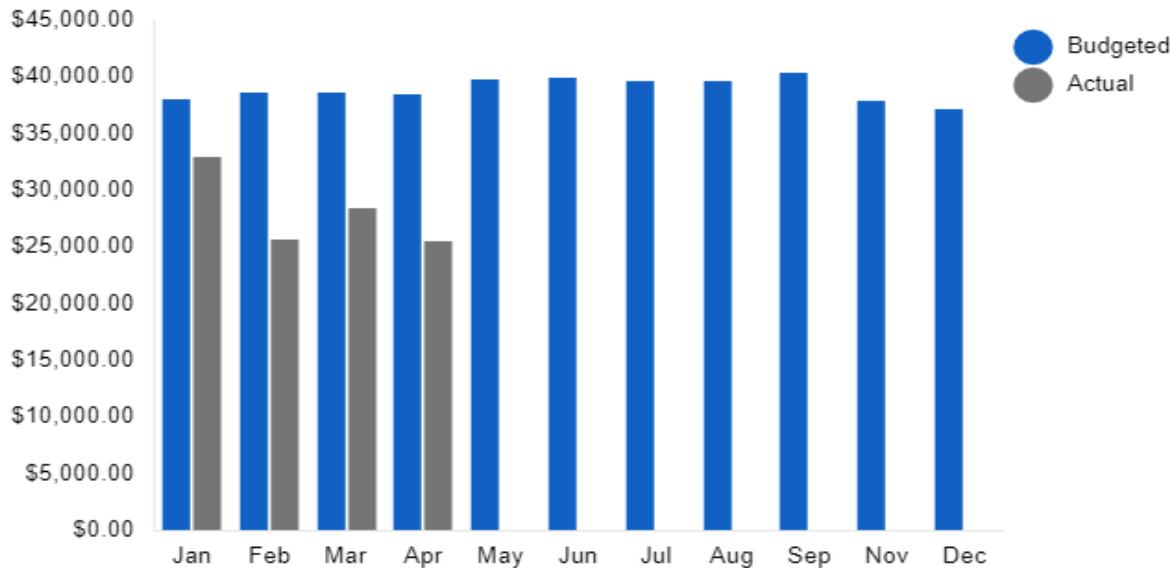
Total Budget

Annual Budget Summary (Marketing Pyramid)

- Retain
- Engage
- Promote



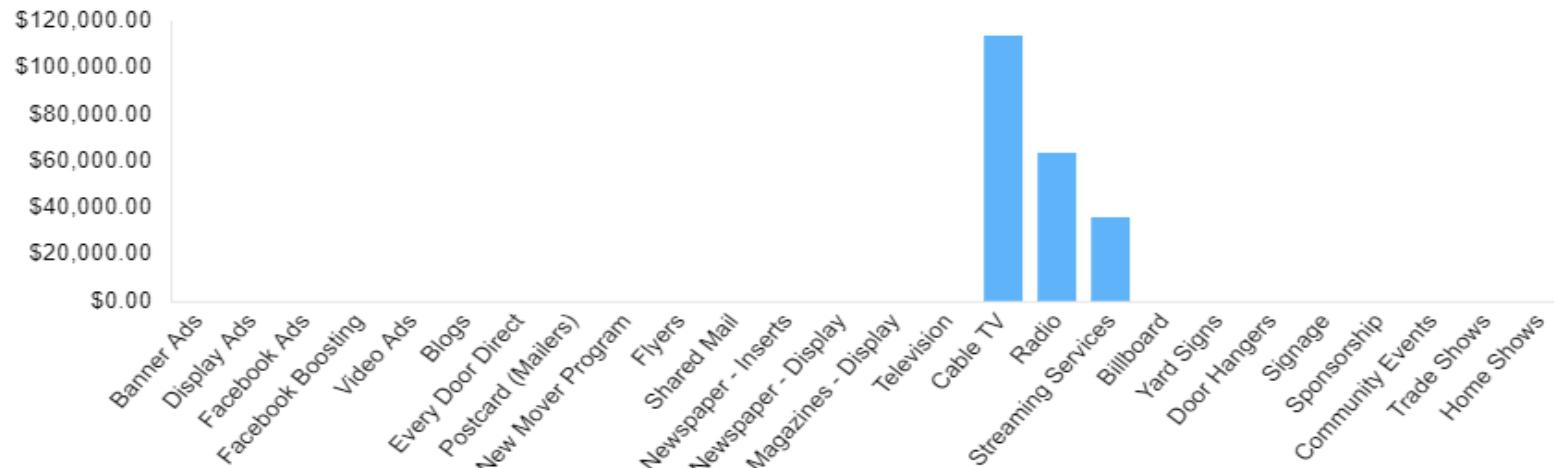
Monthly Spend Summary (Budgeted vs. Actual)



Retain Detail (Budget By Tactic)

- Postcards
- Thank You Cards
- Retention
- Leave Behinds
- Referral Campaign
- Reviews
- Facebook

Engage Detail (Budget By Tactic)



Dashboard – Brand Level

GLASS DOCTOR_x
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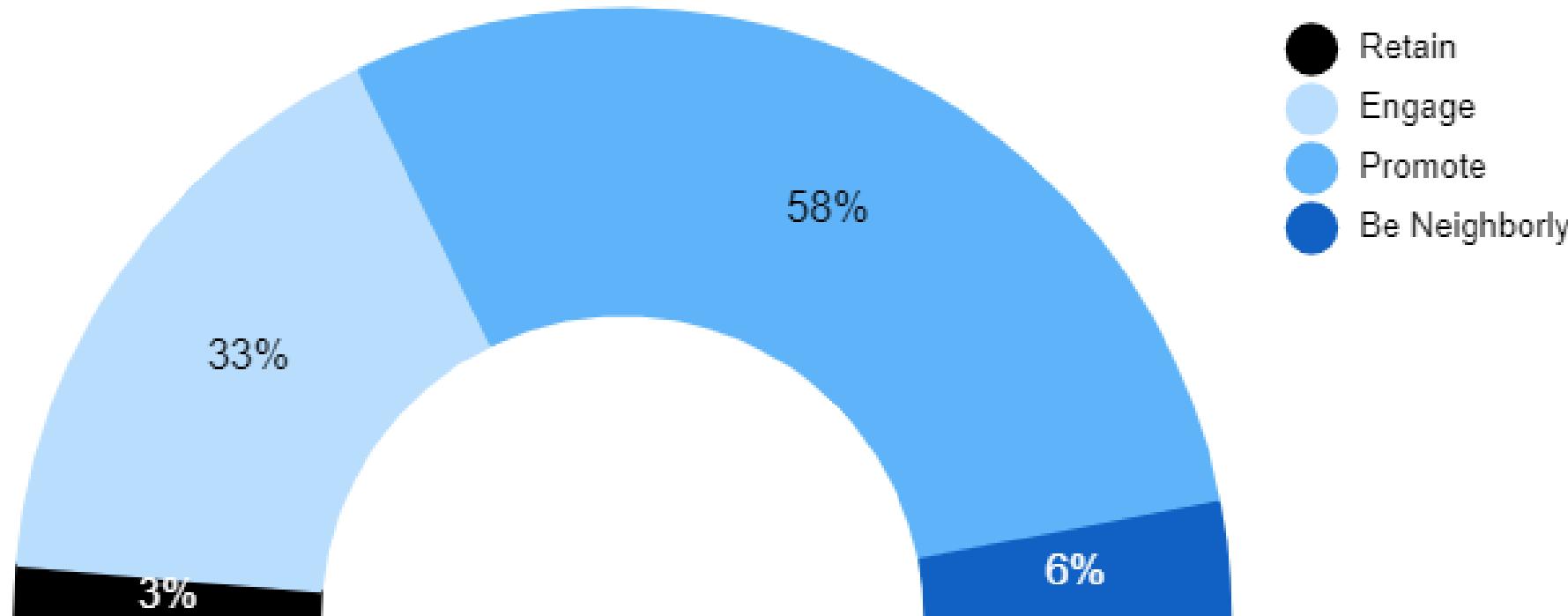
45

TOTAL ZEE PLANS

\$2,506,384.71

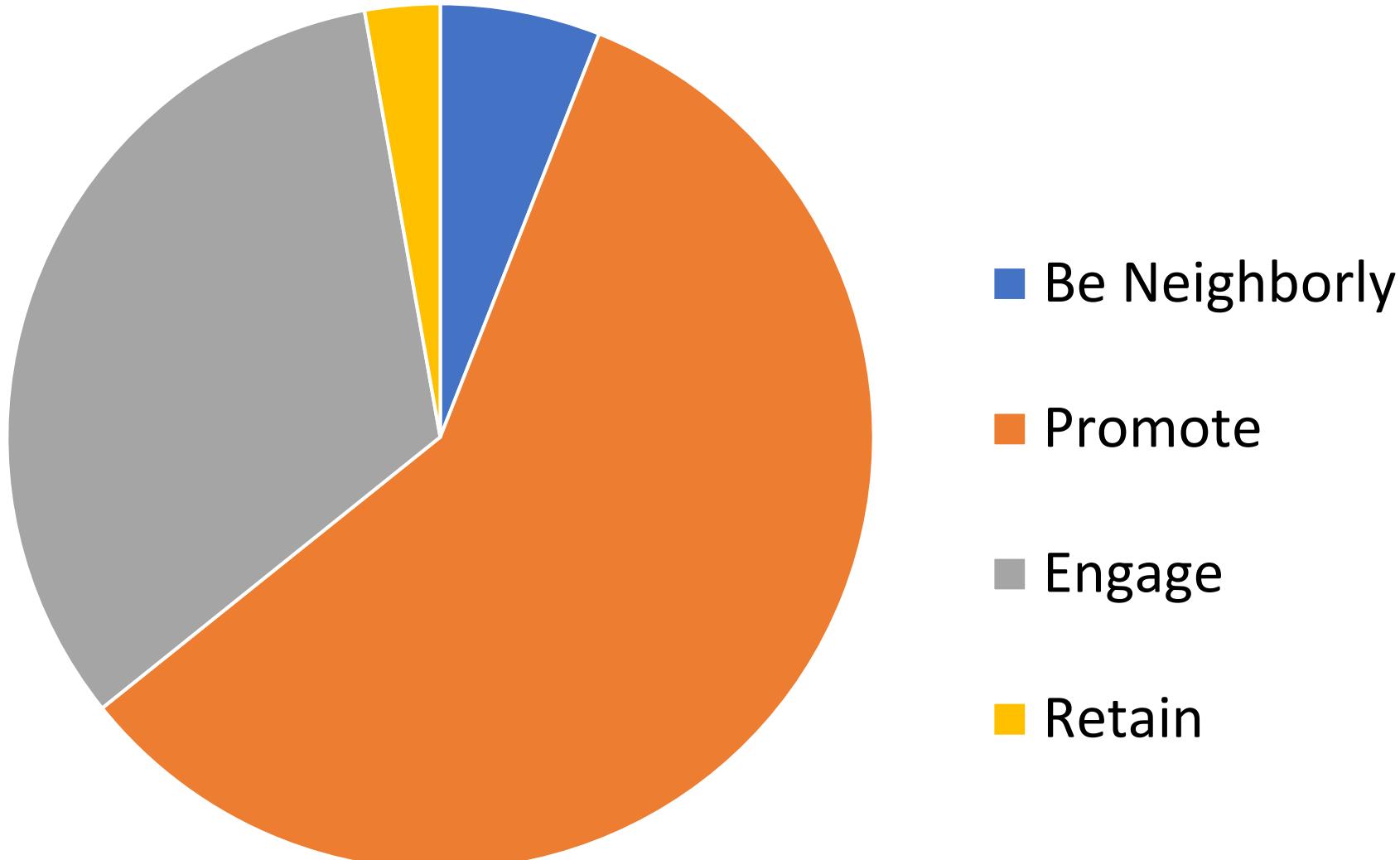
TOTAL ZEE BUDGETS

Annual Budget Summary (Marketing Pyramid)

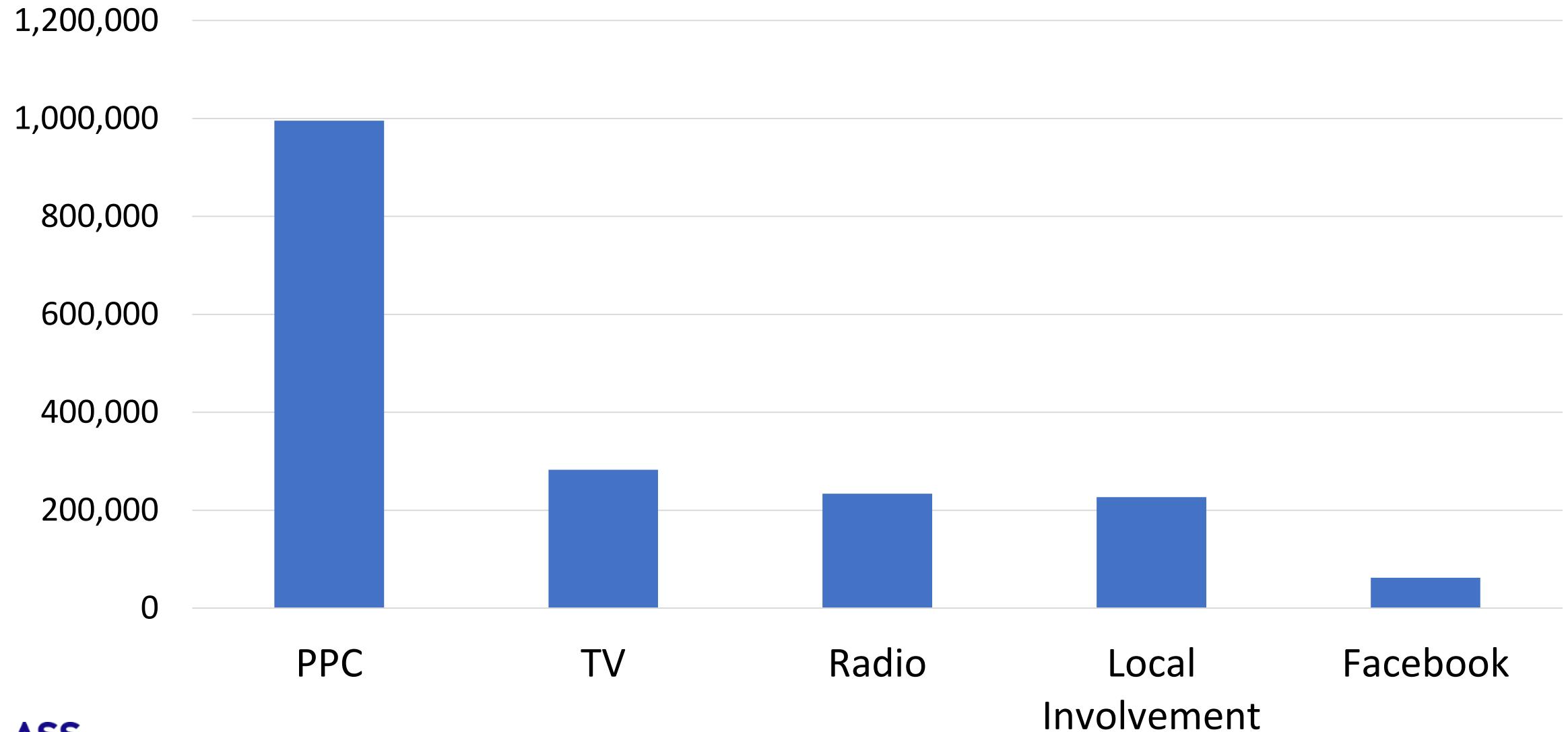


\$2,506,384.71 total

Local Marketing Spend



Most Used Tactics



Why is LM System important?

- Best Practices
- Knowing Your Numbers
- Efficient Support
- Executing Marketing Plan

Next Step.....

Jana Dvorsky

Jana.Dvorsky@nbly.com

254-745-2450



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What's Neighborly got to do with it?

Derrick Biggs
Brand Director

neighborly®

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a community of home service experts

8.9M

Customers



GLASS DOCTOR

the Grounds Guys

MOLLY MAID



MR. APPLIANCE
SPEEDY EXPERT SERVICE

Mr. Electric



PG
Portland Glass
We're Everywhere You Look

R
RAINBOW
INTERNATIONAL
RESTORATION

R
REAL
PROPERTY
MANAGEMENT

W
WINDOW
GENIE
We Clean Windows and a Whole Lot More!



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- Enhanced Online UX
- National Call Center (US)
- PPC / Digital Display (US)
- Direct Mail Promotions
- Email Marketing Program
- Multi-Brand Campaigns
- Local Neighborly Groups
- Neighborly Local Marketing Resources Site



6K Web & Call Leads YTD = 188% YOY Growth



15%

BROADEN

Leads from existing customers requesting service from a new brand for the first time



55%

DEEPEN

Leads from existing customers requesting service from a previously used Neighborly brand



30%

NEW LEADS

Leads from new customers requesting service that have never used a Neighborly brand before

A person stands on a rocky mountain peak, looking out over a vast, misty mountain range. The scene is set in a high-altitude environment with rugged terrain in the foreground and a range of mountains fading into the distance.

425K

1.62M

+1.20M

- Monthly Emails Newsletters
- Home Maintenance Reminders
- Sure Start Campaigns
- Lapsed Customers
- Cross-promotional Offers

73%





The View from **GLASS DOCTOR**TM

a **neighborly** company



Now's the time to repair those old windows.

Glass Doctor is ready to help.

[SCHEDULE AN APPOINTMENT](#)


What Is Plexiglass? A Complete Guide

What is plexiglass? Well, it's not glass, exactly. It's actually acrylic! Find out what plexiglass is made of, common uses, and why you might use it in your own home.

[Learn More](#)


Throw a Great Outdoor Dinner Party

Amid the ice pops and watermelon slices this summer, you might crave a more elegant experience from time to time. Host an awesome outdoor dinner party with these tips!

[Throw Party](#)


Build a Beautiful DIY Window Seat

Easily tackled in a single Saturday, a DIY window seat takes a home's most awkward cranny and transforms it into a charming focal point. Learn how to build one now!

[Build Seat](#)

7 Luxurious Ideas for Your Tiny Home

If you own a smaller home, embrace it! Tiny homes are trendy. We've got seven renovation tips for transforming your space into one of pure, pint-sized luxury.

[View Ideas](#)

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See your service history, set task reminders and find the right pro in your area, all for free!

[JOIN NEIGHBORLY NOW](#)

Need help repairing or replacing glass?
Call Glass Doctor at 844-210-8562

Connect with us!



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1010 N. University Parks Dr., Waco, TX 76707

We have updated our Terms and Conditions and Privacy Policy. Please [click here](#) to review.

To unsubscribe from future emails or to update your email preferences, [click here](#).

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10%

Open Rate

4%

Click-Through Rate

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Giveaway!

By Glass Doctor® and Window Genie®, part of the Neighborly® family of brands.



Whether your home's glass has a broken seal or just plain dirty, this is your chance to win a Prize with an estimated value of \$1,200:

- Two residential insulated glass units installed by a participating Glass Doctor® franchise (\$600 value)
- Interior and exterior window cleaning by a participating Window Genie® franchise (\$300 value)
- Window Genie® gift certificate (\$300 value)

Window Genie® and Glass Doctor® are teaming up to address your "pane" points.

Enter today for a chance to win residential glass, glass installation, window cleaning and a Window Genie® gift certificate!

[Enter for your chance to win!](#)

Select Your Method of Contest Entry Below

[Glass Doctor Facebook](#)

[Window Genie Facebook](#)

NO purchase is necessary to enter, and will not improve your chances of winning. VOID OUTSIDE OF THE CONTINENTAL UNITED STATES, ALASKA, ARIZONA, CONNECTICUT, DELAWARE, HAWAII, IDAHO, MAINE, MONTANA, NEW HAMPSHIRE, NEW MEXICO, NEW YORK, OREGON, RHODE ISLAND, SOUTH DAKOTA, UTAH, VERMONT, WEST VIRGINIA, WISCONSIN, WYOMING AND WHERE PROHIBITED BY LAW. Official Sweepstakes Rules.

Thanks in advance for your entry!

Find and hire trusted home service professionals like Window Genie® and Glass Doctor® from the Neighborly® family of trusted brands.



A Clear View April 2019 Campaign

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WINDOW GENIE®



We Clean Windows and a Whole Lot More!

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Is Your Home Ready for Spring?

Your \$20 Off and Spring Home Maintenance Checklist Are Here!

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Hi, Neighbor!

Your home is important to you... and you're important to us.

As a valued customer of one of our Neighborly brands, we want to give you a FREE checklist to help you tackle all your spring home needs. Click to download your checklist, and let us know how we can help.

[GET YOUR CHECKLIST](#)

Ready to save \$20 on your spring home improvement project?

If so, you're in luck! Use this coupon to save on any new Neighborly home service. From plumbers to maids and everything in between, find the experts at Neighborly.

[FIND A PRO](#)

A screenshot of the Spring Home Maintenance Checklist page. The page has a green header with the neighborly logo and a sub-header 'Spring Home Maintenance Checklist'. Below this is a table with two columns: 'Spring' and 'Quarterly'. The 'Spring' column contains 15 items, and the 'Quarterly' column contains 10 items. At the bottom of the page is a green footer with the neighborly logo and a small note about the checklist being a free download.

A screenshot of a coupon card. The top half features the neighborly logo and a sub-header 'Spring Home Improvement'. The main text on the card is '\$20 OFF Any New Home Service www.getneighborly.com/spring 833.638.4719'. Below this, there is fine print: 'Coupon must be presented at the time of service. Not valid with any other offer. Not valid for recurring services or diagnostic services. Valid only at participating locations. Locally owned and independently operated service companies. © 2019 Dwyer Franchising LLC. © 2019 Dwyer Franchising LLC'.

"With the personal touch Neighborly technicians provide, they are Johnny-on-the-spot kind of professionals. You don't get this service anywhere else. I do not call many companies back, but I will always call yours and only yours."

- John C.

The neighborly logo, which is a stylized lowercase 'n' inside a house-shaped outline.

AIRSERV
AIRCARE CONTRACTORS

The AIRE Serv logo, which is a circular emblem with the words 'AIRE Serv' and 'AIRCARE CONTRACTORS'.

CHOICE
PARTNERS

GLASSDOCTOR

GROUNDGUYS

MOLLY MAID

WINDOW
WORLD

RAINBOW
EXTERIOR

MR. APPLIANCE

MR. ELECTRIC

MR. PLUMBER

MR. ROOF

RAINBOW
EXTERIOR

PERFORMING
MAIDS

JOE'S
MAIDS

Independently owned and operated franchise companies.

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Spring Home Maintenance Checklist

April 2019 Campaign





27%

“ At the local level, our best form of marketing is referring each other. It's a long-term play. We continue to learn and try new things. ”

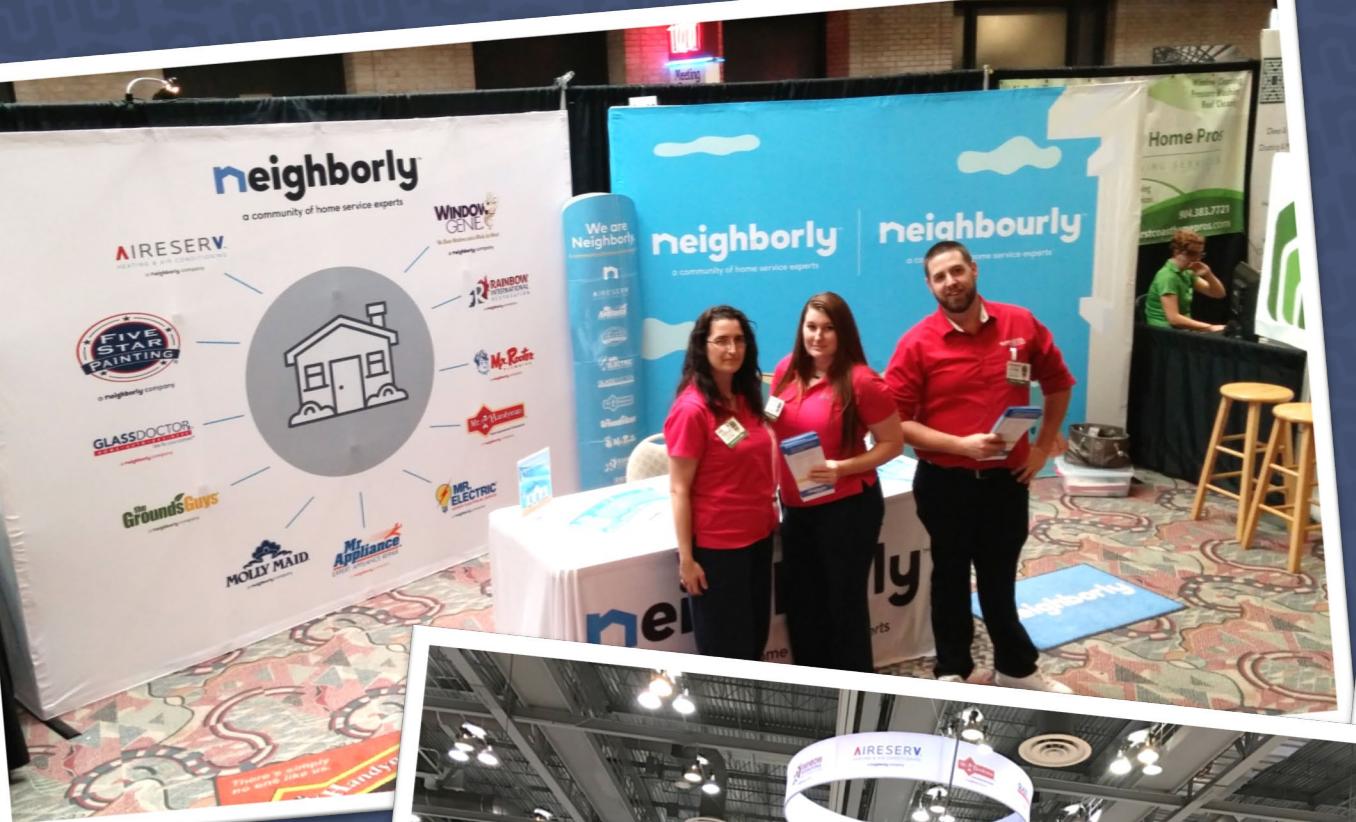
- Paula Smith, *The Grounds Guys of Spokane, WA*

Neighborly Local Marketing Resources



Access the site using your Single Sign-On or register at this link:
<https://resources.neighborlybrands.com>

- Outreach to other Neighborly franchisees
- Tips for meetings and events
- Multi-brand campaign planning tools
- Resources to learn about other brands



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AIRESERV. HEATING & AIR CONDITIONING **FIVE STAR PAINTING** **GLASS DOCTOR.** **the Grounds Guys**

000-000-0000 000-000-0000 000-000-0000 000-000-0000

MOLLY MAID. **MR. APPLIANCE.** **Mr. Electric** **Mr. Handyman**

000-000-0000 000-000-0000 000-000-0000 000-000-0000

Mr. Rooter PLUMBING **RAINBOW INTERNATIONAL RESTORATION** **WINDOW GENIE** **MOSQUITO JOE**

000-000-0000 000-000-0000 000-000-0000 000-000-0000

Expert help, honest reviews and certified licenses all in one place.
GetNeighborly.com

Locally Owned and Independently Operated Franchise Companies. © 2018 Dwyer Franchising, LLC
Brand Availability Varies by Market.

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Co-Branded Neighborly Magnets Pricing and vendor information

Large Magnets

8-12 Brand Logos
4" x 6"

Count	Price
250 Count	\$1.01 Each
500 Count	\$0.73 Each
1,000 Count	\$0.60 Each
1,500 Count	\$0.45 Each
5,000 Count	\$0.40 Each
10,000 Count	\$0.37 Each

Medium Magnets

5-8 Brand Logos
3" x 5"

Count	Price
250 Count	\$0.76 Each
500 Count	\$0.49 Each
1,000 Count	\$0.38 Each
1,500 Count	\$0.28 Each
5,000 Count	\$0.24 Each
10,000 Count	\$0.20 Each

Small Magnets

3-4 Brand Logos
3.5" x 2"

Count	Price
250 Count	\$0.47 Each
500 Count	\$0.28 Each
1,000 Count	\$0.22 Each
1,500 Count	\$0.18 Each
5,000 Count	\$0.14 Each
10,000 Count	\$0.12 Each

To place an order, contact:
Jessica Peek | Get Noticed Promotions | 254-313-1903 | Jessica.peek@getnoticedpromo.com

Please have number of brands and tracking phone numbers ready when placing your order.

Neighborly and the Neighborly logo are registered trademarks of Dwyer Group.

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\$10 OFF Any service
Independently Owned & Operated. Licensed & Insured.
Valid at participating locations only.
Not valid for diagnostic fee or with another offer.

\$25 OFF Any service
Independently Owned & Operated. Licensed & Insured.
Valid at participating locations only.
Not valid for diagnostic fee or with another offer.

\$10 OFF Any repair
Independently Owned & Operated. Licensed & Insured.
Valid at participating locations only.
Not valid for diagnostic fee or with another offer.

\$25 OFF Any service
Independently Owned & Operated. Licensed & Insured.
Valid at participating locations only.
Not valid for diagnostic fee or with another offer.

\$25 OFF Any service
Independently Owned & Operated. Licensed & Insured.
Valid at participating locations only.
Not valid for diagnostic fee or with another offer.

\$25 OFF Any service
Independently Owned & Operated. Licensed & Insured.
Valid at participating locations only.
Not valid for diagnostic fee or with another offer.

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970-674-8024
GlassDoctor.com

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970-356-7072
AireServ.com

MR. APPLIANCE.
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970-226-9000
970-356-9001
MrAppliance.com

Mr. Electric
a neighborly company
970-221-3000
MrElectric.com

Mr. Rooter
a neighborly company
970-377-1010
MrRooter.com

GetNeighborly.com



Mosquito Joe of San Antonio

June 28 · 4

Haven't had a chance to spring clean yet? Mosquito Joe, along with our fellow Neighborly brands, are here to help make your seasonal to-do list less daunting. Click to download our Spring Home Maintenance Checklist for free! 

#MosquitoJoe #SanAntonio #MoJo #Neighborly #MrHandyman
#MrAppliance #MrRooter #TheGroundsGuys #RealPropertyManagement
#RainbowInternational #LocalBusiness #SmallBusiness #SupportLocal



MOSQUITOJOE.COM

Check Spring Cleaning and Home Maintenance Checklist!



Mr. Appliance of San Antonio

May 21 · 4

Great info from our Neighborly sister company.



Mosquito Joe of San Antonio

May 21 · 4

Like Page

When it comes to your family and pets, Mosquito Joe is dedicated to being an added layer of defense against tick-borne illnesses around your home. With May bein...

See More



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#HolidayReady

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Brand	Core Service	All Services Offered		
 AIRESERV HEATING & AIR CONDITIONING a neighborly company	Heating, Ventilation and Air Conditioning Services 1-855-259-2280 AireServ.com	<ul style="list-style-type: none"> HVAC maintenance, repair, and replacement Heat pumps and boilers Emergency services Ductless split air conditioner systems Duct cleaning and installation Indoor air quality Water heater repair and replacement 		
 FIVE STAR PAINTING a neighborly company	Residential and Commercial Painting Services 1-888-261-3633 FiveStarPainting.com	<table border="0"> <tr> <td> <ul style="list-style-type: none"> Interiors Garage Floors Eco-friendly painting Pressure washing Drywall repair </td> <td> <ul style="list-style-type: none"> Exteriors Docks/fences Carpentry services Cabinet refinishing </td> </tr> </table>	<ul style="list-style-type: none"> Interiors Garage Floors Eco-friendly painting Pressure washing Drywall repair 	<ul style="list-style-type: none"> Exteriors Docks/fences Carpentry services Cabinet refinishing
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 GLASS DOCTOR a neighborly company	Glass Repair and Replacement 1-833-365-2927 GlassDoctor.com	<ul style="list-style-type: none"> Home and auto glass repair and service Insulated glass units (double pane windows) Shower doors and tub enclosures Windshield repair and replacement Custom glass solutions Business and storefront glass replacement Custom tabletops and shelving 		
 the Grounds Guys a neighborly company	Residential and Commercial Grounds Care 1-888-929-8188 GroundsGuys.com	<table border="0"> <tr> <td> <ul style="list-style-type: none"> Lawn maintenance Post and weed control Snow/ice management Gutter installation Power washing Property maintenance </td> <td> <ul style="list-style-type: none"> Landscape/hardscape Outdoor lighting Irrigation installation Christmas lights Aquatic management Fertilization </td> </tr> </table>	<ul style="list-style-type: none"> Lawn maintenance Post and weed control Snow/ice management Gutter installation Power washing Property maintenance 	<ul style="list-style-type: none"> Landscape/hardscape Outdoor lighting Irrigation installation Christmas lights Aquatic management Fertilization
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 MOLLY MAID a neighborly company	House Cleaning Services 1-800-665-5962 MollyMaid.com	<ul style="list-style-type: none"> Residential cleaning Special Event cleaning Apartment cleaning Green cleaning Move out/move in cleaning 		
 MOSQUITO JOE a neighborly company	Residential and Commercial Outdoor Pest Control 1-855-275-2563 MosquitoJoe.com	<ul style="list-style-type: none"> Mosquito control Flea control Tick control Barrier sprays All-natural treatments Misting systems Special events 		

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Brand	Core Service	All Services Offered
 MR. APPLIANCE a neighborly company	Appliance Repair Services 1-888-998-2011 MrAppliance.com	<ul style="list-style-type: none"> Washing machine repair Refrigerator repair Dishwasher repair Ice machine repair Microwave oven repair Water cooler repair Outdoor kitchen repair Dryer repair Freezer repair Oven and stove repair Garbage disposal repair Vent hood repair Trash compactor repair Dryer vent cleaning
 Mr. Electric a neighborly company	Electrical Services 1-844-866-1367 MrElectric.com	<ul style="list-style-type: none"> Lighting Dedicated computer circuits Electrical code updates Circuit breaker replacement Electrical panel upgrades Exhaust fan installation Tankless water heaters Electrical safety Surge protection GFCI outlets Light bulb replacement Generator installation Solar energy systems
 Mr. Handyman Home Improvement Professionals a neighborly company	Home Improvement Repair Needs 1-877-685-1377 MrHandyman.com	<ul style="list-style-type: none"> Drywall installation and repair Door installation and repair Gutter cleaning and washing Caulking and grouting Furniture assembly Painting and carpentry Deck repair Tile replacement Insulation Flooring installation
 Mr. Rooter PLUMBING a neighborly company	Plumbing and Drain Cleaning Services 1-855-982-2028 MrRooter.com	<ul style="list-style-type: none"> Drain cleaning Sewer line repair HydroScrub-jetting Frozen pipe repairs Plumbing maintenance Plumbing installation Plumbing repair Emergency services Water heater repair Leaking pipe repairs Plumbing diagnosis
 RAINBOW INTERNATIONAL RESTORATION a neighborly company	Water, Fire, Mold Damage Restoration Services 1-855-724-6269 RainbowIntl.com	<ul style="list-style-type: none"> Fire & water clean up Air duct cleaning Overspray protection Upholstery cleaning Board up services Content removal Mold removal Carpet cleaning Odor removal Trauma scene cleanup Storage Relocation and return
 REAL PROPERTY MANAGEMENT Residential Property Management Service RealPropertyMgt.com	Residential Property Management Service RealPropertyMgt.com	<ul style="list-style-type: none"> Full service leasing Move-in, move-out property inspections Property maintenance Management of tenant requests and emergencies Advertising and marketing Tenant screening Accounting Rent collection Legal evictions Online reporting portals
 WINDOW GENIE We Clean Windows and a Whole Lot More! a neighborly company	Window Cleaning, Tinting and Pressure Washing 1-877-243-8624 WindowGenie.com	<ul style="list-style-type: none"> Residential window cleaning Commercial window tinting Safety and security film Concrete cleaning and sealing Home window tinting Decorative window film House pressure washing Gutter cleaning

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What's Your **Personal** **Neighborly** Score?

9

Inspiring Effective, Local Neighborly Marketing

Franchisees across North America work together everyday to serve more customers with more home services. Many have asked where they can go to learn about best practices. The Neighborly Local Marketing Resources website is that place!

See page 10 for register instructions to access great tools covering these topics and more.



The Right Tool for the (Marketing) Job

On the job, Neighborly technicians use a variety of tools to solve services problems, but not every tool applies to every job. This page goes for cross-marketing.

Throughout this booklet, you've been gathering tools to help you on your Neighborly journey.

Introducing a new website exclusively for Neighborly franchisees.

How to Register for Neighborly® Local Marketing Resources

Access a collection of tools to partner with other Neighborly franchisees to reach more customers!

1. Start by visiting <https://resources.neighborly.com>
2. Register for the website using your official Neighborly business address.
3. Using the email link you'll receive next, set up a password to remember your password for future use.
4. Finally, you'll receive one more confirmation email.
5. Bookmark the website in your browser for easy access.

neighborly®

a community of home service experts



a **neighborly** company

What's New and Coming Soon

Diana Lovshe
Brand Director

Revised Shower Section

Shower Door and Bathtub Surround Options & Accessories

To provide you with the highest quality shower enclosure or bathtub surround, we trust only the top bathroom glass and hardware manufacturers. Our network of top product vendors enables Glass Doctor® to install and deliver you high-quality results every time, no matter the location.

Glass Doctor Shower Door Options

Before choosing a product line, a specific door or any additional shower accessories, it's time to select the shower door or bathtub enclosure style that suits your needs and your individual design aesthetic. Shower doors and tub enclosures come in three main types: frameless, semi-frameless and framed. Within these categories, there are two main sub-categories: sliding door enclosures and swinging door enclosures.



Shower Door Frame Options

Frameless Enclosures

Frameless shower doors are great if you want a sleek, modern look, and they can help to make a small bathroom feel larger. Typically constructed of between 3/8-inch and 1/2-inch tempered glass, a frameless shower or bathtub enclosure is defined by the lack of a rigid metal frame surrounding the glass. Frameless shower enclosures may use headers, U-channels and clips to keep the frame safe and in place.

Semi-Frameless Enclosures

A semi-frameless shower door has more metal around the edge of the glass panes than a frameless enclosure, but there will be no metal on the interior of the shower door or lining the top of the bathtub or shower enclosure. Semi-frameless shower or bathtub enclosures are a fantastic choice for homeowners seeking a modern or clean aesthetic, but who prefer the extra security of a frame. Semi-frameless shower and bathtub enclosures are typically constructed with 1/4-inch thick tempered glass.

Framed Enclosures

Framed enclosures are typically the least expensive enclosure option for homeowners. They will have a metal frame around the entirety of the enclosure and are usually constructed with much thinner glass than their semi-frameless and frameless counterparts – typically just 3/16-inch laminated or tempered glass.

Sliding vs. Swinging Shower Door Enclosures

Sliding Door Enclosures

Sliding glass shower or bathtub doors, sometimes referred to as bypass shower doors, are shower doors installed using a track system. These doors require some type of track along the top and bottom of the door so that the door can slide using a series of wheels or rollers. Sliding door enclosures are available for frameless, semi-frameless and framed enclosures.

Swinging Door Enclosures

Swinging door enclosures open by swinging on a fixed point. Swinging shower doors are available in two types: hinged doors that open in one direction, and pivot doors that can open in either direction. Hinged and pivot shower doors are attached to a stationary glass panel, bathroom wall, bathroom floor, bathroom ceiling or shower surround.

Glass Doctor Shower Door Gallery

Navigate through our shower door gallery to see different styles of shower doors and bathtub enclosures in action:

▼ [Frameless Enclosures](#) ▼

▼ [Semi-Frameless Enclosures](#) ▼

▼ [Framed Enclosures](#) ▼

Bathtub and Shower Door Glass Options

Once you've selected the style of door you wish to purchase, it's time to review your glass options. Shower door glass comes in a variety of patterns, colors and opacities. Navigate the galleries below to review your bathtub and shower door glass options:

▼ [Heavy Glass Patterns](#) ▼

▼ [Clear & Colored Glass](#) ▼

▼ [Laser Cut Glass](#) ▼

**Note: Glass options for your door may be limited by the door frame style selected. Consult with your local Glass Doctor to learn about any glass restrictions.*

Variety



A wide variety of shower door styles, frame options, glass patterns, colors, and more.

Shower Door & Bathtub Surround Vendors We Work With

Glass Doctor works with trusted shower door and bathtub enclosure vendors to ensure our clients needs are met and that their expectations are exceeded. We prioritize working with partners who have an excellent reputation and offer:

- A wide variety of shower door styles, frame options, glass patterns, colors and more

Longevity



Doors and enclosures that aren't just designed, but engineered for longevity.

Glass Doctor Shower Door Gallery

Navigate through our shower door gallery to see different styles of shower doors and bathtub enclosures in action:

▼ Frameless Enclosures ▼



Swing Door



Swing Door



Slider Door



Swing Door

With Neo-Angle Panels



Swing Door

With In-Line Side Panel and Return



Swing Door

With In-Line Side Panel and Return

YouTube Videos

DIY

Ask A Doctor

GLASS DOCTOR[®]
a neighborly company

HOW TO REPLACE A
**WINDOW
SCREEN**

Don't forget to subscribe to
the Glass Doctor channel!



- Gain expert status
- Increase YouTube subscribers

Shower Enclosure Campaign Launches Early September

- 30-second video
- 15-second video
- Tri-fold brochure
- Door Hanger
- Jumbo Post Card
- Facebook Ads
- National Display Ad
- Radio Spots



New Ad Builder Coming November 2019



- Quality control at every step – based in Fort Worth, TX
- Free FedEx Ground same-day shipping in the US
- FedEx Economy or Priority with same-day shipping in Canada
- Email, phone, and live chat support team
- Easy-to-use, proven platform
 - 4.83 out of 5 stars Customer Satisfaction rating
 - Industry-leading 70 NPS
 - A 97 percent client retention rate

2020 Brand Plan

- Planning begins after Reunion
- Face-to-face Leadership Council working session in October
- Final plan completed in November
- Final budget completed by December 15th



Thank You

We are honored to work with you all!