



February 13, 2010

Consumers' Choice Award Testimonial

From: Steve Weyl, founder and president of Able Roofing, Columbus, Ohio

To whom it may concern,

Annually we give an exercise to our sales staff listing all the great things our potential customers should know that make our company great. The list usually gets to about 10 items or so including great service, experience, quality control, great employees and so on...

Then, we ask our sale staff to imagine that they now work for our competitor and to list all the great things that they can tell the customer that makes his new company great.

By now, you may have guessed the exercise reveals that we are all pretty much saying the same thing – and, if there is not differentiation between you and your competitor the decision likely defaults to lowest price.

Being selected a Consumers' Choice Award recipient is a no brainer for any company as this is one area where you can differentiate yourself from all your competitors. Using the CCA title and logo will create more leads for your company and will easily pay for itself in a very short time.

Our experience has been nothing but positive and we feel being a member is well worth the small investment.

Sincerely,

STEVE WEYL