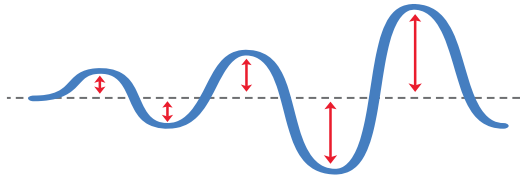




GET READY TO GROW

CORNERSTONE
ADVERTISING

THE GROWTH PROBLEM



You've decided you want to grow your business but getting there requires filling more and more seats. It's a scary thought to add trucks and people and then ride the peaks of the "in season" and valleys of the shoulder season. You know you are going to need more leads to get you through. And yet, you recognize you're not the marketing expert to get your business there.

Cornerstone's mission is to generate a predictable lead flow for contractors committed to growth and give you the certainty you need. We help contractors grow ... only limited by their ambition, giving you a cohesive marketing team that has a proven track record to help you win.

We're the experienced marketing department you thought you could never afford to hire, helping get your company where you want it to go through proven direction, proven execution, and proven lead flow.

PROVEN DIRECTION

WHERE WE START



Own Your Local Service Area: We focus on growing your market share in your "backyard." That is where growth is the most efficient and builds over time as your market area gets to know you as part of the neighborhood.



Get Into More Homes: The lifeblood of growing your business is NEW customers. Did you know that roughly 55-65% of a customer's lifetime revenue comes within the first 30 days?



Grow Revenue Per Customer: Once you get into a customer's home, what do you do? How many homes do you need to be in before you convert and sell new equipment? We'll help and give you the tools needed to maximize your effort.

PROVEN EXECUTION

YOUR EXPERIENCED PARTNER



We Do It For You: While we consult with you, we are not a consulting firm pointing you in a direction and leaving you to execute. Cornerstone is an extension of your business—an entire marketing department doing the work for you.



Single-Source Provider: We do and manage it all. You are working with only one vendor and not managing multiple relationships and the potential finger-pointing that comes with it.



We Share What Works: For more than 25 years, we have been working with HVAC/plumbing contractors of all sizes across the country. When a tactic works for one, we replicate it with others.



The Toolkit You Need: In our toolbox, we have the whole gamut of marketing and promotional tools and tactics to use in helping you grow your business. We have the services you need – management, branding, digital, social, web, traditional, direct mail, media planning, radio, TV – to just name a few.

PROVEN LEAD FLOW

GROWTH IS WHAT WE DO



BEFORE **\$5 MILLION**
AFTER **\$45 MILLION**
2003 TO PRESENT



BEFORE **\$6 MILLION**
AFTER **\$65 MILLION**
2003 SOLD TO WRENCH GROUP IN 2017



BEFORE **\$5 MILLION**
AFTER **\$75 MILLION**
2003 TO PRESENT



BEFORE **\$2.5 MILLION**
AFTER **\$4 MILLION**
2018 TO PRESENT



BEFORE **\$7 MILLION**
AFTER **\$10 MILLION**
2018 TO PRESENT



BEFORE **\$9 MILLION**
AFTER **\$20 MILLION**
2010 TO PRESENT

A MARKETING DEPARTMENT

BUILT AROUND YOU

Marketing & Advertising • Planning & Management
Lead Tracking & Analytics • Web Development/Maintenance
Search Engine Optimization • Pay-Per-Click Advertising
Social Media Strategy • Online Reputation Management
Email & Text Marketing • Copywriting • Graphic Design
Production Coordination • Media Buying • Media Production



Cornerstone Advertising is part of your team and the experienced marketing department you thought you could never hire or afford. We provide a proven and accomplished team of individuals with the various skills needed to promote and market today's contractors. Trying to hire, assemble, manage, and fund a team as this is simply not a viable option. Hiring your outsourced marketing department for about the annual cost of a single full-time equivalent (FTE) or two is what makes good business sense ... and cents.

DEMAND BUILDING

A FULL BOX OF TOOLS

ACCOUNT SERVICES

Strategy, Research, Planning, List Acquisition & Direct Mail Purchasing, Budgeting, Analytics, Resource Management & Execution

BRANDING & MARKETING MATERIALS

Logos, Brand Style Guides, Business Cards, Brochures, Sales Collateral, Forms, Vehicle Wraps, Banners, Packaging, Posters & Illustrations

DIGITAL PROMOTION

PPC Advertising/Google LSA, Website Design & Hosting, SEO, Blogs, Email & Text Marketing, Social Media Content & Advertising, Online Reputation Management, Online Directories, Online Publications

TRADITIONAL ADVERTISING

TV, OTT, Cable, Radio, Direct Mail, Magazines, Newspaper, Billboards, Printed Directories, Video, Media Planning & Buying

THE
CORNERSTONE
ADVERTISING

PROMISE

**WE INVEST
IN YOU**

BEFORE WE MAKE A DIME

**NO ANNUAL
CONTRACT**

STOP WHEN YOU WANT

**WE'LL ONLY WORK
WITH YOU**

IN YOUR SERVICE AREA

“ Hiring Cornerstone as my full-service marketing department gave me the chance to actually run my business instead of it running me. Cornerstone freed me up to focus on sales and operations. ”

Dave Pelton,
Air Specialist, Houston, TX



“ Cornerstone was instrumental in expanding our residential services and equipment replacement business, spring boarding our growth from \$5 million to where we are today (\$45 million). ”

Doug Lindstrom,
Lindstrom Air Conditioning & Plumbing, Pompano Beach, FL



“ While Tracy and his team were spot on with strategy and tactics, knowing it to be an important aspect of your marketing ... what I appreciated most while working with Cornerstone was their creative and design of our brand and marketing materials. ”

Ken Haines,
Coolray and Mr. Plumber, Atlanta, GA



“ I think when I hired Cornerstone, we were probably doing \$5 million a year in revenue, and when I sold the company, we were doing \$75 million. Cornerstone brought marketing strategies, tactics, and execution that aligned with and supported our growth plan to our organization. Cornerstone helped get us to where we wanted to be. ”

Michael Perri,
A. J. Perri, Tinton Falls, NJ



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