

## Dawn Derrick

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**From:** Mr. Appliance LLC [leighann.henry@dwyergroup.com]  
**Sent:** Friday, February 14, 2014 2:03 PM  
**To:** Dawn Derrick  
**Subject:** Mr. Appliance News and Tips - February 2014



February 2014

### December Franchisee of the Month



## Doug and Garth Cameron

"At Mr. Appliance in Edmonton Alberta, we have been building a name and a loyal client base for ourselves since 1967, originally as

Sherwood Appliance.

After joining The Dwyer Group® five years ago, we have seen a steady growth in our business and in the past year we knew it was time to expand our family.

In 2013 we hired two technicians and an additional office person to help book the calls. Providing exceptional and timely service allows us to make our best effort to understand and appreciate each customers' needs.

Continuously, we strive to maximize internal and external customer loyalty in the Greater Edmonton Area and surrounding communities and we take pride in our workmanship; our goal is to leave every homeowner satisfied.

### Toolbox

View the [latest issue](#) of Toolbox!



And if you missed our first announcement, you can check it out [here](#).

Having cheerleader customers, as well as a very loyal client base has brought us a long way; however, we would not have this success without the integrity and abilities of our technicians, who are the face of *Mr. Appliance*."

## Get Your Marketing Plan!

If you fail to plan, you are planning to fail!  
Benjamin Franklin

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Do you have a 2014 marketing plan and budget? If not, it is not too late to develop one!

Marketing plans help to keep you on track for business growth, customer retention and keep expenses in line. Contact Marketing Specialist Haley Anderson at 254-745-5024 to get started on a customized marketing plan tailored to your business and market.

## What's New in CODE?

We've been talking a lot about personas here on the CODE team. Personas are the ideals both in the message our company is trying to convey as well as what kind of consumer we spend our time trying to attract. As we grow, having those messages top of mind in all we do will move our online initiatives, and ultimately our business, forward.

Identifying personas is an important task on our to do list in 2014. From website content and blogs to press releases and direct mail pieces, having personas as a touchstone will drive our focus in the new year.

## From the Franchisee



ProTradeNet® (PTN) has been an invaluable resource for our business and we continue to use their network of vendors every day. If you aren't using the PTN program, you're truly missing out on one of the great benefits afforded by becoming a *Mr. Appliance* Franchisee.

Dylan Connor  
*Mr. Appliance* Central Valley

## Running Low on 'Thank You' Cards?

Thank you cards are a great way to remind your customers you were in their home and that you appreciate them letting you diagnose and repair their appliance. Sending a simple thank you can convert a normal customer into a cheerleader customer who can't wait to share their experience with others.

## Social Media



We write daily content for your social media sites, are you receiving it? You should have a daily email from our office allowing you to "accept" or "reject" our content before it publishes on your page.

If you are not receiving this email or would like someone else to receive this email, contact [Rebecca Melton](#), Social Media Specialist.

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## In the News

Dwyer-Ownes is stepping down as CEO of The Dwyer Group®. [Read more...](#)

*The Dwyer Group* Celebrates all service brands ranked in Entrepreneur's 35th Annual Franchise 500. [Read more...](#)

Have a PR story idea? Email Senior Communications Manager [Desirae Franco](#).

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## Do You Know Your RMHC Representative?

Contact your *Mr. Appliance* RMHC Representative Dylan Conner, owner of the *Mr. Appliance* of the Central Valley (Calif.), for ideas on how you can support RMHC in your area.

PH: 559-584-2349  
[Click Here to Email](#)  
Dylan Conner



