

**DOG GUARD**  
OUT OF SIGHT FENCING

e-newsletter



As previously mentioned there would be more than one opportunity to learn about how to maximize your ServiceMagic Profile. Our previous meeting had low attendance so we scheduled this one at 6:00 PM (EST) to allow more people to participate in this discussion. While we



recognize that not everyone will be interested in this tool, many of you have also responded to tell us about your success with it. Like anything else it is not perfect, but with some monitoring it can be an effective tool for generating more leads for your business. Below is a recap of some of the reasons we are excited about ServiceMagic:

- 1). ServiceMagic is the largest online marketplace matching consumers with 82,000 pre-screened contractors.
- 2). There are no long-term commitments or cancellation fees. You pick the type of leads you are looking for and the exact area you want them in.
- 3). You control your account and turn leads up, down, or off depending on your needs.

**For our Dog Guard dealers, we were able to negotiate:**

- 1). A waiver of the \$99 enrollment fee.
- 2). Bundled lead pricing upon enrollment for a 25% discount on leads (\$200 worth of leads for \$150).
- 3). A designated customer service line and e-mail address for all

**2011 Chicago Seminar**  
**Reminder:**



**Dates:**

Monday, June 27  
&  
Tuesday, June 28

More info soon!

**Quick Link:**

[ServiceMagic](#)

affiliate members; one point of contact, myself, for any outstanding issues.

4). A series of webinars to train Dog Guard dealers on best practices and how to get the most out of ServiceMagic leads.

Dog Guard has established this new relationship with ServiceMagic.com to help drive customers looking for our products and services to our dealer network. So please make some room in your schedule to hear about how to maximize the use of this tool.

Thank you,



### ServiceMagic Login Instructions:

**Date:** Wednesday, April 20, 2011

**Time:** 6:00 PM EST

**Duration:** 45 minutes

**Host:** Bill White

**Step 1: Dial-In**

Number: 866-740-1260

Access Code: 9638535

**Step 2: Web Login**

<https://cc.readytalk.com/r/18woowgvwnez>



**258 Broadway, Suite 202  
Troy, New York 12180**