



# Discover How...

## Bushey's Windows Increased Their Repeat and Referral Business, and Jumpstarted Their Online Reviews



### About Bushey's Windows

Bushey's Windows, located in Fort Wayne, IN, is a family-owned business that was founded in 1968 by Al Bushey. Sons Jim Bushey and Mike Weaver took an early interest in the family business and eventually joined Al as partners. They provide windows, doors, and sunrooms to area homeowners. Their sales consultants and installers have won several awards for their professionalism, cleanliness, and service.

### The Challenge

Jim Bushey was introduced to gFour Marketing Group by an existing client of ours, because his business faced some pretty common challenges. He didn't have enough repeat and referral business and felt part of that was due to a lack of online reviews. Bushey's had a referral program in place, but they weren't offering any type of reward and, therefore, referrals were happenstance instead of programmatic, keeping the business from growing the way it should.

### The Solution

In 2012, Bushey's Windows signed up for a gFour Marketing program that combined elements of our Professional and Deluxe programs. This custom program (which is available to others) includes:

- Premium Cookie Program;
- Referral Rewards Program;
- Quarterly Print Newsletters;
- Monthly eNewsletters;
- Thank You/Gift/Feedback cards;
- Authentic Feedback program.

### The Results

**Sales:** Bushey's Windows reported a **30% increase in sales** in 2020 and is currently booked out for the next 5 months! It's even more impressive given the disruptions caused by COVID-19 throughout the year.

**Referral Business:** Over the past 7 years, their referral business has **increased by 25%**.

**Reviews:** As of December 2020, Bushey's boasts **over 400 reviews**; over 140 of which are on Google and they appear in the coveted "Google 3-pack" of top contractors in their area.

**Communication Open Rate:** Bushey's enjoys a great open rate of **over 20%** with emails sent from gFour on their behalf.



*"In addition to our referrals, our repeat business is way up as well. All this communication is what's keeping our name in front of our clients. We can tell immediately when emails or newsletters go out because the phone rings. We also get a lot of compliments – our customers love the cookies and gFour does a great job of making it look like they're coming from us. Whatever they're doing is working!"*

**Jim Bushey**  
Owner, Bushey's Windows