



Discover How...

Clemens Home Solutions Boosted their Number of Online Reviews by 1,000%!



About Clemens Home Solutions

Clemens Home Solutions is an exterior home remodeling and gutter company in the greater Muncie, Indiana area. Founded in 1998, they are a family-owned business known for their top-tier products and reliable craftsmanship.

The Challenge

When Shawn Clemens was first introduced to gFour Marketing, he didn't have a sales system in place or a way to keep in contact with his clients. He also didn't have a way to track his important information, such as his number of referrals, repeat customers, or online reviews. This posed several challenges because their business was struggling in all of those areas. And with the popularity of online reviews constantly growing, it became a real topic of concern.

The Solution

Clemens Home Solutions enrolled in the Professional 30 Program with gFour, which includes:

- Thank You Card, Gift Card, Feedback Card;
- Thanks Again Program (Repeat Clients);
- Referral Rewards Mailer;
- Print and Email Newsletters;
- Automated Texting;
- Authentic Feedback.



The Results

Authentic Feedback/Reviews: This has been the most impressive increase they've experienced. With just 32 online reviews across various platforms when they signed with gFour, they now boast **over 350 total reviews**, with a rating of 4.99 out of 5. That's a **1,000% increase!!** The Authentic Feedback program also allows them to tackle the rare negative review they receive right away.

Repeat/Referral Business: Over **30% of their leads are repeat clients, 24% are from referrals**, and over **65% of their sales volume** comes from repeat and referral business. This number is up over 20% from when they signed with gFour.

Revenue: Sales **revenue has increased 60%**, mostly from reviews and referral business.

"If you work with the program and stick with it, everything gFour promises, they deliver. Everything Brian has recommended, has worked. The ideas are already there – I'm a believer in following a successful path. Why not just follow it – if it works, it works!"

Shawn Clemens

Owner, Clemens Home Solutions