



Discover How...

The Men With Tools Got 4x More Leads & Decreased Their Cost Per Sale



About The Men With Tools

In 2013, owner John Kolbaska decided to channel his experience and knowledge into creating his own company. Positioning The Men With Tools as "Staten Island & New Jersey's Zero-Risk, Zero-Worry Window and Door Replacement Company", the company is locally owned and operated by individuals born and raised in their community.

The Challenge

While John realized the need for a relationship marketing program to stay in touch with The Men With Tools customers, they felt that they didn't have the revenue needed to justify funding such a program. And while customers were happy with the company's products and services, they weren't posting online reviews and repeat/referral business was virtually non-existent.

The Solution

In March of 2020, John signed his business up with gFour's **Authentic Feedback Program™**. Because of the success of that program, he added their **1Into5™ Deluxe 20 Program** in February of 2021.

Included in his package:

- Thank You Card, Gift Card, and Feedback Card
- Cookie Pouch
- Referral Rewards Program™
- Authentic Feedback™
- Quarterly Print Newsletter
- Monthly Email Newsletter
- Digital Communications



He also recently signed up for gFour's **Rehash Program** that targets warm leads that didn't close initially.

The Results

Online Reviews: With gFour's Authentic Feedback™ Program, they went from having less than 5 reviews to having over **165 reviews** at their New York location with an average of **5-Stars**.

Repeat and Referral Business: Starting with virtually no repeat and referral business, they are now at a whopping **25% and expect to be at 30% within a few years**.

More Efficient Marketing Costs: Quadrupled their leads and decreased their cost per sale.

"I started attending gFour's Accelerate LIVE!® events and listening to Brian's The Wealthy Contractor podcasts. Relationship marketing was something I had always intended to do but I just didn't have the revenue to justify the cost. So I started off with the Authentic Feedback™ Program and doing the rest myself. But all I did was drop off cookies and a gift card at the post-installation visit. We had a less than 1% repeat/referral rate. Authentic Feedback™ changed all of that and provided the revenue we needed to justify the cost of their 1Into5™ program. Now our minimum acceptable goal for repeat/referral business is 20%."

John Kolbaska

Owner, The Men With Tools