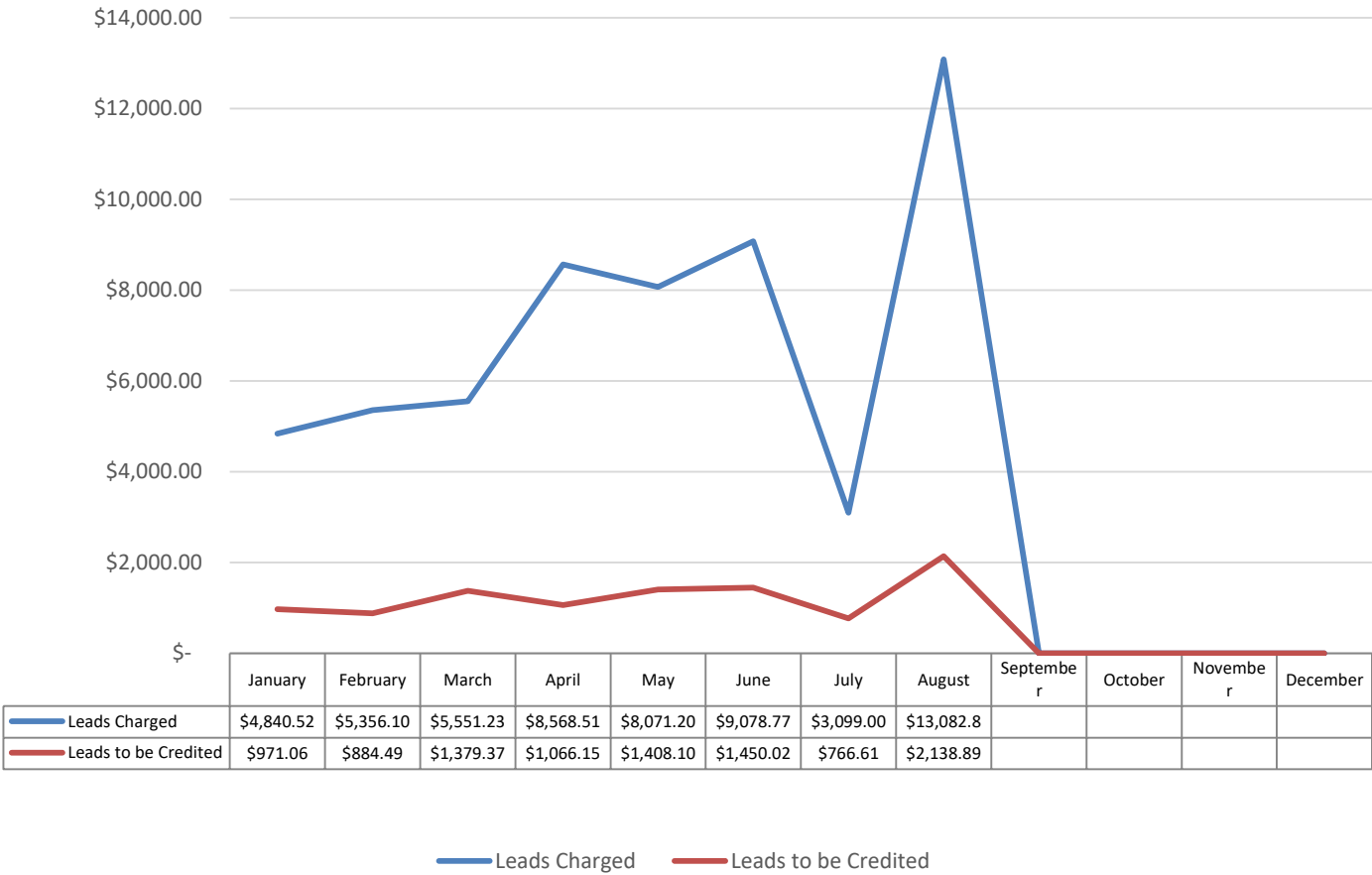


# Case Study 3

## HVAC

We were referred to this company to assist in managing three LSAs, one of which the company was having a hard time getting opened. He was averaging about 3-4 calls per day and was targeting 7. After taking a look at all three LSAs we decided the optimal thing for this company was to consolidate and use one LSA. We combined all the service areas, and he is now reaching his minimum target average of 7 calls per day. In July, they had to turn the LSA off the entire month because they received over 50 calls in one day and needed the month to service them all!

Total Cost of Leads Charged



# Leads Received

