

TEXAS HEAT AND AIR

The Backstory

After receiving his Texas Contractor's License in heating, air conditioning, and refrigeration, Timothy Tuley opened a new Heating and Air Conditioning service in his hometown of Cleburne. In addition to heating and air conditioning systems, Tuley serviced major appliances.

The Issue

Texas Heat & Air had multiple competitors, each of whom had well established reputations.

Tuley needed exposure, and credibility, in order to launch his new venture.

The Solution

Many of Texas Heat & Air's clients were thrilled with the quality and promptness of Tuley's service. Chuck McKay recorded multiple video testimonials, and gave them prominence in the company's new website.

Then, he negotiated sponsorship of the longest running radio show in the community (30+ years). The live ads for Texas Heat & Air acted as an endorsement, giving the company the benefit of the radio host's credibility.

At the end of the first full year of operation, Texas Heat & Air exceeded projected revenues by 22 percent.

Timothy Tuley, Owner
Texas Heat & Air
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