



## Chimney Doctors *America's Best*

Bill Hussel founded Chimney Doctors in 1981 with 2 employees. His goal was to be the most high tech, professional chimney company in the business. The company grew rapidly and within 2 years became the largest chimney repair business in the market. Today Bill has 35 full time people and 24 trucks servicing the northern Wisconsin market including Milwaukee and Madison along with upper Michigan. They are one of the largest chimney repair companies in the nation.

Along with rapid growth came some challenges. The largest of these was scheduling and analyzing the source of leads.

In addition, the office staff was trying to manage all scheduling by using information stored in three ring binders. This was not efficient and Bill knew he had to find a better way to handle the scheduling process.

Bill discovered Smart Service at a trade show. He stopped by the My Service Depot booth for a demo and immediately said to the sales representative, "where have you been? I have been looking for a product like this for over 5 years!"

Bill started using Smart Service immediately to track his marketing

campaigns. By running reports monthly, Bill was able to see the ratio of dollars spent to sales coming in from each campaign.

With the installation of Smart Service came the elimination of the three ring binders. One person now schedules all the business activity because of the Smart Service automated solution.

Bill discovered that the ratio of dollars spent to sales was 2:1 or 3:1 on most of his yellow page ads. Smart Service allowed Bill to cut his full page ads to 1" in-column ads without even taking a deep breath. He says he never could have done this without the data provided by Smart Service. Bill is now paying about \$20k per year in yellow page advertising compared to the \$120k he was spending prior to purchasing Smart Service. Overall sales have increased 4-5% per year since the installation of Smart Service. 2007 was Chimney Doctors' best year yet and 2008 looks to be on track to be as good or better! "Smart Service has saved us enormous amounts of money. And it is an annual savings, not a one time deal. Smart Service is a solution that every service business needs."

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### What Bill Hussel, President of Chimney Doctors, says about Smart Service:

"As a business owner, you are always looking for those gold plated ideas where you buy something and get a huge payback. In my 24 years in business, purchasing Smart Service ranks in the top five of the best decisions I have

