

# ABCLeads

*"Always Be Closing"*



mousepad design



Instant exclusive sales leads are  
always just a click away with...  




[www.abcleads.com](http://www.abcleads.com)

1-800-860-4996

# Still searching for ways to increase your bottom line?



Instant exclusive sales leads are always just a click away with...

**ABCLeads**

[www.abcleads.com](http://www.abcleads.com)

Just wanted to remind you that we would still like to supply you with instant exclusive sales leads!



#### Our sales leads are:

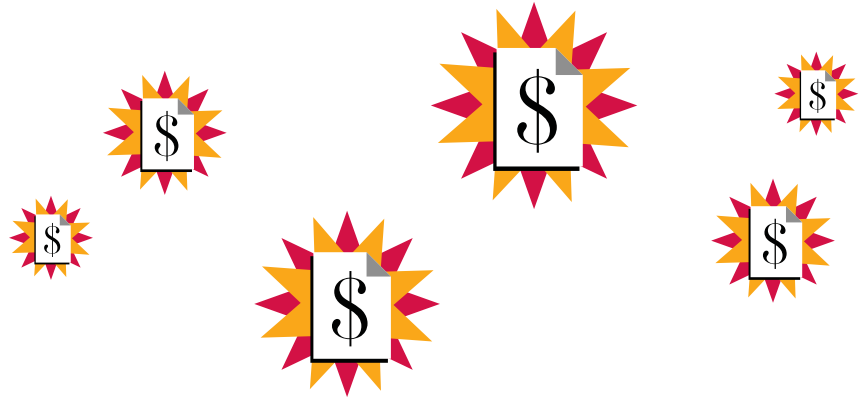
- **Instant**- because when leads are generated they are directly sent to you!
- **Exclusive**- one lead to one customer. We don't sell our leads to multiple customers!

#### Login to begin receiving sales leads today!

1) Go to [www.abcleads.com](http://www.abcleads.com) and login.

[If you have forgotten your User ID and Password, click '**Forgot Password**', then submit your email address.]

2) Click '**Make a Payment**', add funds to your account, and begin receiving leads.



## Still searching for exclusive Home Improvement leads?

*Let us help you find your next job!*

### INSTANT, EXCLUSIVE SALES LEADS

- Instantly sent to your account.
- Exclusively sent to you.
- Our leads are not sent to multiple customers.

### IMMEDIATE INTRO TO PROSPECT

- Our Lead Generation System instantly displays your customized record to the prospect including photo, logo, full contact info and company description.

### NO SERVICE FEES OR CONTRACTS

- Home Improvement leads range from \$15-\$30 each.
- There are no other obligations and you can stop at any time.

### GUARANTEED DELIVERY

- Each lead is sent to your online ABCLeads account where it can be accessed from anywhere.

### CONTACT MANAGEMENT SYSTEM

- You can organize leads; add notes, schedule callbacks and e-mail prospects directly.

### OUR LEAD GENERATION

For many consumers, the Internet is their main resource for conducting research and finding a local contractor. These consumers are directed to our product-specific website through the use of search engines:



**ABCLeads**

"Always Be Closing"

DAVID BEAUDREAU  
Sales Manager

42 Ladd Street  
East Greenwich, RI 02818  
p. 401.471.6115  
p. 800.860.4996

dbeaudreau@abcleads.com

[www.abcleads.com](http://www.abcleads.com)



All of our transactions are Internet secure and we are members of the BBB.

# We have your NEW customers



## and want to send them to you!

### TARGETED MARKETING



+ Generated from pay-per-click (PPC), internet search, and web marketing; our leads are directly requesting quotes for your products.

### TECHNOLOGY & SYNC DELIVERY



+ Our Lead Generation System **instantly** introduces you to the customer using your customized message.

+ Our Technology Team will work directly with you to **sync delivery** of your leads to your CRM database.

### EXCLUSIVITY & PRICING



+ Each Home Improvement lead is sold exclusively to one professional for \$25-45 per lead.


+ We **do not** sell to multiple clients! (Hint: some of our competitors do – cheap leads equal too much competition)

### FULL SPECTRUM



+ We have the full spectrum of Home Improvement customers: Replacement Windows, Gutters, Siding, Insulation, Sunrooms, Roofing, Finished Basements, Bathtub Liners, and Kitchen Remodeling.



 **ABCLeads**  
*"Always Be Closing"*

NANCY SIMPSON  
 42 Ladd Street  
 East Greenwich, RI 02818  
 P. 401.471.6115  
 P. 800.860.4996  
 nsimpson@abcleads.com  
 www.abcleads.com

[www.abcleads.com](http://www.abcleads.com)

established 1999



# TARGETED



## + Targeted Leads

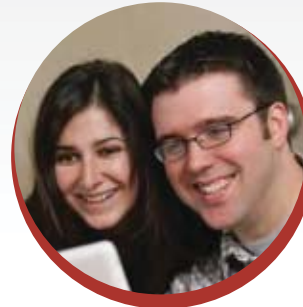
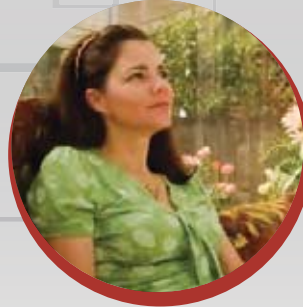
**When you have a true supply of quality targeted leads, more time is spent on your most important activity: selling your product!**

### What ABCLeads Can Do for You

- Provide a steady flow of quality leads
- Keep your sales pipeline activity at the amount you want
- Increase your closing to lead ratio
- Help your business generate more gross revenue

### How ABCLeads Generates Quality Leads

- We have over 12 years of internet marketing expertise
- We own and control product-specific websites
- We successfully capture consumers searching for assistance
- We deliver leads instantly through quick lead delivery by our proprietary software



**ABCLeads** "Always Be Closing"

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 P. 401.471.6115  
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 nsimpson@abcleads.com  
 www.abcleads.com



# TECHNOLOGY

LEADS →



## + Our Lead System

As the industry leader in providing Real-Time Sales Leads, ABCLeads looks forward to helping your company exceed its sales goals!

### Instant Introductions to the Prospect

Our Lead Generation System displays your customized record to the prospect including your photo or company logo, full contact info and company description.

### Real-Time Sales Leads

Once a lead is created, it is sent into your account.

### Guaranteed Delivery & Accessibility

Every lead is emailed to you and sent to your ABCLeads account where it can be accessed from any computer with an internet connection.

### Contact Management System

Your account includes a unique system to organize leads, add notes, schedule callbacks and email prospects directly.

1



Consumer fills out our forms

2



The consumer sees your Instant Introduction and Email

3



Contact the consumer and begin working the lead

### Direct to Your CRM Database

Our Technology Team will work directly with you to **sync delivery** of your leads to your CRM database. We speak your language Ping post, XML post, HTTP post.

### Reserve Your Territories

You choose where you would like to receive leads from by selecting corresponding zip code areas. The areas are yours for as long as you want them.



# SERVICE & PRICING



## + No Contracts & Live Customer Reps

**The best business relationships are those our customers want to be in. We do not require contracts!**

### Customer Service to Meet Your Needs

We pride ourselves on our customer service and offer multiple means to suit your needs.

- Speak to a live person anytime  
800-860-4996
- Utilize our Live Chat function for fast online help
- Email us at [cservice@abcleads.com](mailto:cservice@abcleads.com) if you're busy on the road
- Open a Support Ticket from your account for formal information

### Lead Credits

Our leads come from customers actively searching the internet for your service but because our leads are instant, you may get a bad lead which we will credit back to your account.

## The Full Spectrum of Home Improvement



We have the full spectrum of Home Improvement leads. Select your areas and pay-per-lead.

- Replacement Windows
- Gutters
- Siding
- Insulation
- Sunrooms
- Roofing
- Finished Basements
- Bathtub Liners
- Kitchen Remodeling

### Pricing

Home Improvement leads range from \$25-\$45 each.

### Secure Transactions

All online payments are processed for ABCLeads through VeriSign, the #1 secure credit card processing site.



## + Create Your Account

It's simple! You can call us at  
1-800-860-4996 or click to  
[www.abcleads.com](http://www.abcleads.com)

### Signup on the phone

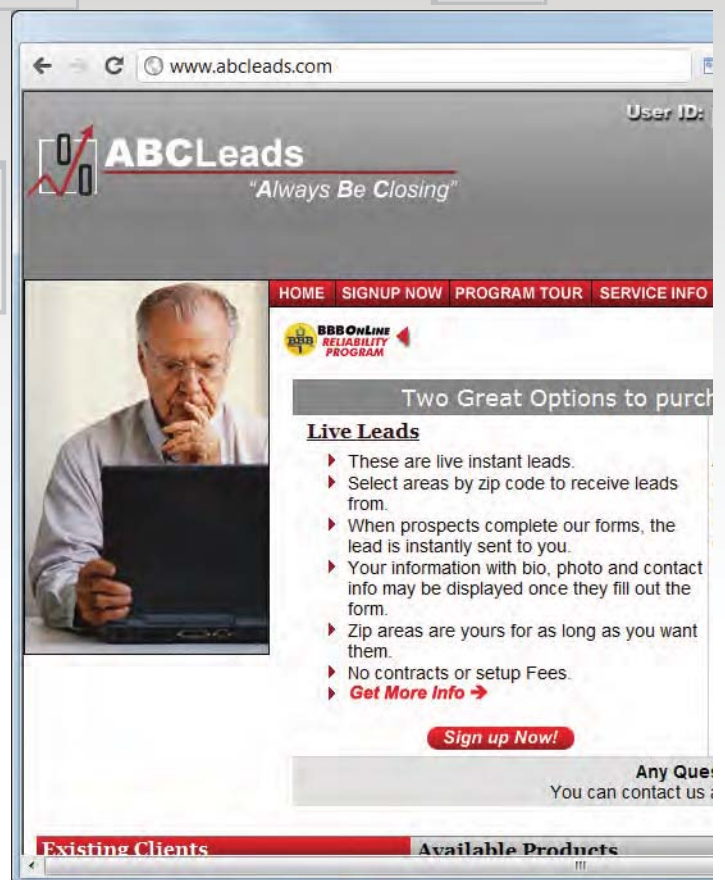
We welcome your call and will help walk you through the signup process whenever you are ready.

### Signup on ABCLeads.com

1. Go to [www.abcleads.com](http://www.abcleads.com) and click the **Sign Up Now!** button.
2. Provide your contact information and the types of leads you wish to receive.
3. Select the territories you would like to receive leads from.
4. Put a credit card on file.
5. Begin closing on your ABCLeads prospects.

### Secure Transactions

All online payments are processed for ABCLeads through VeriSign, the #1 secure online credit card processing site.





# PROSPECTS



sales  
lead

## + Sample Sunroom Lead

**Mary Taylor just completed our quote form and is ready for you to contact her and close your sale!**

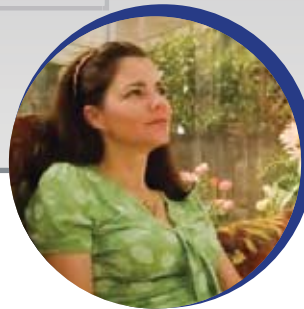
### Get to know Your Customers

We also gather all of the prospect's interests in order to help you tailor your sales pitch to each individual customer.

If you are worried about incorrect lead information, don't be! We have designed our quote forms to remind our consumers to input all their information.

### Live Sunroom Leads

Sunroom Leads are \$40 each. You reserve your areas which determines your lead volume. You pay the balance on received leads weekly with your credit card that is on file for your account.



### SUN456712

First name: Mary

Last name: Taylor

Address: 17 West Chester Ave.

City: West Covina

State: CA

Zipcode: 91793

Daytime Phone: 626-324-7834

Evening Phone: 626-943-3462

Email: mtaylor1@msn.com

Type of location: Home/Residence

Project status: Ready to Hire

When they plan to purchase: Next Month

Comments: Please contact us ASAP



# PROSPECTS



## + Sample Window Lead

**John Brown just completed our quote form and is ready for you to contact him and close your sale!**

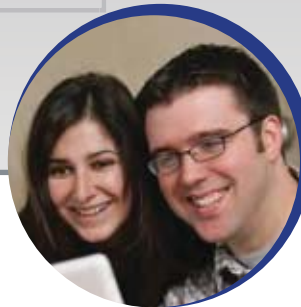
### Get to know Your Customers

We also gather all of the prospect's interests in order to help you tailor your sales pitch to each individual customer.

If you are worried about incorrect lead information, don't be! We have designed our quote forms to remind our consumers to input all their information.

### Live Replacement Window Leads

Window Leads are \$45 each. You reserve your areas which determines your lead volume. You pay the balance on received leads weekly with your credit card that is on file for your account.



### WIN218221

First name: John

Last name: Brown

Address: 17 West Chester Ave.

City: Braintree

State: MA

Zipcode: 02184

Daytime Phone: 781-348-2500

Evening Phone: 781-348-2500

Email: jbrown1@yahoomsn.com

Prospect Owns Home: Yes

When they plan to purchase: 30 Days

Comments: It is part of a complete home renovation



# ABCLeads

*"Always Be Closing"*

Our Exclusive Sales Leads  
are always just a **Click Away**

### Program Highlights

- Exclusive Leads
- Instant Lead Referrals
- No contracts, stop anytime
- Prospects are Active Shoppers
- Pay per Lead, No Service Fees

### Consumer Sites

 Replacement-Window-Center.com

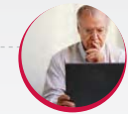
 NEW-SIDING.COM

 Retractable-Awnings.com

 TimJohnson's ReplacementWindows.com

 FINISHED-BASEMENTS.com  
complete • professional • elegant

 Gutter-Protection.com



 Restoration BATHUB LINERS  
[www.bathub-liners.com](http://www.bathub-liners.com)

 Garage Door Central  
[www.garage-door.com](http://www.garage-door.com)

 HVAC Center

 Roofing-Shingles-Contractor.com



## EXCLUSIVE SALES LEADS

Bathtub Liners .....	\$15
Central AC.....	\$20
Finished Basements .....	\$20
Garage Doors .....	\$20
Gutter Protection .....	\$20
Hot Tubs .....	\$20
Insulation.....	\$20
Replacement Windows..	\$40
Retractable Awnings ...	\$20
Roofing .....	\$20
Siding .....	\$25
Sunrooms .....	\$20
Swimming Pools.....	\$30
Water Filters .....	\$20



*We are adding more Sale Leads categories regularly!*



**ANY SIZE**  
STEEL • ALUMINUM  
WOOD • BRASS  
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Shipped in a Complete Unit or Kit  
**\$425 & up**

Stock for Fast Shipping  
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www.remodelingstrategies.com



**ABCLeads**

VISIT US AT BOOTH 14127

MISSED US AT THE SHOW?  
www.abcleads.com | 1-800-860-4996

**"ALWAYS BE CLOSING" WITH ABCLEADS!**

"They (ABCLeads sales leads) are the leads reps fight over"  
Tom Audette, President, RENAISSANCE EXTERIORS

Do we have a window of opportunity for you!



**Leaders, and Managers.**

We have excellent opportunities for

**renewal**  
BY ANDERSEN

www.renewalbyandersen.com  
www.andersencorp.com

- Competitive Salary and Benefits
- Profit Sharing, 401K, and ESOP

For consideration, please fax or e-mail your resume with city of preference to:

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9900 Jamaica Ave. South  
Cottage Grove, MN 55016  
Fax: 651-264-4060  
e-mail: renewalcareers@andersencorp.com


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Equal Opportunity Employer

**Your ad could be here!**

Call Denise Singime at  
**(800) 547-7377 ext. 680**  
for your classified needs.

ABCLeads.com  
"Always Be Closing"



**Every Closed Deal Starts ...**  
**...with a Great Lead**  
ABCLeads.com is the industry leader in providing Exclusive Sales Leads to Replacement Contractors

Member BBBOnline Reliability Program

PlaygroundsUSA.com



**Top-Quality, Long-Lasting Playgrounds ... at Affordable Prices!**

Lifetime Warranty for Residential Use  
20-Year Warranty for Light Commercial Use

**What More Could You Ask For?**  
Exclusive Territories • Unique Products • Lead Generation



Appleby™ Triple R10 Windows • VinylTuf™ Sunrooms

**JANTEK**  
Industries LLC

800-770-1030 www.applebydealer.com

## + Targeted Internet Sales Leads



### SELL MORE GORELL® WINDOWS WITH ABCLEADS



ABCLeads can help you sell more Gorell® Windows with our proven source of quality replacement window sales leads.

ABCLeads is one of the oldest providers of internet sales leads and was one of the very

first to generate replacement window leads via the internet.

ABCLeads generates its **exclusive replacement window leads** through a suite of websites it owns and operates.

## EXCLUSIVE Window Leads

#### Traditional Leads



##### Customers looking for products!

Prospects who are interested in replacement windows request assistance via our web properties devoted to replacement windows.

**Traditional Leads: \$45.00**

#### Discussion Board Leads



##### Totally unique in the sales lead market place!

This lead product offers you the ability to interact with your prospects prior to the lead being generated and you being charged for it.

**Board Leads: \$75.00**



#### Ready to Sign Up?

Call Nancy Simpson at 1-800-860-4996, email nsimpson@abcleads.com, or visit [www.abcleads.com](http://www.abcleads.com)

**Sign Up Now!**

#### ABCLeads Sales Packet



Download our full packet at [www.abcleads.com/gorell/](http://www.abcleads.com/gorell/)

#### Customer Service for Gorell® Windows Dealers

ABCLeads provides the best in customer service, all in a manner that fits your schedule and work flow.

- Live service via the phone 1-800-860-4996
- Email [cservice@abcleads.com](mailto:cservice@abcleads.com) for quick e-mail response
- Log into your account and use our Live Chat service for immediate response
- Open a Support Ticket from within your account for a professional and recorded response

## + Our System and Our Leads

### How the Board Leads Work

ABCLeads owns and operates the two largest discussion boards on the internet devoted to replacement windows. These sites engage over 1,000,000 individuals every year and produce **the highest converting leads available!**



Discussion Board



Discussion Board

### For Dealers interested in Window Discussion Board Leads

Register for a Window Professional account to participate on the discussion board.

All Professional accounts have a "Get a Quote" button attached to all their posts and replies for all prospects to see.

When a consumer posts a replacement window question, any dealer can reply with helpful information.

Win the prospect's trust by engaging them and displaying a high degree of knowledge in a professional manner to build a relationship with the prospect before the lead is even generated.

Prospects click the "Get a Quote" button and enter their zip code to determine if that professional works in the area they reside. If that dealer has that prospect's zip code in their ABCLeads account and the prospect completes the form, they would get that lead.

### Your Personal Online Account

All of your leads are instantly sent to your secure online account. From there you can:

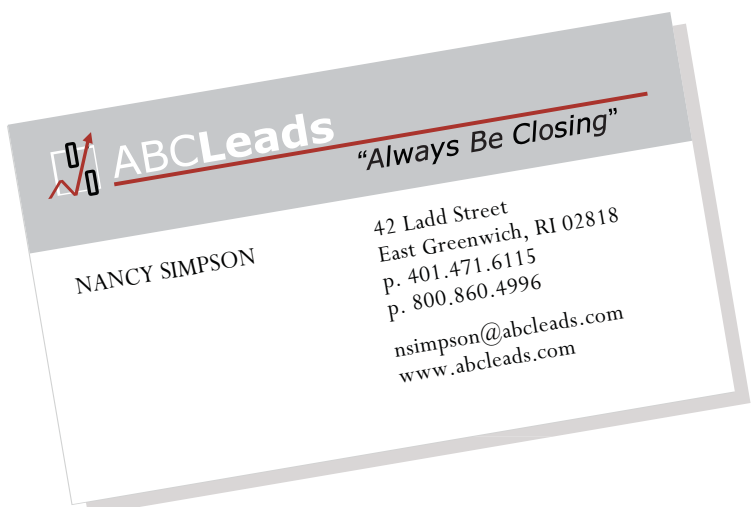
- Email the prospect
- Enter notes on your leads
- Rate your leads hot, medium or cold
- Submit a lead for credit
- Mark a lead as sold
- Export your leads into Microsoft Excel

In addition ABCLeads can work with your IT department to integrate our leads into your CRM system.

### Bad Lead Credits

Due to our service being live, you will experience the occasional bad lead.

To receive credit for a lead that meets the bad lead criteria simply log into your account, locate the lead in question, click "Report Lead as Bad", select the appropriate reason and hit submit; that's it!





# AT ABCLEADS IT'S REALLY SIMPLE!



## OUR EXCLUSIVE SALES LEADS

Bathtub Liners

Central Air Conditioning

Finished Basements

Garage Doors

Gutter Protection

Hot Tubs

Insulation

Replacement Windows

Retractable Awnings

Roofing

Siding

Sunrooms

Swimming Pools

Water Filters

... And we are adding more Home Improvement Sales Leads categories regularly!

 + you = Higher Sales

ABCLeads + you = Higher Sales

## Why is it so simple to have Higher Sales?

Our exclusive leads come from consumers actively searching the internet for the very product/service you provide.

## Ok, but what does that mean for me?

For many consumers, the Internet is their main resource for conducting research and finding a local contractor. These consumers are directed to our product specific websites through the use of search engines:



## The Nuts & Bolts (Service, Price, Security)

### Service

- Your leads are exclusively yours.
- They are instantly sent to your account.
- When the prospect submits a lead you are instantly introduced to them.
- You can receive your leads by e-mail, fax and your on-line account.
- Your account is accessible from anywhere and lets you: schedule call backs, e-mail prospects, add notes, and rate your leads.

### Price

- Leads range from \$15 to \$45 each.
- There are no service fees or contracts.
- No fee to stop the service at any time.

### Security

- Serving satisfied customers since 1999.
- All of our transactions are Internet secure through VeriSign and we are members of the BBB.



## How do you sign up?

It's Really Simple! You can give us a call at 1-800-860-4996 or visit our website - [www.abcleads.com/signup](http://www.abcleads.com/signup) where we have an easy to use signup form!



Bath Tub Liners  
 Central Air Conditioning  
 Finished Basements  
 Garage Doors  
 Gutter Protection  
 Hot Tubs  
 Insulation  
 Replacement Windows  
 Retractable Awnings  
 Roofing  
 Siding  
 Sunrooms  
 Swimming Pools  
 Water Filters  
 Lead Delivery Software Systems

EXCLUSIVE SALES LEADS FOR:

42 Ladd Street  
 East Greenwich, RI 02818  
 800.860.4996 • www.abcleads.com



Instant exclusive sales leads  
 are always just a click away!



**ABCLeads**  
*"Always Be Closing"*



Do you know where  
your next Hot Tub customer  
will come from?



We do and we want to supply them to you  
with \$40 worth of Free sales leads!

HotTubs  
and Spas

ABCLeads  
[www.abcleads.com](http://www.abcleads.com)



**ABCLeads**

1.800.860.4996

42 Ladd Street, East Greenwich, RI 02818

**It's quiet simple! We want to supply you with  
\$40 worth of Free Hot Tub sales leads!**

You are invited to participate in a free trial of our sales leads program offered by ABCLeads. We are confident that you will find success and want to continue on to become an active member! Remember, there is no obligation and you may quit at anytime!

**How to redeem your Free Hot Tub Sales Leads**

- 1) Go to [www.abcleads.com](http://www.abcleads.com)
- 2) Click the -SIGNUP NOW- button
- 3) Fill out the Signup form and input your **Promotion Code- ht2004a06**  
[Please remember YOU MUST enter your Promotional Code otherwise we will not be able to give you the \$40 worth of Free Sales Leads.]
- 4) Pick your zip code areas and complete the Signup Process
- 5) Begin receiving your free Exclusive Sales Leads courtesy of ABCLeads!

**Offer Expires 08/30/2004.** There are no hidden charges, fees, or long-term contracts; just honest to goodness free sales leads. We do not want your credit card number or any payment for this promotion, just your future business. Please be advised that you must enter in the promotional code in order to receive the free leads, no exceptions.

**ABCLeads**

[www.abcleads.com](http://www.abcleads.com)

# ABCLeads

---

*"Always Be Closing"*

www.abcleads.com

1.800.860.4996



***EXCLUSIVE***

**HotTub Sales Leads**

ABCLeads is the industry  
leader in providing Exclusive  
Sales Leads to Hot Tub and  
Spa Contractors!

**Every Closed Deal  
Starts with a Great Lead!**



## **ABCLeads**

*"Always Be Closing"*



From New York to San Francisco,  
with our nationwide coverage  
instant exclusive sales leads are  
always just a **click away!**



### **Program Highlights**

- All leads are Exclusive
- Instant Lead Referrals
- No contracts, stop anytime
- Prospects are Active Shoppers
- Pay per Lead, No Service Fees

### **Contact Us**

[www.abcleads.com](http://www.abcleads.com)  
[sales@abcleads.com](mailto:sales@abcleads.com)

Tel - 800.860.4996  
Fax - 401.471.6119

