

# Roofing Companies Trust RSVP



**371 calls**

80,000 homes (4x)  
RSVP Pinellas



**1,183 calls**

60,000 homes (9x)  
RSVP Seattle



**59 calls**

100,000 homes  
RSVP Charleston  
and Myrtle Beach

In a recent study, nearly

**8% of RSVP homeowners plan to purchase roofing services**

in the next 12 months

*SOURCE: On Target Research, survey of RSVP households*

“It’s been very gratifying to finally discover advertising that actually works. We have been...very pleased with the volume of the phone calls generated.

What’s more, they tend to be a more quality homeowner lead, too. Not the typical price-only shoppers...

The last mailing generated over thirty phone calls and almost \$100,000 in total sales. RSVP is not an expense, it is a wise marketing investment.”

*Bill Excell, General Manager  
Custom Roofing of South Carolina*