



**MHI
ROOF.COM**

GTR GET THE REFERRAL
www.GetTheReferral.com



MHI ROOFING CASE STUDY

"Once a homeowner has the app, they're a fanatic about it. They love it!"

AT A GLANCE

THEIR CHALLENGES

- Improve Customer Experience and Customer Retention
- Need Data Analytics & Tracking of Sales Team's Closing Rates
- Organization of the Referral Program & Reward Process

OUR SOLUTIONS

- Professional, All-In-One Company Branded Mobile App with Project Status Updates & Enhanced Communication
- Backend Online Dashboard with Data Analytics & Full Tracking
- Automated Referral Program & Reward Payment Process



Jon Broce
Managing Partner
MHI Roofing

"About 50-60% of our customers will actually download the app. Generally, most people do it because they can follow their whole experience. Once a homeowner has the app, they're a fanatic about it. They love it!"

MHI ROOFING

What started as "Meredith Home Improvements" back in 1979 became MHI Roofing in 2019 when Ty Meredith brought on Managing Partner, Jon Broce. Now, MHI provides the highest quality roofing and exterior services to commercial and residential customers in Pennsylvania, Ohio, West Virginia, and Florida. Almost 2 years ago, Jon and MHI were looking for a way to improve their customer experience and retention when they found GTR on Facebook.

SOLUTION

GTR is the industry-leading solution for company referral programs because of how we streamline and automate the process. With a company-branded mobile app, you can impress potential customers and provide your sales team with a way to communicate directly with both customers and prospects, staying top of mind. The platform also offers a way for customers to monitor their project status, submit a review, share their experience online, and refer others (with data tracking and analysis and automatic reward payment processing) - making it an all-in-one solution for customer experience and retention.

RESULTS

\$1M+
Revenue

70X
ROI

369
Referrals

119
Deals Sold

70X Return on Investment

With 380 Advocates, 369 referrals, 119 deals sold, and \$1.4M+ in revenue, MHI Roofing is seeing a 70X ROI with GTR.

\$1M+ in Sales from their Company-Branded App by GTR

Since implementing their own company-branded app by GTR, MHI Roofing has earned over \$1.4 million in sales.

6-7 Referral Deals Sold Monthly with Enhanced CX

With an average of 6-7 sold deals per month from referrals, their Customer Experience (CX) is exceptional. With the MHI app, anyone can send them a referral, get paid, track their project, send a review, and communicate with the team - all in one place.