

## Click, click, click

People love to have a visual preview of the companies they hire, especially those that will be doing work inside the home, and what better and easier way to show your best assets than to snap a few photos to add to your Kudzu profile.



### "If something is working, I like to stay with it. And Kudzu is working."

*Kudzu keeps Absolute Plumbing & Drains flush with satisfied customers*

Jose Lujano worked for a big plumbing company and saw the opportunity in the marketplace that many companies have trouble achieving - providing absolute customer service. When Lujano started his own plumbing company, [Absolute Plumbing & Drains](#), he knew customer service would be his driving differentiator, and he quickly discovered that Kudzu.com was the best way to communicate that.

"Kudzu was the perfect fit for us, since customers can review companies on the site," explained Lujano. "For us, we knew customer service would elevate us above the competition. And sure enough, we have been able to capitalize on that feature." Lujano asks customers to review his business on Kudzu, and he includes mention of his Kudzu Top Rated Licensed Plumber status on his trucks and invoices.

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**Southern Perfection Painting, Inc.**

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## Put a picture-perfect ending on the year

*Using your time off to add to your online photo collection*

If you're like most people, chances are you take lots of photos during the holiday season. And why not? There's hardly a better way to truly capture the essence of the season than through photos. Give some thought to how to feature the people and experiences closest to your business. Photos are a very effective way of best communicating what you do to potential prospects. Pictures speak louder than words and last longer than any of those yummy holiday treats!

If you have a little extra time off this holiday season, here are a couple of ideas to help get you started on your very own photo gallery:

- Take a couple of hours and head out on a photo shoot.
- Take pictures of your office, your truck and your equipment.
- Get a good shot of yourself and other staff members (especially if they are family - which is easy when they're underfoot for a couple of weeks!).
- Visit clients if they are around and you're friendly with them (and if you're running a local business, chances are you may be friends and neighbors with many of your clients). See if they would be willing to pose for a testimonial photo. This is a great time to get a quote or two from them as well and to encourage reviews.

Filling up your Kudzu photo album doesn't have to be a chore. In fact, it can be an enjoyable end-of-the-year way to take a new look at your business and get ready to focus on the year ahead. Take a look at the [Kudzu Photo Gallery](#) for additional ideas, and start clicking away!

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## Consumer review spotlight

See what user *LLynda* has to say about [Bertolli Floors](#):

### **Very affordable & high quality service!**

I started my research on Kudzu by looking at the pictures of lots of flooring businesses. Based on the pics of Bertolli, I gave them a call and asked for some referrals. They were prompt to provide me with plenty of referrals (even the ones they have displayed on Kudzu). I talked to some of Bertolli's customers and they all told me good things about them. I am glad I had Bertolli Floors refinish my main floor (1500 sq.ft.). Prior to starting refinishing, they applied a few different stain colors on the floor and that was very helpful to decide which color would make the best match with my walls and cabinets. Now my floors look great and I just love it! Thanks Bertolli!

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