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Rotobrush Announces New Preferred Customer Program And Preferred Mart To Enhance Its Commitment To Customer Success

Rotobrush International LLC, the market leader in air duct cleaning, announces its new Preferred Customer Program and Preferred Mart, further enhancing the company's focus on increasing customer success.

GRAPEVINE, TX, October 12, 2008 **/24-7PressRelease/** -- Rotobrush International LLC, the market leader in air duct cleaning, announces its new Preferred Customer Program and Preferred Mart, further enhancing the company's focus on increasing customer success. The Preferred Customer Program offers customers different levels of benefits, such as special discounts, additional training and marketing support tools. The Preferred Mart, open to all preferred customers, is an online shopping area for customized business, marketing, apparel and promotional items.

"We designed the Preferred Customer Program to support our customers in a variety of ways, giving them special access to different business and marketing tools and discounts. We want to provide our customers with every possible advantage to help them manage their businesses, as well as to let them know how much we appreciate them and how committed we are to their success." said Heather Fallgren, Rotobrush's Vice President of Customer Care.

"When you become a Rotobrush customer, you get much more than an equipment package. That is why everyone at Rotobrush has been so committed to launching our Preferred Customer Program and then adding the Preferred Mart where shopping for business and marketing tools is available 24/7. We know we will not be successful if our customers are not successful." said Steven Bock, CEO and President of Rotobrush.

The Preferred Customer Program currently has two levels: Preferred PerksSM and Preferred Premier. With Preferred PerksSM, all customers benefit from Rotobrush's buying power, with access to group rate medical insurance, liability insurance, credit card processing and check guarantee services. In addition, all customers are granted password access to Rotobrush's Exclusive Customer Web Site Destination, which is full of valuable information and guidance, including business tips and strategies from Rotobrush and other contractors, technical support videos, marketing and product information, business templates and the new Preferred Mart area.

To benefit even more, customers can upgrade from Preferred PerksSM to the Preferred Premier level of the customer program. This level enjoys all the Preferred PerksSM, plus exclusive benefits including discounts on parts and supplies, an extended machine warranty, additional training, periodic shipments of marketing materials, and full Web site hosting with e-mail addresses. Rotobrush even offers Preferred Premier customers an option to have their Web sites fully designed. And Preferred Premier members have even been surprised with additional, unadvertised benefits, such as offers for cruises, gas cards, sales and marketing educational materials, and more.

The Preferred Mart, open to all customers, has everything from business cards and direct mail pieces, to promotional items such as pens, shirts and uniforms, and even logo'd camping, hunting and fishing gear. In Preferred Mart, customers have a one-stop shop for their business needs, where they can find customized items and order any time, day or night. Preferred Premier customers can access exclusive designs for them only in the Preferred Mart.

Rotobrush International LLC, based in the Dallas-Fort Worth area, supplies residential and commercial contractors with the most effective and efficient solutions to launch an air duct cleaning business. Rotobrush experts assess and identify the right package for each customer's needs. Advanced equipment plus training and world-class technical and business support provide a one-stop shop for launching an air duct cleaning business. Rotobrush has over 20 years experience, domestically and internationally.

For more information on Rotobrush, please visit: <http://www.openafranchise.com/listings/rotobrush/rotobrush-business.htm>
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