



“ I’m in the auto theft repair business, which is a unique niche industry that I’ve been doing for over 23 years. I’ve been advertising with SuperMedia for two years in the **Verizon® Yellow Pages**, and last December added an **SMLocalSM search engine marketing program**.

My **Verizon® Yellow Pages ad brings in a steady average of about 30-40 calls per month**, which accounts for about 10% of all the calls I get. And the Verizon phone book costs me only half what I paid with DEX, where they promise you a lot and if you sign up with them, they forget all about you.

With my SMLocal campaign, SuperMedia is able to track the calls I get, as well as record them. This lets me play back the calls to see how my employees interact with customers over the phone, which is invaluable knowledge for training purposes. My ad shows up on Google results pages, and **the tracking reports I receive show me how my call volume has been growing**. About 15% of my total calls are from my SMLocal Internet program.

My Media Consultant provides excellent customer service, and is an all-around good person to work with. She explains my program so I know exactly what I’m buying, and she really understands my business needs. The customer service with SuperMedia is hands down better than the competition. They actually come out to your place of business not just to sell you the product, but they come back to show you the results and how it is working. A lot of companies talk the talk, but SuperMedia also walks the walk.

SuperMedia has an awesome product line, and they stand behind what they sell. I would definitely recommend them to other business owners. ”

BJ Penrod
BJ’s Auto Theft Repair
7051 E. 56th Avenue
Commerce City, CO 80022

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