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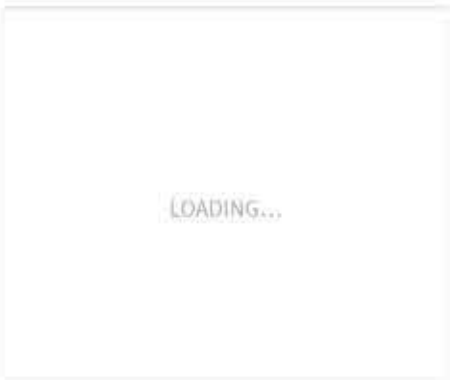
August 08, 2018 6:56 AM EDT

Salespeople Are a Thing of the Past for Local Hom Improvement Company

Guardian, Inc. eliminates the conflict of interest that exists when salespeople get paid based on how much homeowners spend.



MILWAUKEE - August 8, 2018 /MarketersMedia/



Several years ago, top-rated Roofing, Siding, & Replacement Windows Company, Guardian, Inc. had eliminated their traditional sales team to give homeowners the customer service they truly deserve by providing them with Certified Home Advisors. Rather than relying on the high-pressure sales processes and unscrupulous practices which are unfortunately the norm in the home improvement industry, the company has replaced salespeople with customer-focused representatives whose sole purpose is to be a resource for the homeowner and help them make the best decisions for their home without any hidden agendas or worries that the salesperson is manipulating information for a higher commission.

"Many homeowners become highly frustrated when they discover their home has an issue. This happens not only because they know they'll have to spend money to fix it, but also because they're bracing themselves for having to deal with contractors who promise so much but deliver so little," said Joe Martis of Guardian, Inc. "The home improvement industry was the second most complained about industry in the country last year (2017), according to the Consumer Federation of America (CFA), and that proves that the current process of buying home improvement projects is definitely broken. We decided that someone needs to be on the homeowner's side, so we shifted our business model to ensure we're delivering what homeowners truly want and deserve."

The many five-star reviews from Guardian's customers indicate that homeowners love the new approach. Noting an appreciation for their honesty, one customer said: "Based on extremely favorable reviews on Angie's List, I contacted Guardian about the possibility of replacing the 18-year-old roof on our home... [the Guardian Certified Home Advisor] came to evaluate and consult. He rather quickly concluded that we would not need a new roof for at least the next several years. I greatly appreciated his honesty and expert thoroughness. When the time comes that we do need to replace the roof, we'll be contacting Guardian again."

Another homeowner highlighted the difference between Guardian, Inc. and other firms she's dealt with:

"I was so impressed with this company... our home specialist, was the most honest representative I have ever dealt with. He actually said, 'You have not convinced me that you need a new roof at this time.' My jaw dropped to the floor!! He recommended waiting a few more years to replace the roof. No one else made that clear to us... 4 others looked at it and made quotes... Guardian EARNED all of our future home remodeling business."

Guardian, Inc.'s Certified Home Advisors employ a five-step process designed to advise and inform rather than to sell. This process starts with a thorough inspection and evaluation of the current problems the homeowner is facing and an understanding of what they'd like to achieve. After finding the true cause of each issue, a Certified Home Advisor will make their recommendations about the next steps, educating the homeowner along the way about their legal rights and all of their available options.

Once the homeowner has made an informed choice about which solution they'd like to pursue, their Home Advisor will develop a strategic needs-based proposal which the homeowner can review at their leisure - no pressure involved. Strong relationships with a wide range of manufacturers and financial institutions give homeowners a plethora of options when it comes to materials, as well as payment and finance options. Perhaps best of all, customers have been incredibly happy with this shift, as noted through their reviews at guardianexts.com.

Martis went on to say, "First and foremost, we're in the business of making sure homeowners have a safe and comfortable place to live. No matter the problem they're facing today, Guardian's mission remains the same: to show homeowners a better way to buy roofing, siding, and replacement windows. We know that if we focus on properly serving the customers, we will be successful."

Visit <https://guardianexts.com> to learn more about Guardian, Inc.'s 5-step process and how their team is changing the home improvement industry for the better.

About Guardian, Inc.:
Guardian is a top-rated Roofing, Siding, & Window Replacement Company with clients throughout South Eastern Wisconsin. Guardian specializes in building technology consulting and turn-key construction services for all types of buildings both residential and commercial. Their focus is on preventing and resolving problems related to building design, specifications, and construction.

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Source: <https://marketersmedia.com/salespeople-are-a-thing-of-the-past-for-local-home-improvement-company/391136>