



SEAWRIGHT  
ROOFING

# RAISING THE BAR

Wright  
Brennan's  
Playbook for  
Customer  
Service



# Seawright Roofing Knows Customer Service



## Core Values

Define your values and build off them. At Seawright Roofing, every aspect connects to service, craftsmanship, integrity, and safety.



## Protect

Plan to protect the surrounding areas of your project. At Seawright, this includes the property as a whole- landscaping, grass, gutters, and more.



## Communication

Unmet expectations create unhappy clients. Seawright takes the time to communicate before, during, and after the project.



## Clean Up

Make your finished service the focal point. Exceptional clean up ensures that the new roof is the only thing the homeowner is noticing after the build.



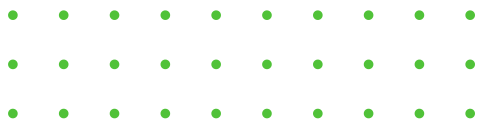
## Gratitude

Appreciate the customer. At Seawright Roofing, this includes a thank you note, but the mindset is the real secret.



## Continued Value

The value of your service is just the beginning. At Seawright Roofing, emails, programs, and events add value.



NICE TO MEET YOU!

# Hi! I'm Wright Brennan

I'm on a mission to raise the standard of excellence in the roofing industry and this community as a whole. Using the Lost in the Midlands Podcast and the Seawright Roofing Emails, I'm committed to bringing you information that improves your life.

This one is for business owners or those who work for businesses they love and want to see thrive.

According to The Future of Commerce, "more than pricing, and even the product itself, service is the biggest driver of customer loyalty."

I love to see local businesses win, so I hope this list inspires you to take action. I'll see you in your inbox monthly, but let's connect online as well.

— WRIGHT  
BRENNAN

