RESIDENTIAL & COMMERCIAL
PLUMBING HEATING AIR CONDITIONING

Re: Griffin Wink Case Study

April 18, 2018

Lowery Plumbing Heating & Air Conditioning

4105 North FM 2528

Lubbock, Texas 79416

Mr. Brian Wink and Mr. Rusty Griffin,

It has certainly been a pleasure to work with your company! I can say, without hesitation, that you have helped us grow our business greatly over the past few years.

You've guided our steps with care and concern. When we've had questions as to the direction we wanted to go in our advertising, you answered in ways that showed personal interest and that you genuinely wanted us to benefit. Regarding our reputation management, you've guarded our presence well and made sure we weren't hurt by the difficult customers and their complaints. But, also helped us gain momentum with the valued happy customers. When we experienced personal tragedy within the company you cared for us and helped us remain atop our advertising despite the pain and obstacles.

When we've been involved in trade shows and local events you've helped us plan out the best way to present ourselves and created wonderful scenes and themes for the booths. Even giving us an opportunity to share in a charity event that promoted a community need and something we care a great deal about.

Because of your constant vision and focus we have gone from a very good company to a great company. With your help and analysis, we discovered reasons for our success and reasons for our failures. This has helped us to create a winning culture in our company and a clear sight of what the future holds. For that, we are sincerely grateful.

Very Truly,

Mark Branscome

Operations Manager

Lowery Plumbing Heating & Air Conditioning