



## Case Study: Brothers Pool Service & Repair

### The Challenge: Verified Customer Reviews



Brothers Pool Service & Repair, owned and operated by Tyler Rasmussen and Greg Villafana, is based in Scottsdale, Arizona. When Greg joined the business and built a website, he knew that customer reviews would play an important role in his marketing plan: *“Reviews will make or break your business. I was creating campaigns on MailChimp and asking customers for reviews, but nothing was sticking.”*

**Brothers Pool Service & Repair** needed a trusted partner to engage with customers and prompt them to write reviews.

### The Broadly.com Solution



**Broadly.com** thanks customers on behalf of Brothers Pool Service & Repair, encouraging happy customers to write great reviews on Google, Yelp, and their website. Broadly also publishes these reviews on Brothers Pool Service & Repair's website, delivering immediate SEO benefits.

### The Results: In the first year with Broadly...

5.0  
Google

Earned a **5-star average rating** on Google

yelp

Generated 25 **5-star reviews** on Yelp

87  
★★★★★

Published **87** positive reviews on their website

#### From the Owners:

*“90% of new customers will call and say ‘I saw your Yelp reviews’ and love all of the things our current customers are saying about us.”*

*“When you Google ‘Pool Service in Scottsdale’, we are #1 for Scottsdale – people always go right to that.”*

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