



WHAT IS IT?

GOOGLE GUARANTEE BADGE helps you build a GREAT REPUTATION ONLINE.

- Receive leads directly from potential customers as phone calls and messages, which means you only pay for leads, not clicks.
- Business owners and all field technicians must submit background checks to Pinkerton Security AND business owners need to submit their license, insurance and provide a valid credit card. Note: A conviction record will not automatically bar someone from approval.
- Once a business is screened and approved, they will receive a Google guarantee badge which builds trust and ensures Google will cover claims if a customer isn't satisfied (up to \$2,000).

FEATURES AND BENEFITS:

- GLS ads appear at the top of Google Search results when people search for the services in a given area.
- The ability to connect with customers at the moment they're looking for services you provide (which, in turn, can lead to higher conversion rates).
- Limited wasted time, as customers choose you (no chasing).



COST TO DO GLS

- GLS is a pay-per-lead program through American Standard's approved vendor, SearchKings. SearchKings only charges when a potential customer calls you for a specific service that you provide.
- Leads for HVAC companies range from \$25-\$45.
 - ✓ No minimum monthly spend commitment.
 - ✓ No contracts.



HOW DO I SIGN UP?

- It's easy. Just go to: <https://forms.searchkings.ca/lisa/lr>
- Talk to your Shearer TM for assistance

