

Watchfire® Case Study | Watch What Happens

AUTOMOTIVE :: Gurney's Automotive Repair — Nashua, N.H.



BEFORE

Background

A few years ago, Bill Gurney, owner and founder of Gurney's Automotive Repair in Nashua, N.H., realized that the changeable copy sign outside his shop, primarily used to display messages to the community, was no longer adequate for the company's advertising needs. Aware of the power of LED messaging, Gurney contacted his local sign dealer, Michael Patenaude, account executive at Poyant Signs and a longtime Watchfire dealer.

Results

Gurney's Automotive Repair in Nashua, N.H. has seen a significant increase in traffic and sales since Owner and Founder, Bill Gurney installed a 19mm color Watchfire LED sign. Gurney was so impressed with the boost he saw from the first sign, he considered a Watchfire LED sign an absolute necessity when he decided to open a second location in Milford, N.H. "I knew I could not open our second location without a Watchfire sign. I even included it in the proposal I submitted to the bank," explained Gurney.



AFTER

SIGN SPECS

19mm Color LED
Matrix: 48 x 112
39" High x 7'5" Wide
14 Lines x 10 Characters

Case Study

When Bill Gurney, owner and founder of Gurney's Automotive Repair, began looking for an LED sign, he sought the advice of his local sign dealer, Michael Patenaude, account executive at Poyant Signs. Patenaude recommended a Watchfire LED sign because of its quality, reliability and durability. He noted Watchfire as a high-quality colorful display with intuitive, user-friendly software. After giving Gurney a demo of Watchfire's software during the sales process, "It was clear Bill felt very comfortable using it," explained Patenaude.

Gurney chose 19mm color Watchfire LED signs for the company's Nashua location and again for their second location in Milford. He has been very happy with the quality and reliability and is thrilled with the increase in traffic he can attribute to the sign. He has carefully tracked traffic and sales, including what brought each customer into the shop.

Gurney reported that in the year after he installed the first LED sign, they had "259 new and unique customers who said they came in because they saw us from the road or they mentioned the sign. Those 259 customers spent \$90,037 during that year." This was an increase of 89 customers, who cited the sign as the impetus for their visit, compared to the previous year.

That is "a 50% increase in paying customers who saw us from the road which we can attribute to the sign and we had a 53% increase in dollars spent by those customers," explained Gurney. The increase in traffic and sales, especially of new customers, is particularly valuable to Gurney as he looks forward to a percentage of them coming back as returning customers.

Gurney mentioned that he has received many compliments on the sign, and frequent phone calls from people who are interested in learning more about the sign. Gurney has happily recommended Watchfire and advised them that when it comes to LED signs, "you get what you pay for." He has also recommended working with a great sign company, like Poyant Signs.

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— Bill Gurney, Owner and Founder
Gurney's Automotive Repair

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

