

## My Story: Dave Manera Joinery

“We’re able to **cover** a fairly **large area**, almost 600 kilometres, with Yellow Pages. This **saves** on having reps on the road. **Yellow Pages** is **selling for us.**”

**Dave Manera** has created custom designed kitchens for nine years in Hokitika, but first advertised with Yellow Pages® in 2000.

Over the **four years** Dave’s been **advertising** with Yellow



Pages®, White Pages®, and Internet Yellow Pages®, his **business has doubled.**

“Because we’ve only advertised in the last four years, the difference has been really noticeable,” says Dave.



Dave Manera Joinery gets business leads using Yellow Pages.

In addition to geographical coverage, Dave finds real value in the longevity of Yellow Pages advertisements.

West Coast residents are geographically spread out, so seeing a client can mean a long road trip.

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 Yellow Pages®

White Pages®

Local Directories™

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The Internet Yellow Pages in particular has really helped Dave to work flexibly, economically and efficiently, helped by email enquiries that come through online.

“Because the Internet Yellow Pages provides a link to our website, we can collect images clients have emailed through of their kitchens or homes for quotes,” says Dave.

“I can reply to customer queries at any time of the day. I can also send a large amount of information or photos quickly to clients.”

People look for the kinds of services Dave Manera Joinery provides when they’re building a new home or renovating an older one.

“Our **new business** leads come to us in one of two ways, from customers referrals – and **through the Yellow Pages.**”



“Everyone’s got the **Yellow Pages**, and it stays around for 12 months. It’s **great value for money** for us.”

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