

J. Gonzales: Hello, this is Josue Gonzales here with Business Trends TV, and today I've got Matthew Verville from Vulcan Basement. Hi, how are you Matthew?

M. Verville: I'm great. I'm doing terrific.

J. Gonzales: Wonderful. Well, it's an honor to have you on here. We interview those that are setting trends in their industry, so why don't we get right to it, Matthew. We've got a few questions from the audience for you.

The first one is, if someone were looking for a basement waterproofing company, what would they be, what would they be looking for. What would they search for?

M. Verville: Well you want to search for a company that's been around for many, many years, has a lot of longevity, has the experience and the know how to undertake a project such as this. You want to look on line and check out their reviews, want to see that people are extolling their virtues. Um, you can look on all the sites, Google, Yelp, City Search, many different places, go right on line and reviews, you know, reviews come, pop right up. You want to make sure that they have a great record with the Better Business Bureau Consumer Affairs, and uh, uh, and of course that they've been doing this for many, many years. So I think those are probably some of the most important things.

J. Gonzales: Yeah, you're right, those are very important factors, so. Secondly, we've got in the box they're, they're curious to see if they're to chose Vulcan to work with the basement waterproofing company, what kind of experience would they have with your company, Matthew?

M. Verville: Well, you'd get experience of having a company that's been around since 1947. Um, experience of a company that's been in the same location over 40 years. Experience of a company that's done, you know, tens of thousands of basement waterproofing jobs. Experience of a company that's a, that's stood the test of time in doing this. Experience of a company that's great reviews, on line, an excellent reputation with both the Better Business Bureau Consumer Affairs, a company that has many thousands of customer letters that can extol our virtues.

Um, the quality of experience you get with us would be fantastic. We have factory-trained men who've, some who've worked for us nearly 25 years just specifically waterproofing basements, so they have a fantastic background. Expects, you know, lots of knowledge and experience, and ah, and I guess lastly a company that's been uh, that's widely acclaimed as the leaders in the field. We pretty much invented the industry, and um, and we've been around for over 60 years.

J. Gonzales: Okay. Great. Wonderful. Thank you, Matthew. So, the third and final question we have is, what kind of special offers or incentives do you have?

M. Verville: Right now we're offering a \$300 discount at any jobs that are installed by the end of November, and then a holiday season special of 12 percent off any jobs that are done before the end of 2013.

J. Gonzales: Okay, great, and what's a good way for them to contact you?

M. Verville: Ah, the best way is to go on line, look at our website, you know, www.vulcanbasementwaterproof.com or the phone number at the bottom there, um, and um, they can contact us there.

J. Gonzales: All right. Sounds great. They'd be crazy if they didn't take advantage of that fantastic offer that you have, so ...

M. Verville: I agree, I agree.

J. Gonzales: Thanks for your time today, Matthew, and we look forward ...

M. Verville: Your welcome ...

J. Gonzales: To doing this again soon and what a great business you guys are running out there, so keep on doing a great job on those basements and we'll look forward to speaking to you soon. Have a great day.

M. Verville: Okay, thanks a lot. You too have a great day.

J. Gonzales: Thanks.