

Weekly Newsletter

Water Out of Canton/ Mr. Rapid's market's the Water Out® brand

Spotlight on Water Out of Canton, Ohio/ Mr. Rapid

This week's newsletter features Water Out of Canton, Ohio/ Mr. Rapid and their amazing marketing efforts. Steve Toohey, the owner, doesn't do this alone; he has a hard working team of technicians and the fabulous Joanna O'Donnell, his Marketing Director with him every step of the way. One of Steve's tactics for exposing his business was sponsoring a race car and hosting "Night at the Races". I can tell you from firsthand experience, lots of fun! Can't wait to see what else he comes up with.

Steve has been a Water Out newsletter regular for several years. Steve will be celebrating 10 years in business in October and he has been a Water Out® contractor for just over 4 years. Recently, Mr. Rapid was featured in the April 4, 2008 (Volume 7, Issue 13) edition of the Water Out newsletter for his contribution to the Encompass Insurance presentation. His stories not only feature impressive Water Out drying jobs but also creative marketing strategies. At the 2006 Water Out Annual Convention held at the Nemaquin Woodlands Resort, Steve was awarded the "Water Out Man of the Year", and with good reason, Steve is focused on success for Mr. Rapid and the entire network of Water Out® contractors.

Recently, Steve invited 85 fire chiefs and firefighters to his office to soak his flood trailer and flood vehicle and witness him dry them both. What a fantastic marketing demonstration! Here is what he had to say about the event:

"Water Out / Mr. Rapid of Canton, Ohio recently hosted a meeting for the Stark County Fire Chiefs Assoc. at their warehouse. Fire Chiefs and first responders were treated to a catered meal and a presentation by Steve Toohey on the Water Out® drying process and Business Disaster Planning and Recovery. A local fire chief stopped by Mr. Rapids a few days previous to the meeting and had fun hosing down the Flood House / Trailer and the Flood Vehicle. There was standing water in both vehicles after he completed his task. By the time the meeting started, all of the guests had a chance to see that both vehicles were 100% dry and ready for another flooding. Needless to say, Mr. Rapid received a lot of positive comments and Steve is sure that he has caught the attention of this organization. Steve is also planning four more of these seminars / demonstrations this year and has invited insurance agents, adjusters, plumbers, carpet cleaners, sprinkler system companies, flooring companies, and property managers. Education is the key to enlightenment."

Steve's goal is to have 1,000 people pass through his doors to see his Water Out® demonstration and to have all of them think of Mr. Rapid when they have a water loss. This goal keeps Joanna busy with mailings, email blasts and phone calls to fill the demonstrations.

In addition to Steve's many presentations he also finds time to participate in the Great Lakes Water Out Cooperative. Steve has joined with Water Out members from Michigan, Pennsylvania, Ohio and Indiana to market their businesses. (Water Out of Southeast Michigan, Water Out of Pittsburgh/Flagship PDG, Water Out of Cincinnati, Water Out of Fort Wayne, Water Out of Tiffin, Ohio). The Great Lakes Water Out Cooperative works together on large water losses, they share in marketing time and expense and most importantly share ideas and strategies for growing their businesses and the Water Out brand. These companies know although they are close together they are not in competition with each other. By working together they demonstrate the strength of the brand and the Water Out network and by partnering they can handle more jobs than they could alone.

Keep your eye on the newsletter for more stories from Steve Toohey and his crew at Water Out of Canton, Ohio/ Mr. Rapid. There are sure to be many!

Thanks Steve, Joanna and the entire crew! Great work!

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Mr. Rapid hooks up Water Out® Trailer and dries flood house for Encompass presentation in Ohio



Mr. Rapid uses his Water Out® Portable to dry vehicle for one of his drying demonstrations



Mr. Rapid's hosts meeting for the Stark County Fire Chiefs Association

Happy Drying!

"Without promotion something terrible happens...Nothing!"