



Case Study

Jimmy Kovac

The Situation: Replacement Windows

Jimmy Kovac knew it was time to get rid of his old windows and was eager to find a company that specialized in replacements. While sifting through his mail one day, he discovered a copy of HomeServiceReports.org, a free publication that identifies top performing home service companies by specialty. While leafing through the pages of the report, the name of one company in particular nabbed his attention. He recalled purchasing a few items from the company in the past and was moderately aware of their longevity. After reading the impressive approval ratings, positive feedback from various homeowners and learning that they specialized in window replacements, Mr. Kovac placed a call to Barefoot & Company for consultation.



In all Mr. Kovac needed 12 replacement windows. While aesthetics was important, his main concern was energy efficiency. After much discussion with the Barefoot & Company window experts he selected SilverLine® 8500 Series Replacement windows, a popular brand with a reputation for strong, durable, beautiful, low-maintenance windows. However, for Mr. Kovac the brand's energy efficiency claim was the metaphorical "icing on the cake."

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The Outcome: Success

When paying for a service you should get what you pay for—therefore Mr. Kovac anticipated a good outcome. While the replacement window project was a success, Mr. Kovac was impressed by the better-than-expected experience. Marveling at the speed and efficiency of the workmanship—the project took just two days—Mr. Kovac was extremely satisfied with the results. When asked to share his opinion on what impressed him the most, he did not hesitate to pinpoint the professionalism of the Barefoot & Company representatives, "I was amazed by their professionalism. They delivered on a great product and there were no issues. I'd rate them a 10 on a scale of 1 to 10 and would definitely use their services again if needed. They do great work."