

My BBB Accreditation Works for ME!



R-Squared Roofing & Repair, LLC

3909 Dana Court
Lexington, KY 40514
Phone: (859) 576-5894
FAX: (859) 224-3447
www.R2roofing.com

BBB Accredited since May 2008

Ryan Blackwell, co-owner of R-Squared Roofing, couldn't be more pleased with his BBB Accreditation. "We owe a lot to the BBB," he says. "It can be hard sometimes to compete with other companies that come in from out of state. That's why we value the BBB and the referrals to customers who are looking for local, ethical businesses. The BBB has helped us a lot."

Blackwell particularly values the new BBB "e-Quote" program. "We have received jobs from

the e-Quote program found on the BBB's website and BBB Accredited Business Referral lists. Our Accreditation has paid off!"

Blackwell has been in the building industry all his life. He and his partner met in the building industry, and began R Squared in May 2007. Not a month later, the worst hail storm central Kentucky has seen in years moved through the area, and they knew they had done the right thing opening a local business to help the many homeowners who needed repairs.

"We sought out BBB Accreditation as soon as we were eligible," Blackwell explains. "We wanted to separate ourselves from out-of-town, fly-by-night companies that come and go. Our BBB Accreditation helped us establish a good reputation, which in turn helps us get more business. It's worked!"

Blackwell says he is an entrepreneur at heart. He also places a high level of attention to customer satisfaction. "Everyone sees my face," he says. "I try to get out to every job if I can to make sure that quality is assured."

He recommends that other businesses seek out an invitation to BBB Accreditation. "It helps you separate your business into the group of local, reputable companies who believe in ethical business practices. And the thing we love most is it's a great source of customer referrals. You can't beat it in today's marketplace."

* * * * *