



Hovert Pools

Overview

This family-owned business was expanding operations by 300% and demanded a new sales collateral program that would portray their niche as builders of highly-customized pools and spas – *the third largest in Dallas.*

Solution

Product pocket brochures and series of inserts allowed the builder the flexibility to add and create custom kits per the customer's needs.

Impact

Growth continues to soar with these new advertising tools. Sales goals are on track with expectations.

