

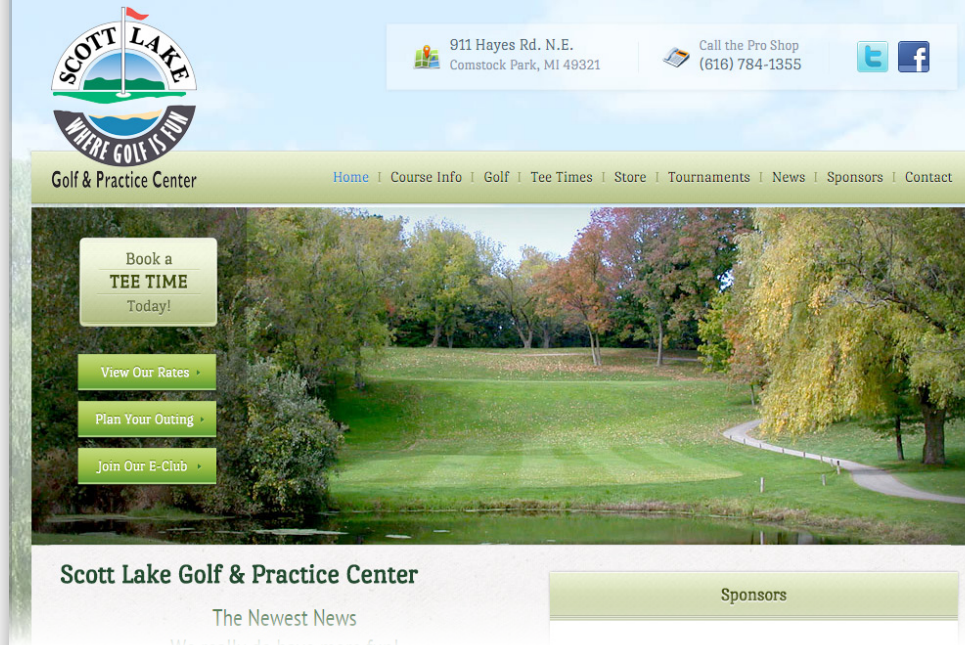


Owner
Jeff Hoag

Business
Scott Lake Country Club

Location
Comstock Park, MI

www.scottlake.com



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We have been using YP since 1975. YP has been an important part of our marketing plan, and it continues to be so today. As time has gone on, we have seen a change between using paper and Internet and had to adjust our budget accordingly. As we expanded our advertising with YP, we were able to extend our reach to a much larger regional area, and we're able to measure that. When we're looking at YP, we're looking at reaching out to markets we currently don't serve, and we bring those people in, and we know they are responding to our YP advertising. One of the wonderful things YP provides for us is our monitoring reports. We're able to see what's working, who's calling, and what our response is. We found the YP platform extremely effective at being able to measure our expense. YP has done a wonderful job for us.

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