

Client: ICU Mechanical

Project: Website Home Page (ICUmechanical.com)

Objective: Motivate visitors to use their service

David Williams
Portfolio

Copy Excerpt

What Would Working With The Best Mean For Your Business?

Welcome to ICU Mechanical—Lafayette’s Best Refrigeration and HVAC Experts!

As a busy customer oriented-business, time is money and you just can’t afford to be down for any length of time! It’s not in your businesses best interest to deal with unacceptable delays and excuses, or for a job to be done haphazard or in an incompetent manner!

So what if you never had to deal with these challenges again?

ICU mechanical is your answer! We’ve been in business since 1999 and we take pride in living the following principles every day;

- Details matter, and this is a major part of what separates us from the competition
- The customer always comes first. Your satisfaction is a priority to us!
- We want you as a friend for life! We believe in developing a relationship with our customers that’s genuine and life-long

Like our motto says;

“When your equipment is the heart of your business, we keep it beating.”

Whether it’s commercial kitchen equipment repair, commercial HVAC repair, or commercial refrigeration and ice machine repair, our technicians and ownership have over 200 years’ experience between them, and we know what it takes to get the job done right!

Your Business is Your Life! Trust it With the Best!

If you’ve ever experienced;

- Long waits for a technician to show up
- Longer down time than what was promised
- Rude customer service
- Shoddy work that required a second visit
- Over charging for services rendered

then you need to call **ICU Mechanical** and get the treatment you deserve! Our experienced technicians will assess the problem, and provide you with a written out solution backed by our 100% customer satisfaction guarantee.

“The copy was concise and to the point. Exactly what was needed.”

-Josh Whited, VP

Expert Copywriters
PO Box 381905
Duncanville TX
75138-1905
P: 469-607-4328