



THE WINNERS ARE...

MARMAC REAL ESTATE

Voted Best Real Estate Company



see more on page 10

A special publication of The Decatur Daily October 23, 2024

Best of the Best

Index of Winner's Ads

(Complete list of winners on page 12-13)

Beltline Motors	9	Higdon Service.....	14	PrecisionMD Wellness and Weight Loss	16
Better Way Pest Control	14	Holaway's Foodland	19	RedX Fitness	19
Big Bob Gibson	21	Hospice of the Valley	19	Rental World	20
Bramlett of Decatur	24	Jackson Plumbing.....	16	Reynolds Funeral Home	22
Carriage House	22	Jimmy Smith Jewelers.....	7	River Bank & Trust.....	15
Choice Rentals.....	15	Julia's Pools.....	22	Riverside Senior Living.....	2
Country Financial	21	Lash's Seafood	19	Dr. Lew Sample	9
Crossroads Grocery.....	17	The Light House	22	Smarty Plants	6
Davenport Family Dentistry.....	5	Dr. William Littlejohn.....	22	Serrano's.....	21
Decatur ENT	22	MarMac Real Estate	Cover, 10-11	Shumake Furniture	3
Decatur Family Eye Care	20	Martin's.....	8	SouthPoint Home Mortgage	20
Decatur Morgan Pediatrics	4	Minor Tire & Wheel.....	18	Superior Carpets.....	5
DOC Orthopaedics.....	20	Morgan Price Candy.....	6	Window World	8
Express Employment	17	Payless Pharmacy	7		

“Discover the Riverside Difference”



We are grateful to have the opportunity to serve the seniors of our community.

Thank you for your support and for voting us

#1 Senior Living Community!



1009 Line Street NE, Decatur
adjacent to Rhodes Ferry Park
(256) 350-4545

www.riversideal.com





The Shumake family is honored that you have once again voted us Best of the Best! Thank you to all our great customers for making this possible.

We have so many new things in stock and ready to go home with you.

Buy now for the Holidays!



Robin Bruce

617863-2





**Decatur Morgan
Pediatrics**
Midtown



Congratulations!
Dr. Meg Ingram



Winning Care. Close to Home. Close to You.

decaturmorganhospital.net

WE ARE HUMBLLED & THANKFUL FOR THIS HONOR.

It has been our privilege to proudly serve the great community of Decatur since 1962. We look forward to meeting your dental needs for many years to come!

Thank you!



DAVENPORT FAMILY
— DENTISTRY —
EST. 1962

2020 Stratford Court, SE, Decatur • 256-355-0185



THANK YOU FOR TRUSTING US FOR 36 YEARS!



Best Carpet and Hardwood Flooring Store



Superior Carpets

Design Center
Ceramic Tile • Hardwood • LVP • Carpet & More
Corner of 6th Avenue and 14th Street • (256) 351-9988
superiorcarpetala.com
Family Owned & Operated Since 1988



**Thank You Tennessee Valley
for Voting Us #1!**

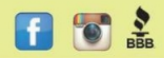


Growing with You through the seasons

SMARTY PLANTS



Hours: Mon - Sat 9-5 • 256-351-2255



617806-2



Thank you for your vote and support!

Morgan Price
CANDY COMPANY

1735 Sixth Avenue SE • 256-350-2992



**Best Candy Store
Best Curb Appeal**

617807-2

Payless Pharmacy

Locally Owned & Operated

Thank You!
Voted 2024
Best of the Best

*Pharmacy, Medical Equipment Store,
 and Delivery Service.*
 We couldn't be the best without
 the love and support of our community.



1206 7th Street • 256-353-5011



2122 Danville Rd SW • 256-351-7006

617856-2

JIMMY SMITH JEWELERS



Thank you for trusting in
 us for the last 51 Years!

We are so honored to be voted "Best Jewelry Store
 and "Best Bridal Registry" in the Tennessee Valley.
 We treasure our customers!



JIMMY SMITH JEWELERS

2306 Sixth Ave SE • 256-353-2512
 Tues-Fri 10-5; SAT 10-1 • jsmithjewelers.com



Left to right front row: Candi Ivy, Katie Penn, Tommy Ray, Ann Pitt, Jimmy Ray
 Smith, Wendy Smith, Robby Smith, Haley Callahan, Cathy Gibson
 Left to right back row: Sandy Armor, Phyllis Bradford, Alice Evans, Jonah Shumake
 Not pictured: Terrell Tanksley & Hannah Mears

617875-2

MARTIN'S



THANK YOU FOR VOTING US
BEST MEN'S CLOTHING STORE
& **BEST** SHOE STORE

ANNISTON • OXFORD • GADSDEN MALL • RAINBOW CITY • DECATUR • FLORENCE • PELL CITY • BOAZ

MARTIN'S
THANK YOU FOR YOUR VOTE COUPON

20% Off One Item

Valid Oct. 23-28, 2024. May not be used with any other coupon, offer, or discount. Excludes Employees, Gift Cards, Prior Purchases, Green Sticker Merchandise. Limit one coupon per customer. Other exclusions may apply. Martins/Wakefield's reserves the right to deny any coupons that are not being used in accordance with company guidelines. In store only.



4 49894 00119 7 HSVOTE

617876-2

"Not only do we stand behind our windows, we stand on them"

Owners Mike and Melissa Edwards



-18-
Months
SPECIAL FINANCING*

*With approved credit. See store for details.

Contact Us For Free Estimate

WindowWorldHuntsville.com
1-800 GET WINDOWS

Thank You
Decatur
& surrounding areas



WINDOWS • DOORS • SIDING
Locally Owned. Locally Loved.

25154 One Aviation Way SW Madison, AL 35756

617886-2

Brace Yourself for An Awesome Experience!



Thank You
Tennessee Valley
for your support and
voting us your favorite
Orthodontist Practice!



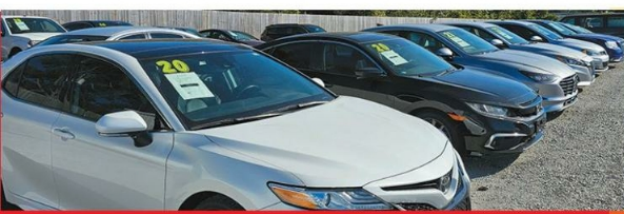
LEW B. SAMPLE

DMD, MS, PC
Practice Limited To Orthodontics

www.sampleortho.com



DECATUR 2014 Danville Park SW | 256-355-5255 **HARTSELLE** 220 Karl Prince Drive | 256-773-8613



Thank You Tennessee Valley for Voting Us Best USED AUTO DEALER!

FINANCING AVAILABLE

**Large Selection
of Vehicles**



- We also offer
- Custom Upholstery
 - Car Audio Sales & Installation
 - Golf Cart Sales and Service



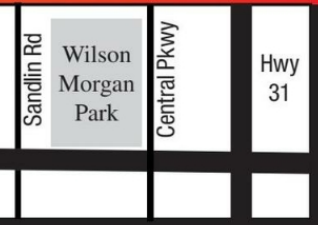
1st row L to R: Daniel Palace, Robbie Royer, Jimmy Johnson,
Miranda Wallace, Jack Kaeding 2nd row L to R: Jeremy Reaves,
Kory Stewart, Dennis Braun, Daniel Lee

512 Beltline Rd • Decatur • 256.686.0843

BELTLINECARS.COM



Beltline Rd (Hwy 67)





MARMAC



10th Consecutive Year

Voted Best of the Best Real Estate Company



Real Estate from the Pines to the Palms

DECATUR | HARTSELLE | CULLMAN | FLORENCE | KILLEN | ORANGE BEACH

www.marmac.us

The Decatur Daily
BEST OF THE BEST
2024
READER'S CHOICE POLL
WINNER



BEST

of the Best

Real Estate Agent

The Decatur Daily
BEST OF THE BEST
2019
READER'S CHOICE POLL
WINNER

The Decatur Daily
BEST OF THE BEST
2020
READER'S CHOICE POLL
WINNER

The Decatur Daily
BEST OF THE BEST
2021
READER'S CHOICE POLL
WINNER

The Decatur Daily
BEST OF THE BEST
2022
READER'S CHOICE POLL
WINNER

The Decatur Daily
BEST OF THE BEST
2023
READER'S CHOICE POLL
WINNER

The Decatur Daily
BEST OF THE BEST
2024
READER'S CHOICE POLL
WINNER

MARMAC
SHAWN GARTH
256-466-0824

SOLD ANOTHER

Shawn Garth

256-466-0824

 shawngarth.marmac.us

MARMAC

Best of the Best Categories

Adults and Childrens Events

Concerts in the Park

Antique Store

Bank St. Antiques

Apartment Complex

Granada Apartments

Appliance Store

Home Depot

Auto Body Repair

Calvert's Collision & Restoration LLC

Auto Rental

Enterprise Rent A Car

Automotive Car Salesperson

Kendrick Langham

Automotive Service Department

Bramlett GMC Kia

Bank

River Bank & Trust

Bar

Moe's BBQ

Barbershop

Good Vibrations Barber Shop

Best All Around Restaurant

Serrano's

Best Menu

Moe's BBQ

Biscuits

Hardee's

Book Store

Books- A- Million

Boss

Jonnie Simmons

Bridal Registry

Jimmy Smith Jewelers

Business Curb Appeal

Morgan Price Candy Company

Candy Shop

Morgan Price Candy Coompany

Car Wash

Shine Time

Carpet Cleaner

American Steemer

Carpet Store

Superior Carpets & Floor Coverings

Caterer

Moe's BBQ

Cellular Phone Store

T-Mobile

Childrens Clothing Store

Sprouts

Chiropractor

Hardy Chiropractic

Church

New Song Family Church

Cleaning Services

Neat & Tidy Cleaning Service

Computer Repair/Sales

Mitchell Computer Services

Consignment Store

Sprouts

Convenience Store

Crossroads Grocery

Credit Union

Redstone Feral Credit Union

Custom Countertops/Cabinets

Mega Granite

Customer Service

RedX Fitness

Dance/Cheer

Dancers Inc.

Day Care

La Petite Academy

Day Spa

Allison's Aesthetics

Decorative Concrete Company

M&M Services LLC

Dentist

Davenport Family Dentistry

Dermatologist

Dr. Samantha Wyatt

Barbeque

Big Bob Gibson

Breakfast

Cracker Barrel

Brunch

Mellow Mushroom

Brunswick Stew

Big Bob Gibson

Buffet

Canton House

Catfish

Libby's Catfish & Diner

Chicken

Big Bob Gibson

Chicken Wings

Big Bob Gibson

Chinese

Taste of China

Coffee Shop

7Brew

Cupcakes

Publix

Delivery Service

Payless Pharmacy

Dessert

Mel's Sweet Treats

Fast Food

Chick-fil-A

Fastest Fast Food DriveThru

Chick-fil-A

Fast Food Most Accurate DriveThru

Chick-fil-A

Fine Dining/Romantic

Simp McGhee's

Food Truck

Serrano's

Hamburger

Homemade By Lala

Hot Dog

Big Bob Gibson

Italian

Alfonso's

Japanese Dining

Ninja

Lunch Special

Mellow Mushroom

Mexican

Serrano's

Milkshake

RedX Fitness

Pizza

Pizza Ed

Ribs

Moe's BBQ

Salad Bar

OH! Bryan's

Seafood

Lash's Seafood

Soul Food

Dot's

Steak

Texas Roadhouse

Subs

Firehouse Subs

Sushi

Sushi Sumo

Sweet Tea

Big Bob Gibson

Asian Dining

Fulin's

Yogurt/Ice Cream

Tess' Place

Discount Store

Ross

Drug Store

Payless Pharmacy

Dry Cleaner

Four Seasons

Elected Official

Ashley England

Electronics Store

Electronic Express

Entertainment Venue

Yard Fairy

Equipment Rental

Rental World

Event Planner

Yard Fairy

Event Venue

The Witt House

Family Physician

Dr. Brian James

Fishing Guide

Brian Bird

Florist

Simpson's Florist

Funeral Home

Reynolds Funeral Home

Furniture Store

Shumake Furniture

Best of the Best Categories

Furniture/Appliance Rental

Choice Rentals

Garage Door

Valley Overhead Door

Garden /Nursery

Smarty Plants

General Surgeon

Dr. Randy Buckner, MD

Grocery Store

Publix

Guest Service Agent

Christi Ord- RedX Fitness

Hair Salon

Lox Salon

Hardwood Flooring Store

Superior Carpets & Floor Coverings

Health Fitness Club

RedX Fitness

Health Food Store

Gloria's Good Health

Hearing Specialist

Dr. George Godwin

Heating Air Conditioning Service

Higdon Services

Home Dcor

River City Pickers

Home Healthcare Provider

Hospice of the Valley

Home Improvement/Hardware

Lowe's

Hotel

Fairfield Inn & Suites

Insurance Agent

Wally Payton

Investment Firm

Dewayne Eddy/LPL Financial

Jewelry Store

Jimmy Smith Jewelers

Ladies Clothing

Carriage House

Landscape/Lawn Care

Leo's Landscaping

Laundromat

The Missing Sock

Law Firm

The Cole Law Firm

Lighting Store

The Light House

Local Music Group/Band

30 Aught Silver

Marina

Ingalls Harbor

Marine Mechanic

Dry Creek Marine LLC

Mattress Store

Bedzzz Express

Meat Department

Holaway's Foodland

Mechanic

Iverson's

Medical Equipment Supply Store

Payless Pharmacy

Mens Clothing

Martin's

Most COVID Friendly Dine-in Restaurant

Texas Roadhouse

Mortgage Company

SouthPoint Bank

Motorcycle Dealer

Allsport Powersports

MRI Clinic

Open MRI of Decatur

Nail Salon

Nails by Nancy

New Car Dealer

Bramlett GMC Kia

OBGYN

Decatur OB-GYN Associates

Oil Change

Iverson's

Ophthalmologist/Optomestrist

Decatur Family Eye Care

Optical Store

Decatur Family Eye Care

Oral Surgeon

Dr. William Littlejohn, DMD, MD

Orthodontist

Dr. Sample, DMD, MS, PC

Orthopedist

Dr. Scott Sharp, MD

Pastor/Preacher

Adrain Mostella

Pediatrician

Dr. Ingram, MD

Personal Stylist

Jen Albright

Personal Trainer

James Glenn

Pest Control

Better Way Pest Control

Pet Store

Pet Smart

Photographer

Christina & Co. Imagery

Physical Therapy

The Ark Pediatric Therapy Services

Places to work over 20 employees

Moe's BBQ

Places to work under 20 employee

RedX Fitness

Plumber

Jackson Plumbing, Heating & Cooling

Podiatrist

Dr. Milton Sterling

Pool Store

Julia's Pools

Preschool

Adventureland Preschool

Real Estate Agent

Shawn Garth

Real Estate Company

MarMac Real Estate

Rental Place

Rental World

Restaurant Manager

Jacob Lilly - Big Bob Gibson

Roofer

River City Roofing Solutions

Senior Living Center

Riverside Senior Living

Shoe Store

Martin's

Sporting Goods Store

Academy Sports + Outdoors

Tanning Salon

RedX Fitness

Tattoo/Ink

Thistle and Fern Tattoo Company

Temporary Employment Agency

Express Pros

Therapeutic Massage

Tandy England, LMT

Thrift Store

Everyday Sunshine

Tire Dealer

Minor Tire & Wheel Inc.

Towing Service

A-1 Towing and Recovery

Transmission Repair

Hunt Transmission

Travel Agency

Such a Time as This, a Travel Agency

TV Repair

Tech Lounge

Unique Gift Shop

Urban Atlas

Used Car Dealer

Beltline Motors

Waiter/Waitress

Bailey Baucum

Walk-In Medical Clinic

American Family Care

Watercraft Dealer

Dry Creek Marine LLC

Wedding Reception/Location

The Witt House

Weight Loss Center

PercisionMD Wellness and Weight Loss

Window Store

Window World

Yarn Store

Hobby Lobby

Youth Pastor

Sam Welsh

TERMITE • PEST • MOSQUITO



Better Way Pest Control



256-580-6181

Better Service...Better Results...Guaranteed!



Thank You for Voting us Best of the Best in Heating and Air Conditioning!

It's been our pleasure serving Decatur and North Alabama for 35 years.



Higdon SERVICE

1915 State Hwy 20, Decatur, AL 35601
(256) 351-0904
Open 24 hours 7 days a week



Equal Housing Lender Member FDIC NMLS 405629

*Your choice.
Our gratitude.*

Thank you for voting us
the BEST BANK in Decatur!
We're honored by this
recognition, and even more,
to be your trusted financial
partner - and friend.



254 Moulton St. E | 256.957.7010
RIVERBANKANDTRUST.COM

618194-2

THANK YOU FOR VOTING US THE BEST FURNITURE & APPLIANCE RENTAL STORE!



CHOICE RENTALS

Furniture - Electronics - Appliances

935 B WIMBERLEY DR SW, DECATUR • 256-686-4006



618439-1



Thank you
Decatur
for Voting Us
Best in
Plumbing!

The Decatur Daily
BEST OF THE BEST 2022
READER'S CHOICE POLL
WINNER

The Decatur Daily
BEST OF THE BEST 2023
READER'S CHOICE POLL
WINNER

The Decatur Daily
BEST OF THE BEST 2024
READER'S CHOICE POLL
WINNER

JACKSON

PLUMBING * HEATING * COOLING
SEPTIC * ELECTRICAL

An **ACE Hardware** Company

256-353-0051 • jacksonfast.com • AL. Cert. #19186



Thank you Decatur
for voting us best
Weight Loss Center!

The Decatur Daily
BEST OF THE BEST 2024
READER'S CHOICE POLL
WINNER

Traci McCormick, MD
Board Certified, obesity Medicine
Owner and Medical Director

 **PrecisionMD**
WELLNESS AND WEIGHT LOSS

1241 Point Mallard Pkwy, SE, Decatur
(Target shopping area)
256.286.2289 | precisionmdwellness.com

Thanks for voting us Best of the Best for our 6th Year



Express[®]

EMPLOYMENT PROFESSIONALS

Putting People to Work

256-822-1000

618193-2

Thank You for voting us Best Convenience Store!

CROSSROADS GROCERY



Thank you! to all our Customers for making us

Your Destination Store!



618399-2

Proudly Serving the Tennessee Valley
Since 1976!



Quality Name Brand Tires
Expert Installation
Tire Service & Repairs
Brakes & Alignments
Lift Kits
Custom Wheels

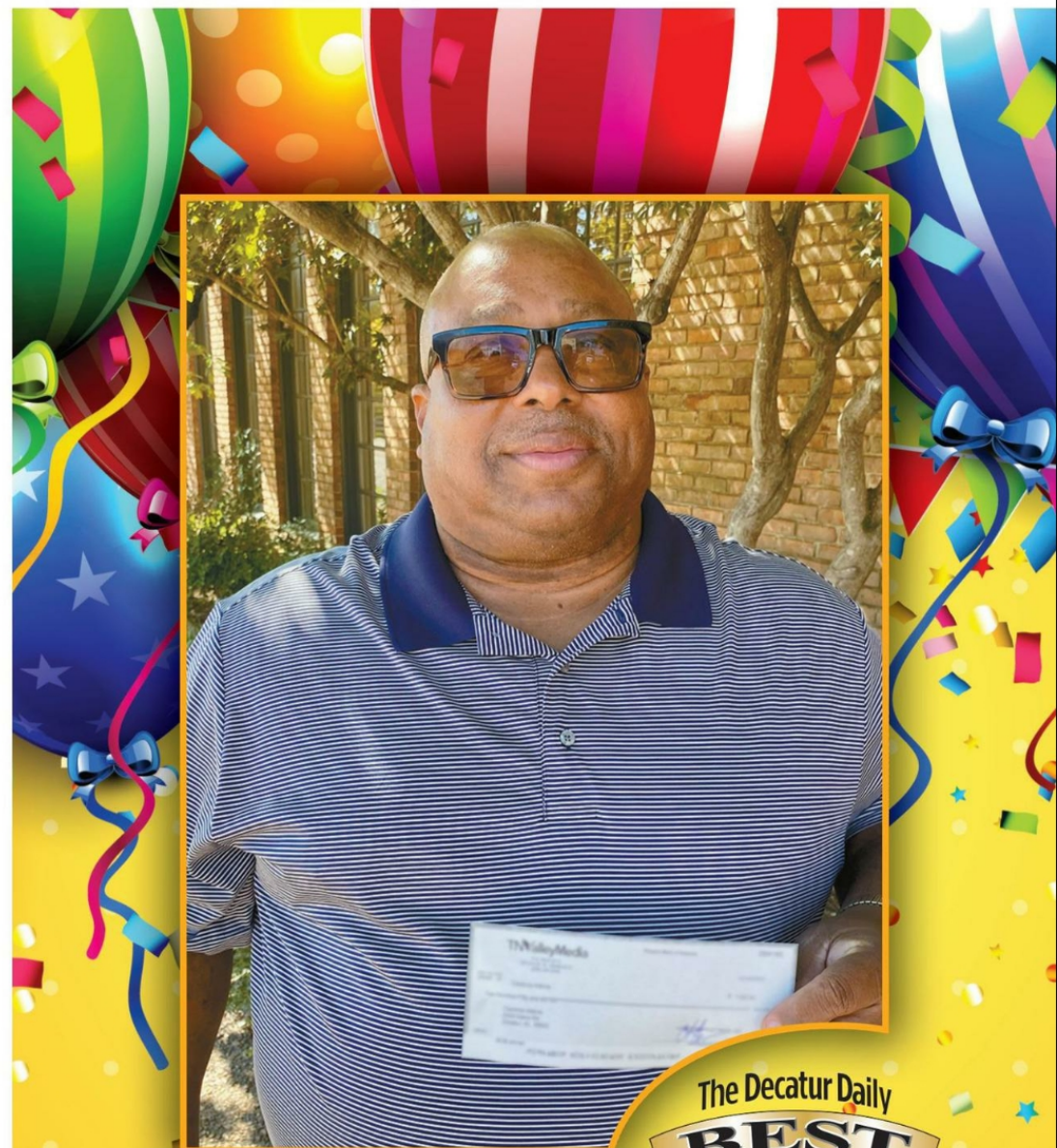
Thank you for
voting us best
TIRE STORE!



MINOR
TIRE & WHEEL



3512 6th Ave SE, Decatur
256-353-4957
minortireandwheel.com



Congratulations
to our

**Best of the Best 2024 Reader's
Choice Poll Winner**

**Clarence Adkins
\$250 Winner**


Hospice of the Valley
 Your Community Hospice
 since 1985



At Hospice of the Valley we help you find comfort and peace; allowing you and your loved ones to make the most of every moment together.

Your Care. Your Choice.

Best of the Best Home Healthcare Provider

- 100% OVERALL HOSPICE CARE
- 100% RECOMMENDED HOSPICE CARE
- TOP 99% PERCENTILE NATIONALLY RANKED

*2023 CAHPS

256-350-5585

www.HospiceOfTheValley.net



617846-2

HOLAWAY'S
FOODLAND



Thank you for voting us
Best Meat Department
in the Tennessee Valley
for 20 years!

We take pride in the selection and quality that our trained meat cutters provide daily.

Holaway's Foodland

1652 Beltline Road SW, Decatur
 (256) 351-4264

617867-2

Fresh, Great Seafood

HOMEMADE SAUCES, BREADING AND GUMBO

Voted Best Seafood

We are humbled and want to thank our customers!!

"It's worth the short drive!"

Lash's Seafood

1091 Highway 101 | JUST AFTER WHEELER DAM ON THE LEFT
 (256) 247-1203 • Pick up window open Thur, Fri, Sat 4 pm to close
 Tues. & Wed. 10 am-7 pm, Thurs.-Sat. 10 am-8 pm, Closed Sun. & Mon.

617885-2



Thanks for voting us **Best Health Fitness Club!**

RED X FITNESS

Work out with us!

Free Group Fitness Class

Must present this coupon.
 Red X Fitness • 1111 Knight St SE, Decatur

Enjoy a Healthy and Refreshing
Smoothie
 at **50% OFF**

Must present this coupon.
 Red X Fitness • 1111 Knight St SE, Decatur

JOIN NOW FOR ONLY \$19.99 A MONTH!

256-353-9997

Decatur-Hartselle-Madison Locations

618249-2



Jonathan Brooks and Darleen Hill

Thank you for voting us Best Mortgage Company



SOUTH POINT

HOME MORTGAGE

dhill@southpoint.bank

Darleen Hill | Vice President - Branch Manager

Office: 256-308-9722 | Cell: 256-227-2022

1314 6th Ave SE, Decatur, AL 35601

619070-2



NMLS ID# 401236

Darleen Hill #201200

Jonathan Brooks #2344227



Here for YOU

Over 50 years of Trusted Orthopaedics



Thank you for voting Dr. Scott Sharp Best Orthopaedic Surgeon

Randy Riehl, MD • Scott Sharp, MD • Russell Ellis, MD Stacy Tapscott, MD • Justin Daigre, MD • Justin Hallock, MD • Matthew Nalamlieng, MD

DOC ORTHOPAEDICS & sports medicine

1107 14TH AVE. SE • DECATUR • 256-350-0362

docorthopaedic.com

617920-2

Thank you to our loyal patients for voting us #1 Ophthalmologist/Optomtrist AND Best Optical Store!



DECATUR FAMILY EYE CARE

Jonathan M. Davis O.D. | Jessica S. Coggin O.D.

2026 6th Ave SE, Decatur • 256-353-1787 • decaturfamilyeyecare.com



Providing Rental Equipment to North Alabama Since 1978



Thanks for voting us your #1 equipment rental store.



RENTAL WORLD

256-350-3333

2713 Spring Avenue SW, Decatur, AL 35603

617903-2

**Thank You for voting us
Best Mexican Restaurant,
All-around Restaurant,
and Food
Truck!**



**Dine-in or
Carry out
Catering and
Food Truck**

Serrano's
MEXICAN



The Decatur Daily
**BEST
OF THE BEST
2024**
READER'S CHOICE POLL
WINNER

1401 Carridale St SW, Decatur
serranosmexicandecatur.com

618400-2

Need a website?
We can help.

256-340-2370



reach**256**

The Decatur Daily
**BEST
OF THE BEST
2024**
READER'S CHOICE POLL
WINNER

Thank you
for choosing us #1

**BBQ, WINGS, STEW, CHICKEN, TEA,
HOT DOG, AND BEST RESTAURANT**

MANAGER JACOB LILLY

Family owned since 1925



1715 6th Ave (256) 350-6969 • 2520 Danville Rd (256)350-0404
bigbobgibson.com

617812-2

Thank You!
Voted 2024 Best Insurance Agent



Wally Payton
Payton Insurance Agency
2132 6th Ave Ste 101
Decatur, AL 35601
wally.payton@countryfinancial.com
256-301-5543



Auto and home policies issued by COUNTRY Mutual Insurance Company®, COUNTRY Preferred Insurance Company® and COUNTRY Casualty Insurance Company®, Bloomington, IL.

617844-2

Thank you for your confidence in us.



REYNOLDS

FUNERAL HOME

SINCE 1929 • SPIRIT OF EXCELLENCE
103 13TH AVE NW, DECATUR, 256-353-6602



Thank you for voting us Best Women's Clothing Boutique!

115 Johnston St, Decatur | 256-355-4349
shopcarriagehouse | shopcarriagehouse.com

Thank you for voting us 2024 Best of the Best!

Melinda Wallace and Natalie Rolin

Julia's POOLS 1624 6th Ave • Decatur • 256-350-7008

Thank You Decatur, #1 in Lighting "21 YEARS IN A ROW"

We appreciate your business.

The Light House
Home of Distinctive Lighting

21 14th St SW • 256-355-4610 • shophthelighthouse.com

Thank you for voting us Best Hearing Specialist

Decatur ENT Associates, P.C.

Medical and Surgical Specialists of the Head and Neck
HEARING • BALANCE • ALLERGY

Decatur ENT
Associates, P.C.

1218 13th Avenue SE
Decatur • 256-355-6200

decaturent.com

William F. Littlejohn, Jr., D.M.D., M.D.



Decatur Oral Surgery & Facial Reconstruction.

Implant Dentistry

DECATUR
2023 Danville Park Dr. SW
Decatur, AL 35603
Phone: (256) 355-8224

ATHENS
201 South Hine St.
Athens, AL 35611
Phone: (256) 230-2655



Dr. Littlejohn and his staff would like to thank each of you for your many years of patronage, friendship, and trust. We are all very blessed to live in the valley and have enjoyed our many years of patient care. We look forward to many more years of serving you.

*Thanks Again,
Dr. William Littlejohn, Jr.*

Customer retention strategies



Thriving businesses rely on their customers to sustain their success. Business owners spend ample time drawing up ways to attract customers. But in addition to attracting new customers, savvy business owners recognize how vital repeat business is to their success.

Repeat customers are the lifeblood of successful businesses. According to Simple CRM, a customer relationship management and intelligent automation company, a new customer is almost 16 times more expensive than retaining an existing one to whom a business can cross sell and upsell. In addition, a survey from SAS and Loyalty360, two companies geared toward sup-

porting customer intelligence research, found that 68 percent of business comes from existing clients.

Business owners who want to emphasize customer retention can try various strategies to keep consumers coming back for more.

- Identify highly valued customers. Certain customers are not only repeat buyers, but also advocates for a company. These are the most valuable to retain since they do marketing work for you. Consider these customers VIPs when offering customer perks.

- Offer customer perks and surprises. In regard to perks, cus-

tomers loyalty can be fostered by offering deals or surprises to your client base. Showing customers they are appreciated may come down to sending a hand-written note or offering insider-only discounts or specialized shopping hours.

- Implement feedback initiatives. Set up survey mailings, text check-ins or have customer feedback cards at checkout to provide insight into how customers view the business. Feedback provides insight into how the service is performing in comparison to customer expectations. Treat compliments and complaints equally, valuing the role each can play in bettering your business.

- Recognize that one hand washes the other. Solidify customer retention by using the products and services of your own customers. For example, if a customer has a printing business, you can use that business for your stationery needs.

- Develop a system to receive and address complaints. Complaints should be addressed promptly and properly. Negative online reviews can do damage if left unchecked and unresolved. Reducing response time to address customer issues will result in higher customer engagement.

- Build trust through community relationships. Customers may be more inclined to return to companies they see having positive effects in their communities. Sponsor community sports teams, get involved in school functions, engage in community clean-up initiatives, and make your business seen and heard around town.

Customer retention comes down to getting to know your customers and building trust in the community.

THANK YOU
Tennessee Valley
for voting us Best
New Automotive
Dealer & Best
Automobile
Service Department

No Games, No Gimmicks... Just Great Deals!

BRAMLETT *of Decatur*



We Proudly Support Our Community

Crowd-Pleasing Savings and Service!
on new GMCs and Kias, PLUS a huge selection of quality Pre-Owned



BRAMLETT GMC
3305 Highway 31 South
Decatur • 256-353-6232
BramlettAutomotive.com

BRAMLETT KIA
3326 Highway 31 South
Decatur • 256-353-6232
BramlettKia.com

Sales Hours: Mon-Sat 9AM-6PM • Service Hours: 7:30AM-5:30PM