Ottawa Franchise Owner Robert Veilleux Leads in 2014 Mosaic Sales

Ambition and dedication have proven to be a winning combination for Robert Veilleux, owner of Granite Transformations in Ottawa, Canada. Recognized as the top seller of Trend mosaics among the GT franchise network, Robert explains how his philosophy of raising the bar has set the standard for him, both personally and professionally.

> "Growing up, I decided I would pursue two careers, I never wanted to struggle in life so I felt it was important to know what it's like to wear both a white collar and a blue collar. You never know what can happen."

With 30 years of construction experience under his belt and six years working in the high tech industry, Robert found himself working over 80 hours per week while at the same time raising a family. That all changed 10 years ago when a friend approached him with a business opportunity to start a Granite Transformations franchise – an option that would allow him to spend more time with his family. "I can honestly say it was the right decision; although, as a business owner, you have to put in the hours."

Robert's total revenue for mosaics in 2014 topped $55K – with sales averaging approximately 30% from bathroom renovations and the rest from kitchen backsplashes, countertops and flooring. His best-selling mosaics are from the Liberty, Metropolis and Subway collections and his top-selling countertop colors are Royal Ivory, Perla di Modena and Nero Stella. "We offer our customers the option to choose from the broad range of mosaic tile options to make their countertops and other surfaces even more beautiful," said Robert. "The rest is up to us to ensure our customers have the best experience and the highest quality product. We are proud of each job we create." The proof is in the numbers, as Robert explained how 25%-30% of his business comes from referrals.

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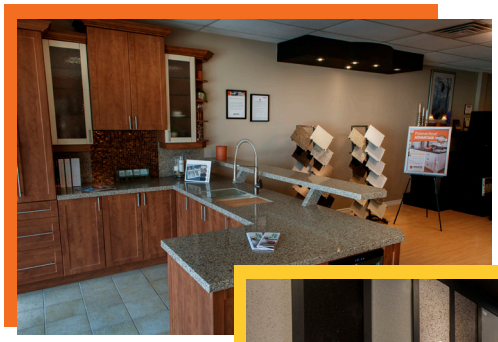
Driving a successful business comes with carefully planned strategy and knowing your customer base and target audience. "GT Records is the most important tool we use," Robert stated. "Over the past three years, we have worked diligently to manage and track every step of our business through it. It allows us to make the right decisions based on real data." GT Records is an invaluable program designed for GT franchise owners that offers a comprehensive overview of all aspects of the business. Based on the data from GT Records, Robert says that he and his staff are implementing a combination of targeted direct mail efforts as well as incorporating ongoing marketing initiatives from previous years.

Some of his most successful marketing strategies include direct mail, such as Valpak and oversized postcards as part of a monthly targeted direct mail campaign. Additionally, Robert runs inserts four times per year in the *Ottawa Citizen* Newspaper. Robert also uses digital marketing (retargeting program), television and even neighborhood marketing via lawn signs and door hangers on homes in the neighborhoods where renovations are underway. Trade shows have also proven profitable. Robert and his staff participate in three shows every year, and have recently added a fourth with the "55+ Lifestyle Show."

Offering his customers the ability to see and touch the products firsthand is another critical part of Robert's success. His showroom is packed with beautiful displays of mosaic tiles and granite, quartz and glass surfaces, along with varying design options and samples that allow his customers to visualize the endless possibilities for their home improvement projects. Having the products on display for potential customers to see is what a showroom is all about. This takes the guesswork out of the attempt to choose the "right" color and also enables the design team to work with the customer to create the perfect combination for their kitchen or bathroom renovation project.

Not only has Robert made a name for himself with outstanding sales, he has also earned the respect of his community by giving back. "We donated kitchen countertops two years in a row to the Children's Hospital of Eastern Ontario Foundation (CHEO) Dream Home Lottery," Robert said. "It's a great feeling to know we can help any way we can." Robert's reputation also earned the business of Los Angeles Dodgers pitcher, Erik Bedard, and a local news anchor from CTV.

Robert continues to raise the bar and says he's set his five-year sales goal at $10 million, with the possibility of multiple locations.



> "We have the luxury of offering a product no one else can. The support by our local government and corporate support from GT has set the stage for endless opportunities. In this growing market, I believe we have only just scratched the surface."

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