

Your Business **FieldNotes**

Neighboring Gesture

BOWA Builders distributes a laminated card with the company's information and emergency contact numbers to their clients. But they don't stop there: They hand the cards out to their customers' neighbors, as well.

"I've seen it on clients' refrigerators and on neighbors' refrigerators," says company vice president Josh Baker.

He says both clients and neighbors thank his company for being proactive. For example, a neighbor might use the card to make sure a BOWA truck isn't parked in front of their house when they are expecting some sort of delivery.

For an added personal touch, the staff at BOWA don't just mail the cards — the project manager knocks on doors and hands them out. —N.P.



At BOWA Builders' jobsites, customers and their neighbors receive company contact information.