

We hope you are enjoying our **Fueling the Bottom Line** newsletter where we share tactics on how to successfully **grow** your business working **together as a team**.

This is **your** newsletter, so provide feedback on what you find useful. Please share topics or ideas by emailing us at marketing@suburbanpropane.com.

Opportunity Zone – Get Noticed on Google for Free!

Google is how people, including your potential customers, search for everything these days. Help them find your business and products by:

- Claiming your free Google business listing
- Managing and optimizing referrals (leads)
- Personalizing the information



Here are a few tips for getting noticed:

- Create a Business Profile or manage an existing profile on Search or Maps
- Add hours, photos, and other details to get discovered by customers near you
- Share updates, respond to reviews, and connect with customers on Google

For more information, visit Google's [Help Center](#) and [Business FAQs](#)

Did you know having a website and a listing on Google can drive new customers to your business?



- Over 70% of consumers use Google Search to research before making a purchase
- 70% of consumers agree that they expect all businesses, including small businesses to have a website
- 60% of consumers say that supporting small, family-owned or local businesses is important to them

*Google/Verito, Journey Finder, U.S., Google/Ipsos, SMB Value of Websites Among Consumers, Google commissioned Ipsos COVID-19 tracker, US.

Reseller Spotlight - Self Serve Lumber

Self Serve Lumber can trace its roots back to Saginaw's East side when Arthur Schwannecke started a coal company known as L. C. Smith Coal Co in 1933.

As the business grew over the years, the name changed and the first Self Serve Lumber was opened on Weiss Street in



Saginaw, MI in 1963. Today, Self Serve Lumber and Home Center is a fourth generation family business. They joined the Suburban Propane family in 2002 and offer propane refills to their customers in 16 of their 19 locations.

“Partnering with Suburban Propane has had a positive impact on our business. We have seen increases in customer traffic and supplemental sales by carrying propane. Suburban rewards us with excellent customer service, on-time deliveries, reliable equipment and competitive pricing” stated Ryan Harden, President.

Self Serve Lumber Gallons By Location			
Reed City	7,343 gals	Durand	28,372 gals
Cass City	8,535 gals	Birch Run	29,020 gals
Marlette	9,044 gals	St. Johns	30,559 gals
Saginaw	10,211 gals	Pigeon	33,575 gals
Chesaning	10,382 gals	Sandusky	38,892 gals
St Louis	11,822 gals	Crosswell	44,625 gals
Ithaca	18,167 gals	Lowell	50,806 gals
Millington	24,113 gals	Belding	62,556 gals