

# LOCALWERX

9 NEW

LOCAL WEBSITE

**TWEAKS**

DRIVING SALES RIGHT NOW

HOW TO POSITION

YOUR BUSINESS AS THE

**GO-TO CHOICE**

IN TOWN

HERE LIES

**SIRI**

2011–2025

THE ERA OF

**"HEY SIRI"**

IS OVER



**TIKTOK SHOPS +**

**LOCAL BUSINESS:**

WHY YOU'RE LEAVING

**MONEY ON THE TABLE**

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Voice search is evolving into AI-powered assistants that deliver context, recommendations, and next steps—not just links. The shift is transforming how consumers search and how businesses must adapt to stay visible. Discover what this new search era means and how to prepare your business today.

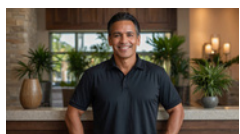
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Discover nine powerful yet simple website tweaks that local businesses are using to quietly boost conversions in 2025. These aren't generic SEO tips—they're fresh, high-impact strategies

that turn casual visitors into paying customers and transform your site into a nonstop sales machine.

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Learn the secret to becoming the trusted choice in your community. From mechanics to cafés to dentists, stand-out businesses succeed through smart positioning—not noise or discounts.

Discover how to carve your space, build authority, and make customers skip the competition entirely.

## Welcome To LocalWerx Magazine

Thanks for checking out our online marketing resource guide for small business. Each month we cover topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your success,  
Karen Estrin

### BROUGHT TO YOU BY

LocalWerx is the leading small business marketing service in the Phoenix area. We help small businesses build "marketing machine" to connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions that can deliver results. We hope you enjoy this issue of LocalWerx Magazine and feel free to reach out to us anytime.



# TikTok Shops + Local Business:

Why You're Leaving

# MONEY

# ON THE TABLE



Everyone Thinks TikTok Is About Going Viral. They're Wrong. The real opportunity is happening quietly behind the scenes, where TikTok Shops is helping small, local businesses outsell bigger, better-funded competitors — all by blending content and commerce in a way no other platform has matched.

While other businesses are still figuring out how to "get likes," TikTok has transformed discovery into direct, in-app transactions — where your customers can discover, trust, and buy from you without ever leaving their feed. And the early adopters?

They're quietly dominating their markets while everyone else debates whether TikTok "makes sense" for them.





## The Shift: Social Media Is Becoming Shoppable

TikTok's biggest move wasn't its algorithm — it's the seamless merging of content and commerce.

Instead of clicking away to shop somewhere else, users now discover products and complete purchases without leaving the app. For local businesses, that means:

- **Zero extra steps:** Customers buy the moment curiosity peaks.
- **Lower ad costs:** TikTok's relatively untapped ad inventory keeps CPCs far below Facebook's or Google's.
- **Massive organic reach:** TikTok rewards engaging, local-friendly content with free exposure.

And here's the kicker: TikTok's younger audience isn't just browsing — they're buying. Over 60% of Gen Z TikTok users say they've purchased something they discovered on the app.





## Why Local Businesses Should Care

Most local business owners dismiss TikTok because they assume their customers “aren’t there.” That’s no longer true.

TikTok has evolved into a cross-generational platform where:

- Millennials use it as a discovery engine.
- Gen Xers are scrolling for local recommendations.
- Even Baby Boomers are joining — especially for lifestyle, health, and home services content.

And unlike Facebook or Instagram, TikTok’s discovery-first algorithm levels the playing field. You don’t need followers. You don’t need to pay for reach. You just need to show up with content that connects.





## Where TikTok Shops Fit for Local Brands

TikTok Shops allow you to showcase products, packages, or offers right where your audience already is — scrolling, watching, and ready to act.

Here's how brick-and-mortar businesses are using TikTok Shops creatively:

- A **boutique spa** offers discounted bundles that can only be claimed through TikTok Shops, creating exclusivity and driving app-native bookings.
- A **local coffee roaster** pushes seasonal blends and lets users purchase directly through TikTok without leaving their video feed.
- A **home décor retailer** sells limited-run items tied to trending TikTok aesthetics, leveraging viral design trends for fast local sales.
- A **craft brewery** promotes limited-edition releases and tasting events directly in TikTok Shops, letting followers reserve their spots or pre-order seasonal brews instantly.
- An **event and reception center** uses TikTok Shops to sell tickets for wine tastings, bridal expos, and live music nights, turning TikTok content into real-world attendance.

TikTok Shops aren't just about selling products. They're about creating seamless experiences that blend local trust with platform convenience.





## Winning Without Feeling “Salesy”

TikTok thrives on authenticity. Overproduced, “polished” videos often flop, while raw, relatable content drives conversions.

Here’s the formula that works:

- **Hook fast.** The first three seconds make or break performance. Lead with curiosity, drama, or an irresistible offer.
- **Educate or entertain.** Tutorials, behind-the-scenes looks, or quick demos perform incredibly well for local businesses.
- **Integrate the Shop.** Don’t “announce” your product. Show it in action and let the TikTok Shop tag do the heavy lifting.
- **Be consistent.** Posting once a month won’t cut it. Regular, simple videos — shot on your phone — build familiarity and trust.

The key? Stop “advertising” and start showing up where your customers already are.

Search



## Local Targeting Made Simple

One of TikTok's most overlooked strengths is its hyperlocal targeting potential:

- **Geo-tagging content:** Add your location to videos to drive discovery by nearby users.
- **Local hashtags:** Use phrases like **#AtlantaEats** or **#SeattleSalon** to get picked up by TikTok's recommendation engine.
- **Community engagement:** Commenting on trending local videos puts your profile (and offers) in front of highly relevant audiences.

Unlike traditional ads, this isn't intrusive. It's organic visibility with built-in intent — because users are already searching for recommendations they trust.



## Ads That Don't Feel Like Ads

If you want to amplify TikTok Shops with paid campaigns, keep this in mind: TikTok rewards content that blends naturally with the platform.

Two formats work especially well for local businesses:

- **SparkAds:** Boost your best-performing organic videos directly. Zero reshoots, maximum reach.
- **Topical Trends:** Jump on trending challenges or sounds relevant to your niche, but tie them back to your TikTok Shop offer subtly.

Because TikTok is still maturing as an ad platform, costs remain lower than Google or Meta — especially in competitive local service categories.





## Building Trust Through Social Proof

TikTok isn't just a place to sell — it's where you earn trust at scale. Features like duets and stitches allow happy customers to showcase your product or service for you.

Even better, TikTok's algorithm amplifies these interactions far beyond your immediate network. Imagine a customer posting a 10-second "before-and-after" clip from your med spa.

With TikTok Shops integrated, viewers can instantly purchase the same package that customer raved about — no Googling, no extra steps.

That's frictionless conversion powered by social proof.

### The Time to Move Is Now

TikTok's still in its land grab phase for local businesses. Early adopters enjoy: - Lower ad costs - Higher organic reach - Easier visibility in underserved local markets The longer you wait, the harder it gets.

Platforms always reward first movers with cheaper traffic, better positioning, and more algorithmic love.

## This Isn't Optional Anymore

TikTok Shops represent more than a new sales channel. They signal the shift to integrated, in-app commerce where customers discover, evaluate, and buy without friction.

For local businesses, this means opportunity — but also urgency.

Those who adapt early will own mindshare (and wallet share) in their markets. Those who hesitate will be left battling rising ad costs and shrinking organic reach elsewhere.

TikTok's not just for viral content anymore. It's where local businesses quietly become local powerhouses.



HERE LIES

SIRI

2011–2025

# THE ERA OF “HEY SIRI” IS OVER

Not long ago, optimizing for voice search meant tweaking your content for “near me” phrases and short, simple questions like “best pizza near me.”

But that era is fading fast. Voice search hasn’t disappeared — it’s evolving. And what’s taking its place isn’t just “smarter queries.” It’s a completely new way consumers interact with search engines and assistants.

Instead of returning a list of links, AI-powered assistants now deliver personalized answers, complete with context, recommendations, and next steps. The shift is seismic, and it’s happening right now.





## The Rise of AI-Powered Conversational Search



Google, OpenAI, and countless startups are racing to own this space. From Google Gemini to ChatGPT, the new generation of AI-powered tools doesn't just search the web — it interprets intent and provides solutions.

A user can now ask:

**"Where's the best place nearby to host a 40-person wedding reception next month with onsite catering under \$5K?"**

Old voice search would have choked on that. AI-powered conversational search handles it easily, parsing your intent, your location, and even your budget — then returning specific answers instead of random results.

For local businesses, this means one thing: visibility is no longer about stuffing keywords. It's about showing AI assistants that your business is the best fit for a user's intent.



## From Keywords to Intent

The old game: rank for the exact phrases customers typed or spoke. The new game: own the intent behind their question.

Here's the difference:

Old voice search → **"pizza near me"**

Conversational search → **"best deep-dish pizza in town that's still open after 10PM"**

Notice how the second query carries layers of meaning: quality, style, hours, and location. AI understands those layers — and it surfaces businesses that provide content addressing them directly.



## Multimodal Search Is Changing the Game

It's not just text or voice anymore. Multimodal search — where users combine voice, text, and images — is exploding thanks to AI.

### Imagine this scenario:

A bride uploads a photo of a reception hall and asks:

**"Find me local venues that look like this but hold 200 guests."**

A TikTok user takes a screenshot of a trending hairstyle and asks:

**"Where can I book this cut near me this weekend?"**

A homeowner snaps a picture of a cracked driveway and says:

**"Find local contractors who can fix this and give me estimates."**

AI blends visual inputs with natural-language queries to deliver tailored recommendations.

For local businesses, this means photos, videos, and visuals are becoming ranking signals. If your specialty dental clinic doesn't have before-and-after images ready, or your high-end pet boarding facility lacks high-quality photos of amenities, you're invisible to these new searches.





## What This Means for Local Businesses

The playing field just changed — and the winners will adapt before competitors even realize it's happening.

AI-powered assistants like ChatGPT, Gemini, and Perplexity now act as decision-makers, filtering results before users ever see them.

To earn visibility, your business needs to:

- Feed the assistants what they crave — rich, structured, trustworthy data
- Answer layered questions through content, FAQs, and multimedia
- Prove credibility through reviews, backlinks, and real-world expertise

This isn't traditional SEO anymore. It's about becoming the obvious choice for AI.





## Real-World Example: Specialty Dental Clinic Dominance

A specialty dental clinic wants to rank for Invisalign treatments.

In the old world, they'd optimize for "Invisalign near me" and hope for the best. Today, an AI-driven search looks for:

- Detailed service descriptions explaining options, risks, and downtime
- Authentic before-and-after photos tied to local context
- Verified customer reviews and testimonials
- Booking links that match conversational queries ("next-day appointments, "weekend slots," etc.)

If your competitors provide this data and you don't, AI assistants will never recommend you — no matter how good your services are.





## Another Example: Pet Boarding & Event Centers

A high-end pet boarding & daycare facility promoting luxury amenities has a massive opportunity:

- Upload high-quality images of rooms, play areas, and webcams
- Include AI-readable descriptions with details like 24/7 staffing, pricing, and availability
- Leverage TikTok Shops integration for assistant-driven bookings

Meanwhile, an event and reception center can dominate conversational search by:

- Publishing detailed event packages with photos, capacity details, and pricing
- Adding structured data tags so AI assistants understand what they offer
- Creating short-form videos showcasing amenities for multimodal queries

When AI-powered assistants receive this context, your business becomes the recommended answer.



## Practical Steps to Get Ahead

### 1. Optimize for Intent, Not Keywords

Update your website and Google Business Profile to answer full questions your customers are asking — not just simplified versions.

### 2. Add Structured Data Everywhere

AI assistants love structured information. Schema markup, detailed FAQs, and consistent NAP data give you an edge.

### 3. Invest in High-Quality Visuals

Photos and videos are no longer optional. Multimodal AI uses them as context clues to match users with the right businesses.

### 4. Showcase Authority and Trust

Feature customer reviews prominently, highlight credentials, and publish educational content that positions you as the go-to expert.

### 5. Experiment With Conversational Prompts

Use tools like ChatGPT or Gemini to simulate assistant queries. Test how AI interprets your offerings — and fill gaps where you're not showing up.





## Future-Proofing Your Local Visibility

Conversational search is still evolving, but the trajectory is clear:

- AI assistants will become the first stop for local decisions.
- Multimodal search will make visuals non-negotiable.
- Businesses that adapt now will dominate organic recommendations before competitors catch up.

The takeaway? Stop chasing rankings. Start feeding AI assistants the exact answers they want.

Because in the very near future, your customers won't be Googling you — they'll be asking an AI to decide for them.

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Voice search as we knew it is over. Conversational AI isn't just the next phase of search — it's a complete rewrite of how consumers discover and choose businesses.

The winners will be the businesses that embrace this shift early, creating the content, visuals, and data AI assistants crave. The losers will keep optimizing for "near me" searches that no-body asks anymore.

**Adapt now. Or risk disappearing from the conversations that matter most.**



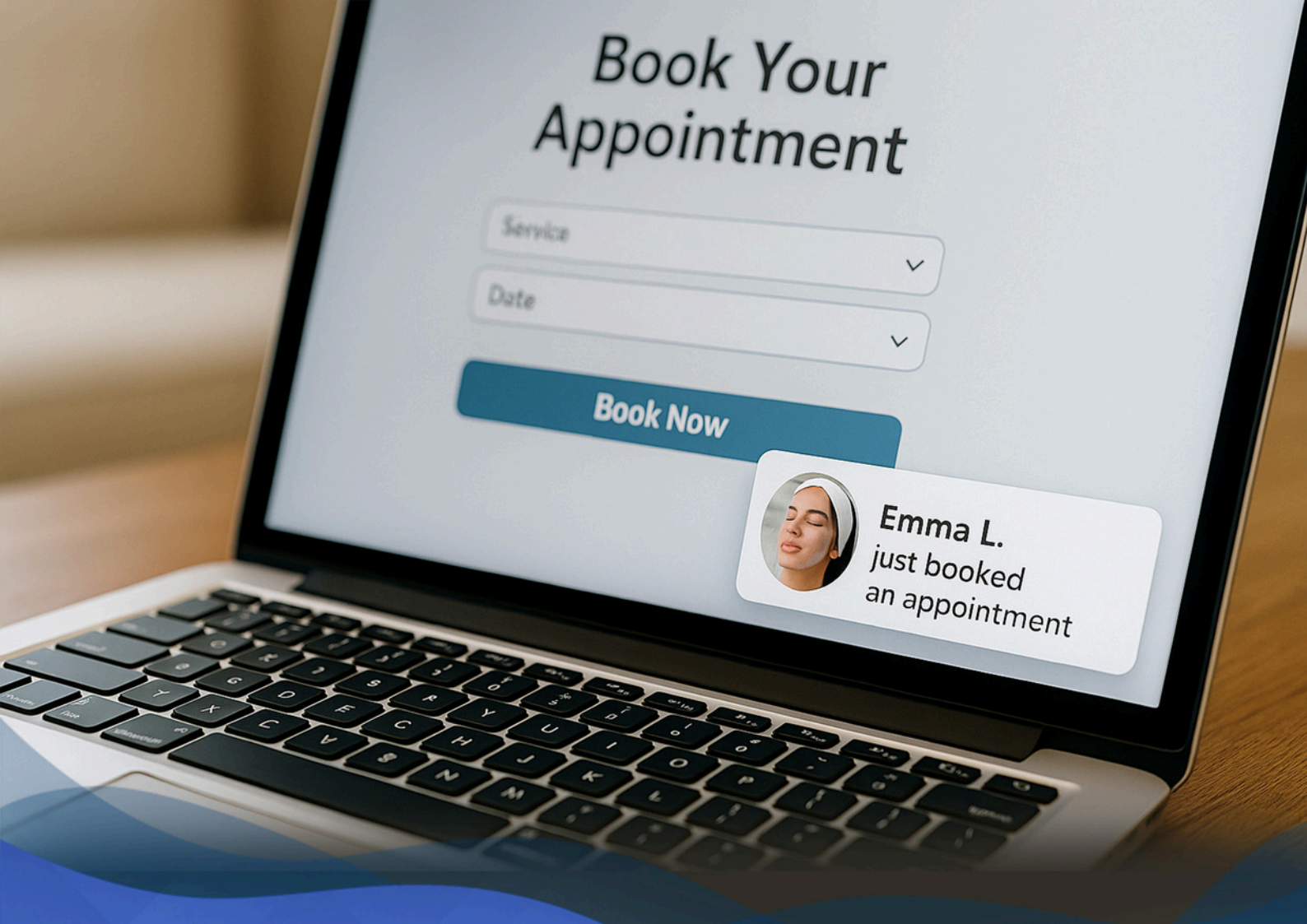


# **9** NEW LOCAL **WEBSITE TWEAKS** **DRIVING SALES** RIGHT NOW

Most local business websites look fine on the surface. But here's the thing: the sites actually converting browsers into paying customers? They're quietly doing a few things differently. These aren't recycled "add more keywords" tips or the same SEO advice you've heard a hundred times. These are fresh, high-impact tweaks designed for how people actually browse, shop, and buy in 2025.

Here are nine quick wins you can make right now to turn your website into a 24/7 sales machine.





## 1. Real-Time Social Proof Popups

Static testimonials are old news.

The fastest-growing local sites are using live activity popups that show visitors exactly when someone else books an appointment, buys a product, or leaves a review. This subtle nudge builds instant credibility and creates urgency — especially when paired with phrases like “just booked” or “only 2 spots left this week.”

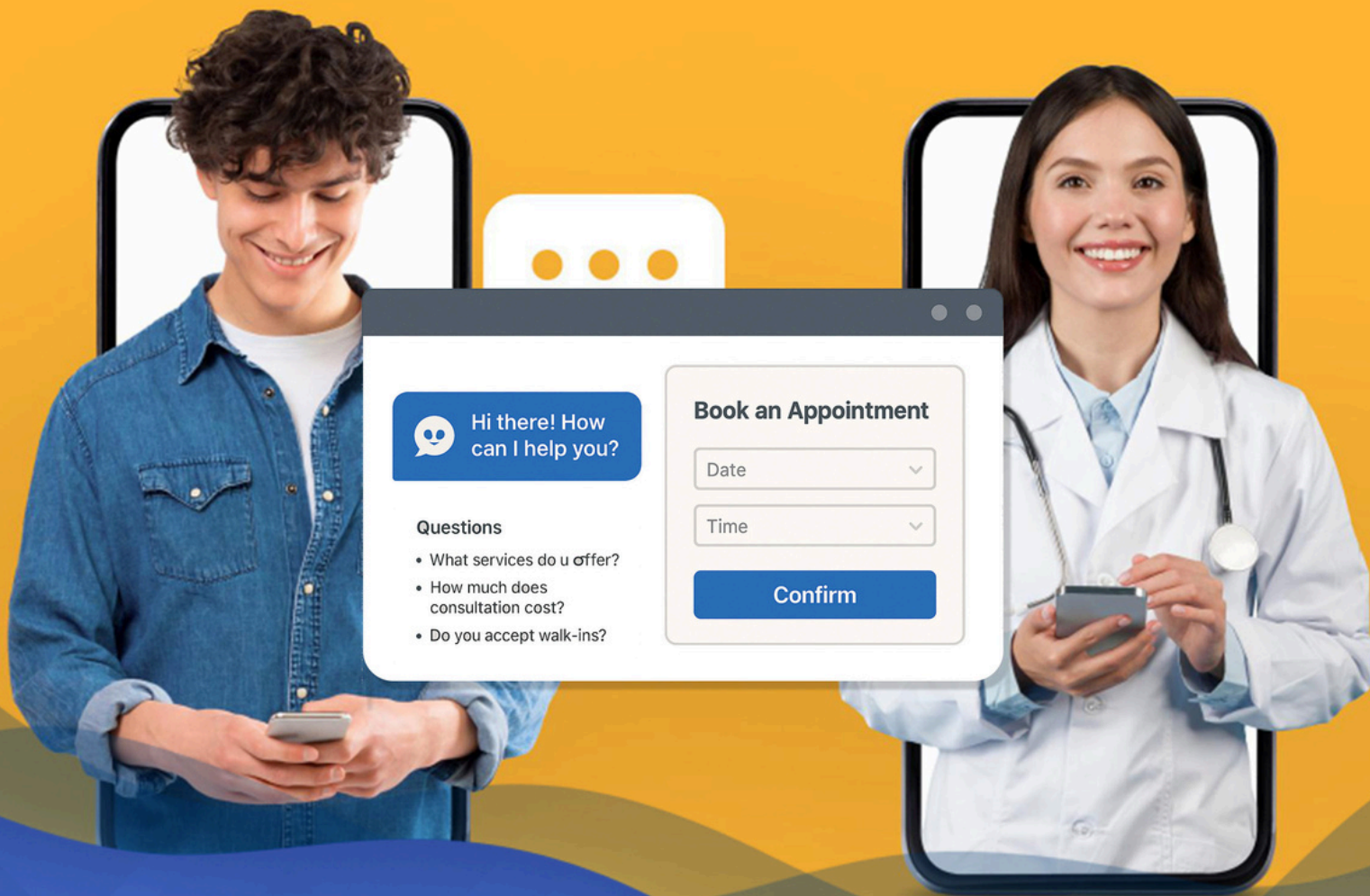
## 2. Conversion-Driven Speed Tuning

Google cares about speed. But your customers care about frictionless browsing. Go beyond generic “page speed” fixes and focus on conversion-driven optimizations:

- > Prioritize above-the-fold content for near-instant load times
- > Delay-load secondary scripts until after interaction
- > Use mobile-first image formats like WebP for lightning-fast rendering

Faster pages keep visitors engaged longer, which leads to more clicks, calls, and bookings.





### 3. Chat-to-Appointment Flows

Livechat isn't new— but the ways smart local businesses use it has changed.

Instead of answering endless questions, add a chat-to-booking flow:

- > A visitor starts a chat → gets guided through common FAQs
- > The chat instantly connects them to your calendar
- > They confirm their appointment without leaving the page

It turns browsers into booked customers in under 90 seconds.

### 4. Dynamic Local FAQs

Generic FAQ pages don't cut it anymore. Today's winners are adding hyper-local FAQs directly on their most important service and location pages.

Think "Do you offer same-day water heater repair in [city]?" or "How fast can I get an appointment near [neighborhood]?"

This not only improves your relevance for local search queries but also removes buyer hesitation right where it matters most — on the page they're deciding to call.





# Services

Learn more about our services and how we can help you your goals.

- Personalized guidance
- Expert advice
- Flexible scheduling

**Book your free 15-min consult**

Claim your same-day  
See available spots this week

## 5. Scroll-Triggered Micro CTAs

Visitors who stay engaged are more likely to buy — but most sites fail to prompt action mid-scroll.

Add scroll-triggered call-to-action bars that gently slide in when someone reaches 40-60% down the page. Use specific micro-offers like:

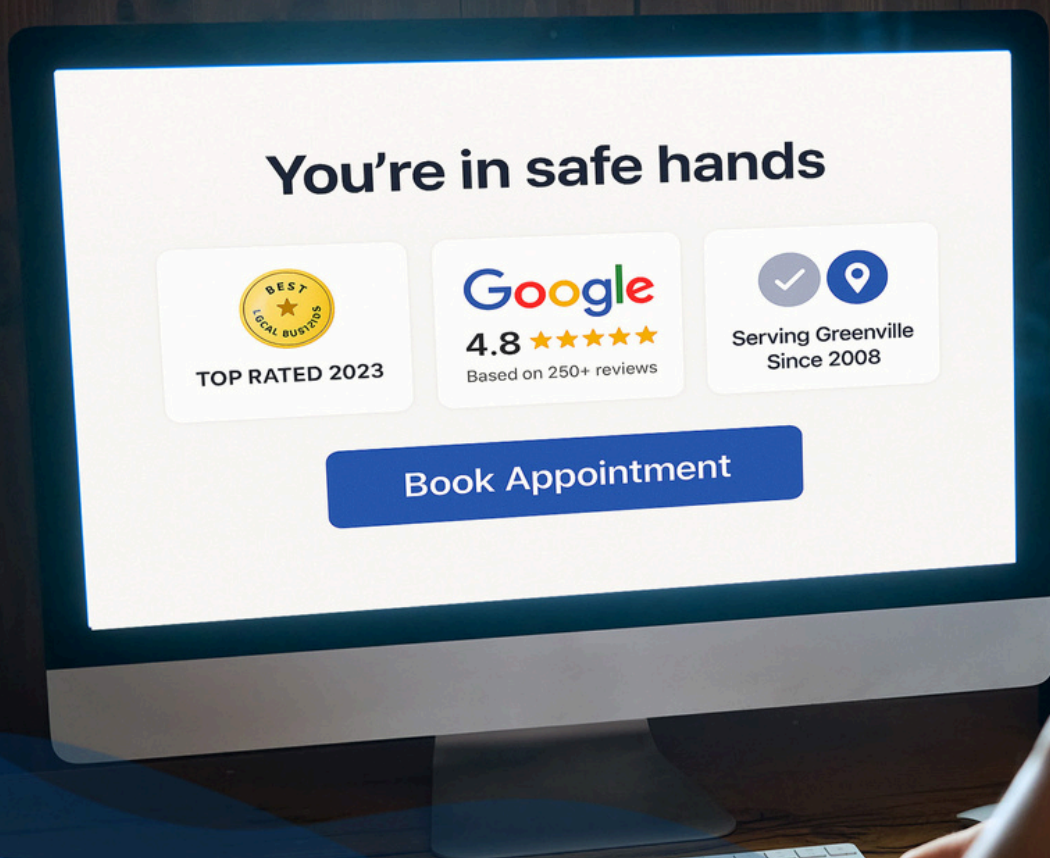
- > “Book your free 15-min consult”
- > “Claim your same-day appointment”
- > “See available spots this week”

These convert skimmers into leads without interrupting their experience.

## 6. Geo-Personalized Headlines

Personalization is everywhere — but few local sites are using it well. With today’s tools, you can automatically adjust headlines, offers, and banners based on a visitor’s city or even ZIP code.

Imagine seeing “Free Roof Inspections in Maple Grove” versus a bland “Free Roof Inspections.” It’s a subtle tweak that dramatically boosts engagement and conversions.



## 7. Trust Badges That Actually Matter

Slapping a "secure checkout" logo on your site isn't enough anymore. Consumers are savvy — they're looking for real credibility signals:

- > Local business awards
- > Google rating widgets
- > Verified review counts
- > "Serving [City] since [Year]" banners

Stack these above the fold and near your booking forms. Visitors convert faster when they feel immediate confidence in your business.

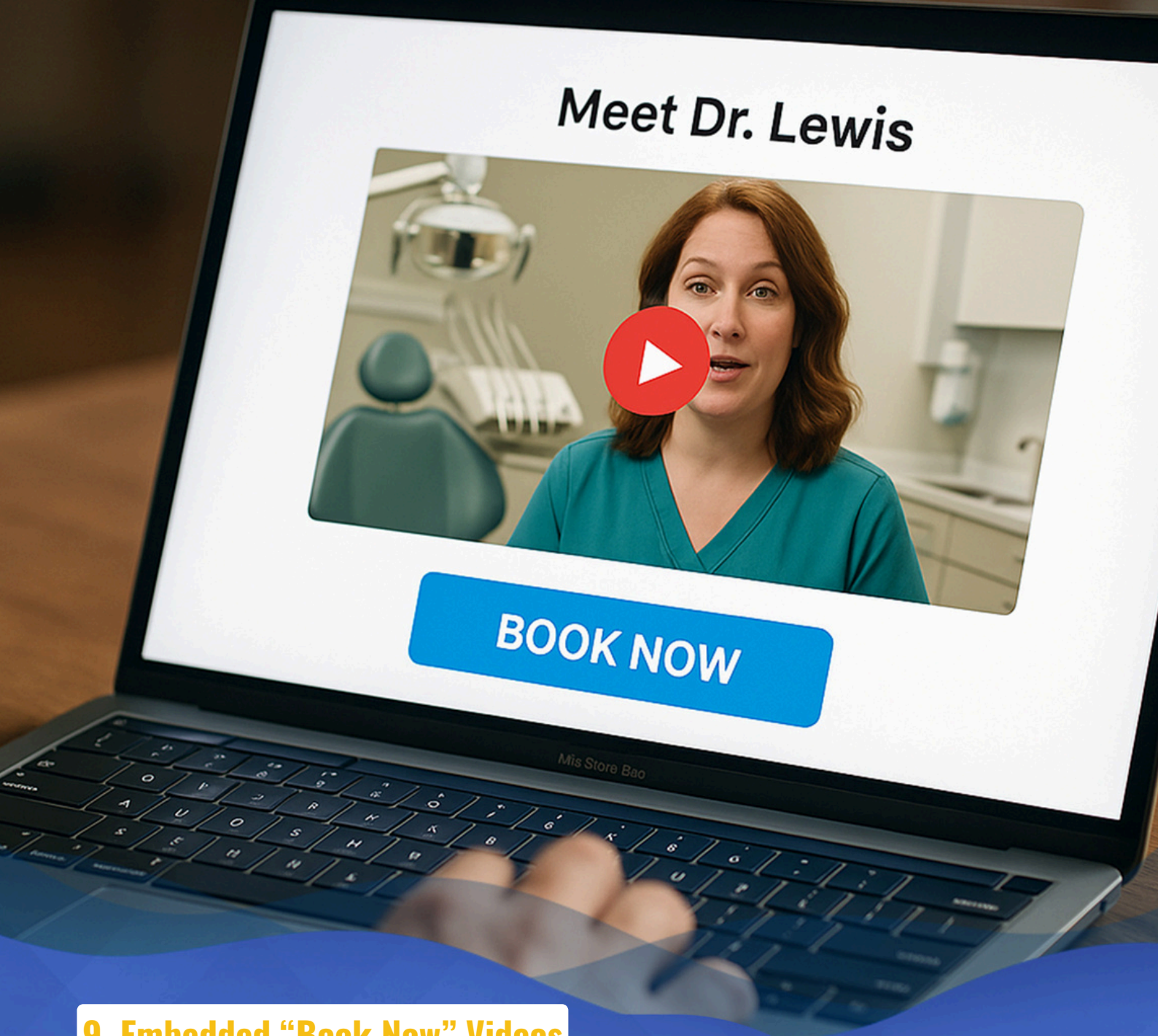
## 8. Mobile-First Navigation Simplification

Mobile visitors now make up 70%+ of local traffic. The problem? Most navigation menus are designed for desktops. Streamline your mobile experience by:

- > Replacing multi-level dropdowns with clear, single-action CTAs
- > Adding sticky booking buttons that follow users as they scroll
- > Using collapsible sections to reduce overwhelm

The easier it is to take action on mobile, the faster visitors convert.





## 9. Embedded “Book Now” Videos

One of the most effective new tweaks is embedding short, high-impact videos directly into your homepage or service pages.

Show yourself or your team explaining the next step: “Here’s how easy it is to book with us today.”

Pair it with a one-click booking button below the video. Visitors are far more likely to take action when they see a real human inviting them personally.

### Bottom Line

Small tweaks add up fast — especially when they’re based on how people actually buy in 2025.

These nine updates aren’t about gaming search engines or chasing vanity metrics. They’re about removing friction, adding trust, and creating urgency at exactly the right moments.

Implement even two or three of these, and you’ll start seeing a noticeable lift in calls, bookings, and sales — without touching a single line of SEO copy.





# HOW TO POSITION YOUR BUSINESS AS THE **GO-TO CHOICE** IN TOWN

Every town has a few standout businesses. The mechanic with a waiting list that stretches weeks ahead. The café that seems to attract customers from three towns over. The dentist who never has to run promotions because new patients come in through word of mouth alone.

They've all achieved the same thing: they've become the "go-to." When people in the community need what they offer, they don't even think about alternatives. They go straight to them.

The difference between being just another option and being the option comes down to positioning. It's not about being the cheapest, shouting the loudest, or running endless ads. It's about carving out a space in your market where your business stands as the clear, trusted, and preferred choice.

So how do you get there? Let's break down what it really takes to rise above the noise.





## Define What Makes You Different

Most businesses fall back on the same language: “family-owned,” “quality service,” “competitive pricing.” Those things are fine, but they don’t set you apart because nearly everyone says them. The businesses that become go-to choices are the ones that stake a claim. They identify something specific and relevant that they can be known for in their community.

Maybe it’s speed: the HVAC company that guarantees service within 90 minutes. Maybe it’s specialization: the CPA firm that focuses on helping contractors keep more of their earnings. Maybe it’s accessibility: the salon that offers same-day appointments when no one else in town does.

The point isn’t to be everything to everyone. It’s to be the clear answer to something people really care about — and then build your brand around that difference.





## **Win the Local Search Game**

These days, the journey to “go-to” status almost always begins online. Before someone ever calls, visits, or books, they pull out their phone and search. If your business doesn’t show up where they’re looking, you don’t even get a chance to compete.

That’s why visibility in Google’s local search results matters so much. The “Maps Top 3” isn’t just prime real estate — it’s the front door to most buying decisions.

Businesses that secure that spot do more than claim a listing. They post updates weekly, showcase photos, highlight current offers, and actively encourage customers to leave reviews.

They make sure their profile is complete with booking links, menus, or service lists. In short, they treat their Google Business Profile as a living, breathing storefront — not a set-it-and-forget-it listing.





**EXCELLENT**

Rating : 5  
Customer Feedback : 1745



**VERY GOOD**

Rating : 4.3  
Customer Feedback : 1943



**GREAT SERVICES**

Rating : 3.5  
Customer Feedback : 321



**NICE**

Rating : 2  
Customer Feedback : 36



**NOT BAD**

Rating : 1.6  
Customer Feedback : 4

## Proof That Speaks for You

Trust is the currency of local business. And nothing builds trust faster than social proof.

Reviews, testimonials, and customer stories carry more weight than anything you say about yourself. The difference is in how you use them.

Go-to businesses don't stop at collecting a few good reviews on Google. They actively weave proof into every touchpoint. They showcase testimonials on their websites, post customer stories on social media, share video feedback that feels authentic and unscripted, and even turn successful projects into short case studies.

The effect is powerful. When a potential customer sees constant evidence that real people in their town recommend you, you instantly become the safer and more appealing choice.





## **Become a Local Authority**

There's a difference between promoting your services and leading your market. The businesses that people naturally gravitate toward aren't just providers — they're educators, problem-solvers, and trusted voices.

You can build this kind of authority in surprisingly simple ways. Host a short "Ask the Expert" livestream once a month. Write a column for a local news outlet. Share quick tip videos on social media that address the most common questions you get from customers. Put together a free guide that solves a local problem.

A dentist might release "The Local Guide to Whiter Teeth Without Breaking the Bank." A roofer could put together "Five Signs Your Roof Needs Repair Before Winter Hits."

When people see you consistently giving value without expectation, they start to view you differently. You stop being a vendor and become the expert. And experts, by default, become the go-to.





## **Stay Present in the Community**

While digital presence matters, don't underestimate the power of being visible offline. People naturally want to support businesses they feel are part of their community.

Sponsoring a youth sports team, showing up at local fairs, donating time to a fundraiser, or spotlighting other small businesses on your social channels — these are the kinds of actions that get noticed. They reinforce the idea that your business isn't just in the community but of the community.

And when people see your brand connected to local good, their loyalty deepens.

## **Make Every Experience Seamless**

Convenience often decides who becomes the first choice. If booking is frustrating, calls go unanswered, or paying is a hassle, customers will quickly move on.

That's why the strongest businesses focus heavily on customer experience. They make sure someone can book an appointment online in under a minute. They respond to inquiries quickly, often within minutes. They offer flexible payment methods — mobile wallets, tap-to-pay, text-to-pay. They train their teams to make every interaction smooth, helpful, and human.

When doing business with you feels effortless, customers won't look elsewhere.



## **Keep Your Brand Consistent**

Positioning isn't something you do once. It's something you reinforce every day.

Your visuals, tone, and message should be cohesive across every platform. From your website to your signage, your emails to your uniforms, everything should feel like it belongs to

the same brand.

Consistency makes you recognizable. It keeps you top of mind. And it ensures that the positioning you worked so hard to create doesn't get diluted.

## **Turn Customers Into Ambassadors**

Finally, the strongest signal that you're the go-to in town comes when your customers say it for you.

Delighted customers naturally recommend you, but you can amplify that by giving them reasons to share. Run a referral program that rewards both the referrer and the new customer. Surprise loyal clients with small gestures of

appreciation. Celebrate milestones, send personalized thank-yous, and acknowledge birthdays or anniversaries.

These moments of care transform customers into advocates. And when enough people advocate for you, your business shifts from being an option to being the obvious choice.

Becoming the go-to business in town isn't about luck or money. It's about deliberately shaping how your community sees you.

The businesses that rise to the top define what makes them different, show up where people search, let their customers speak for them, lead with authority, engage with their communities,

deliver convenience, stay consistent, and turn buyers into advocates.

Follow those principles, and you'll find something interesting happens: you no longer have to chase customers. They'll already know who to call.



A man with a beard and short brown hair, wearing a dark blue suit jacket over a light blue shirt, is looking directly at the camera with a slight smile. The background is blurred, showing what appears to be an office or business setting.

# LOCAL MARKETING HAS CHANGED.

**MOST LOCAL BUSINESSES HAVEN'T.**

The way customers discover and choose local businesses has evolved.

But most businesses are still stuck doing:

- ✗ Random social posts
- ✗ Outdated SEO tricks
- ✗ "Hope marketing" with no real system

Meanwhile, a handful of smart businesses in your town are...

- ✓ Dominating Google Maps
- ✓ Getting 5-star reviews on autopilot
- ✓ Running ads that actually work
- ✓ Turning browsers into booked appointments daily

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