CLIENT: WRCLA

DATE: May 14, 2020

REVISION: 0

MEDIUM:

TITLE: Request a quote

WRCLA’s realcedar.com adds Request a Quote function

Consumers and professionals visiting the [Real Cedar website](https://www.realcedar.com/) can now request quotes for WRC orders directly from the updated site’s [Retailer Locator page](https://www.realcedar.com/find-a-retailer/). The new feature adds Get Quote buttons to participating retailers throughout the US and Canada that let users submit quote requests directly to the retailer. The retailer can then follow up or provide updates directly to the lead as required.

In addition to adding better control of sales leads, the feature helps retailers stay accountable for sales follow up and mitigates substituting WRC for competitive products. The Get Quote feature was added after an extensive clean up and culling of non-WRC carrying retailers on the site.

The project was created as part of the WRCLA’s commitment to “close the gap” between lead generation and WRC sales, as the enhancement creates a clear and monitorable path from advertising to the retailer’s cash register. The new feature generated 56 new request orders in its first week alone and the association says it will launch an outreach campaign to inform the site’s 1,000,000+ yearly visitors of its benefits.

The Western Red Cedar Lumber Association was founded in 1954 and is the voice and advocate of the WRC industry.