



Metropolitan Events Moves to the Front of the Lead Generation Industry

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The Bethesda-based marketing firm, Metropolitan Events, has recently announced plans for client expansion. Metropolitan Events, while specializing in promotional marketing in the sports, entertainment and hospitality industries, has recently announced plans to enter the world of "lead generation."

In 2006, companies in the home improvement industry spent over 2 billion dollars on lead generation. In 1998, 89.6% of all leads were generated through telemarketing. Due to the "Do Not Call" List, which went into effect in 2005, though, now only 54% of all leads are generated over the phone.

"We felt like there was a lot of money on the table for the right company to take if they could tap into that market," says Chris Colaluca of Metropolitan Events.

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"A lot of money" is right. Last year alone the home improvement business grew 11.9%. Mr. Colaluca goes on to say, "With our experience generating foot traffic for some of the top professional sports teams in the Northeast area, we felt it would be a very easy transition to generate leads for industry leaders in the home improvement business. Our ability to be proactive in finding new customers is what separates us from other more passive companies."

Metropolitan Events was one of the first companies to test market the product in Miami, in February 2007 and now have expanded it as an everyday division. They plan on opening 8 new offices for lead generation in the northeast region within the next 18 months.

"We are very excited that, once again, we are able to provide another outlet for our team members to advance and grow within the company. If things continue at this pace, we will expand this division into at least 8 new geographic markets in 2007," says Colaluca.

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