# **2019** CALL FOR ENTRIES

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# Entries for the 2019 Chrysalis Awards are now being accepted.

All entries must be in a digital format this year. Complete information is available at ChrysalisAwards.com.

**DEADLINE:** Entries must be received by March 30, 2019. This deadline may be extended.

**ELIGIBILITY:** Projects completed after January 1, 2016 are eligible for the 2019 program. This includes previous Chrysalis entries that did not win a Chrysalis Award, as well as entries from other competitions like the Master Design Awards.

**WHO MAY ENTER:** Any remodeler, architect or design professional in the United States. Chrysalis is open to everyone. There is no requirement to be a member of a specific professional organization to enter. **ENTRY CATEGORIES:** A complete list and description of the categories can be found at ChrysalisAwards.com and on the entry page. Entry categories include several price ranges in almost every aspect of remodeling.

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**ENTRY FORMAT:** You can create your entry on the Chrysalis Award Entry page, or submit any digital entry from another remodeling competition without change.

**THE CHRYSALIS WEBSITE:** You will find complete information at ChrysalisAwards.com. You can also see all the winning projects since 1998. This site promotes winning Chrysalis projects to the industry and public.

We are available to answer any questions at info@ChrysalisAwards.com or 888.263.5687

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# From the Inside Out 30

Roofing Product Trends 42 What About Your Profit? 50 Builders' Show Review 56

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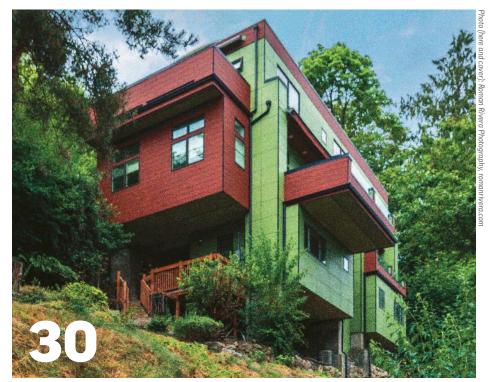
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# CONTENTS



# **Design Solutions**

Synapse Construction reimagines a stucco residence in Seattle to address water infiltration and establish a permanent solution for rain management.



# **Designer's Notebook**

An outdated master bathroom becomes refreshed and modernized as its configuration, functionality and lighting are thoughtfully reconsidered.

#### **ENTREPRENEURSHIP**



A look at a proven method for making a quantum-leap change in your home remodeling business. by Michael E. Gerber

#### PROFITS

- 14 On Your Business Shawn McCadden, CR, CLC, CAPS
- **18** Technology: Business Apps
- 20 NARI Recertification
- 22 NAHB Remodeler of the Month
- 66 Top 500 Profile

### PRODUCTS

- 42 Trends: Roofing
- 56 What's New: IBS Review
- 58 Kitchen & Bath: KBIS Review
- 60 Barn Door Hardware
- 62 Remodelers' Choice

#### DEPARTMENTS

- 6 Editorial Director's Note
- 8 In Brief
- 12 What's Online
- 64 Events/Index

# HOMEIMPROVEMENT

- 50 What About Your Profit? Dave Yoho
- 53 Can Anybody Sell When Given a Process? Scott Siegal
- 54 Products



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# Shifting Gears: Here Come the Millennials



Patrick L. O'Toole

**SINCE THE LATE** 1960s, baby boomers have seemingly dominated every aspect of American life. They were the free spirits who flocked to Woodstock, then cut their hair, got a MBA and morphed into young, urban professionals. That progression took them from Ford Pintos in the early '70s to BMWs in the '80s.

The same goes for the housing market. Today baby boomers—now in retirement or fast approaching it—are aging in place, remodeling second homes and downsizing to a place in Arizona or the Carolinas.

Born between 1946 and 1964, baby boom-

WE ARE SEEING

THE LONG-AWAITED

**EMERGENCE OF A** 

**NEW PROFESSIONAL** 

**REMODELING CLIENT:** 

THE MILLENNIAL.

ers still dominate the remodeling market. They have the money, the wealth and the means for all of the discretionary upgrades that have been driving the remodeling market in recent years.

Now comes an inflection point in the remodeling market, say the very smart folks at John Burns Real Estate Consulting (JBREC),

who have been providing analysis and forecasting of remodeling in recent years. After a 10-year expansion of the economy, we are now contemplating a natural business cycle in the coming years and trying best to gauge the implications for remodelers.

The good news is everywhere, but that does not mean the market is not shifting. This year, into 2020 and beyond, JBREC forecasters see a slower growing remodeling market: 3 percent annually versus the 10 percent the market is said to have achieved in 2018. A big reason for the slower growth is a shift in remodeling project sizes.

This "mix-shift," as JBREC calls it, is due to a number of factors including lower levels of house-price gains and slower gains in home equity. In addition, we are seeing the long-awaited emergence of a new professional remodeling client: the millennial. They have been a long time coming.

Leading-edge millennials, born roughly between 1981 and 2000, should be well into their home buying and remodeling years, but due to high levels of debt and other factors, they are just getting started. The reason millennials get so much attention is because at 83 million strong they, like the baby boomers before them (who once numbered 78 million), have an outsized influence on just

about every aspect of American life.

**SEEING WAITED CE OF A SSIONAL G CLIENT: NNIAL.** a true millennial expert, Scott Hess. You

will also hear from 32-year-old Jeff Gear, a western Illinois remodeler who is generating most of his leads for new business from advertising on Facebook and Instagram. The big news is that a big percentage of his clients are buying home improvements online. In many cases, Gear says, the first time they meet in person is the day of installation. The influence of millennials on the remodeling market has taken hold. Remodelers with a long-term focus on the business are making plans around this cohort. **QR** 

Patrich Nole



SOLA Group, Inc. 1880 Oak Ave., Suite 350 Evanston, IL 60201 847.440.3000 Publisher and Patrick L. O'Toole **Editorial Director** Patrick@SOLAbrands.com Ext. 103 Kyle Clapham Senior Editor Kyle@SOLAbrands.com Ext. 107 **Managing Editor** Kacev Larsen Kacey@SOLAbrands.com Ext. 105 **Contributing Editor** Chuck Ross Mike Serino Audience Development Mike@SOLAbrands.com Tracy Hegg Tracy@SOLAbrands.com **Creative & Production Director** Senior Graphic Designer Erika Nygaard Erika@SOLAbrands.com Stephen Gidley, GMB, CAPS, CGP, CGB, CGR, CPRC, CR Editorial Advisory Board leffrey Holloway, CKD, CBD, CGR Michael Nagel, CGR, CAPS Scott R Sevon CGR CAPS GMB, CGP, GMR Donna Shirey, CGR, CAPS, CGP Kenneth P. Skowronski, CR Paul DeGrandis Publisher/ West Sales Manager Paul@SOLAbrands.com Ext. 100 **Midwest Sales Manager** Zach Stenberg Zach@SOLAbrands.com Ext. 115 Midwest Sales Manager David Avala David@SOLAbrands.com Ext. 119 Dan Miklosz East Sales Manager DanM@SOLAbrands.com Ext 118 Southeast Sales Manager Dan Agostinacchio Dan@SOLAhrands.com Ext. 101 Tom Lutzke **National Automotive Sales** TLutzke@ACBusinessMedia.com Product Showcase Mike Serino Mike@SOLAbrands.com Fxt 102 **Digital Programs Manager** Tim Steingraber Tim@SOLAbrands.com Ext. 106

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*QR* Circulation Dept. (866) 932-5904 QualifiedRemodeler@omeda.com

Heidi@SOLAbrands.com

Heidi Riedl

Ext. 111

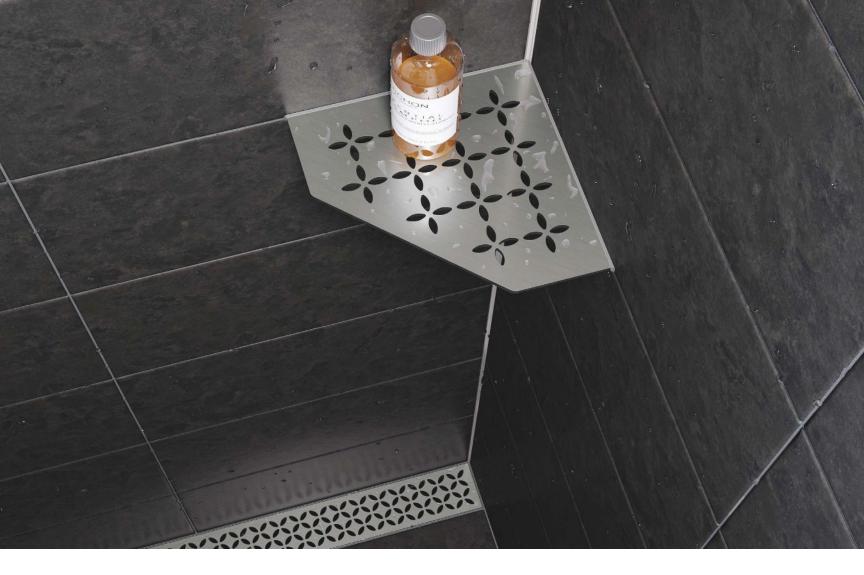




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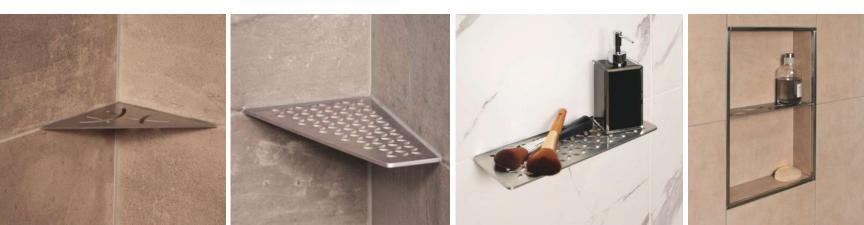
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### **Remodeling Outlook**

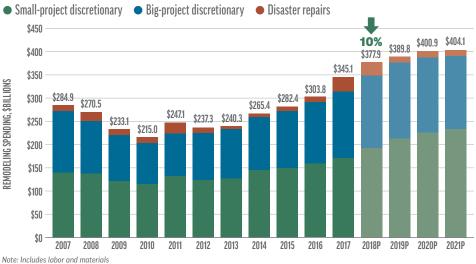
# Market Grew 10% Last Year; 3% Growth Expected for '19

**THE REMODELING MARKET** was red-hot in 2018 and will continue to grow in coming years, according to a new forecast from John Burns Real Estate Consulting (JBREC). According to the forecast, the remodeling market grew 10 percent to an estimated \$378 billion last year. Fewer disaster repairs and a shift in project mix to smaller job sizes, however, will impact the rate of growth in 2019 as the market passes the \$380 billion mark.

The forecast was delivered at a special *Qualified Remodeler* research event held Feb. 20 in conjunction with Design & Construction Week in Las Vegas. According to JBREC CEO John Burns, the remodeling market is experiencing a shift in demographics. Baby boomers are driving large discretionary projects, while the nation's largest cohort—millennials—are starting to enter the market, but with smaller budgets.

The JBREC presentation also pointed out that, of six indicators of remodeling industry vitality, four are positive: 1) Aging housing stock—65 percent of the nation's homes are 30 or more years old; 2) real income growth—signs all workers are seeing bigger paychecks; 3) home equity lending—more

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lenders are focused on offering HELOCs; and 4) home-price appreciation—solid, but expecting to slow. Two negative indicators are slower volumes of existing-home sales and a continuing labor shortage crisis.

Another big factor in a positive remodeling outlook, Burns says, is an environment of rising mortgage interest rates, which is having the effect of incenting homeowners to stay put rather than move. The company estimates that approximately 700,000 additional remodeling projects will happen this year, and in coming years, as a result.

### **Green Building**

# Consumers willing to pay more for energyefficiency upgrades

New research finds that a large majority of residential customers—who are driven by cost savings and environmental impact are prioritizing energy efficiency in home projects and are even willing to pay more to achieve those energy goals.

The research—conducted by Washingtonbased trade group Propane Education & Research Council—found many homeowners and contractors now seek energy-efficient homes. Also, it revealed that construction professionals anticipate "green" homes to see substantial upcoming growth.

- Seventy-eight percent of remodelers, 87 percent of buyers, and 89 percent of builders say it was a "very high" or "somewhat high priority" for their new home or remodel to be energy efficient.
- Eighty-one percent of remodelers, 88 percent of buyers, and 96 percent of builders state a willingness to pay more to make their building or remodeling project more energy efficient.
- Roughly 90 percent of professional builders and remodelers report that clients "always" or "sometimes" ask about energy-efficient construction methods.
- Two-thirds of construction professionals expect the demand for "green," sustainable or energy-efficient homes will "significantly increase" over the next five to 20 years.

# Energy efficiency, indoor air quality are top 'green' preferences

A separate study of new and prospective homebuyers finds that when buyers think of a green home, they think of features that will first save energy and second improve the quality of the air in a home.

The survey—conducted by NAHB of 4,000 people—finds that to achieve their energy-efficiency goals, buyers seek windows and appliances that are Energy Star-rated, efficient lighting and insulation higher than required by code.

In terms of indoor air quality features, more than half of the respondents deemed the following to be "essential" or "desirable": a home dehumidification system, an electronic air cleaner, and building and finishing materials that have low volatile organic compounds (VOCs).









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"It's confirmation that the most attractive green features for homebuyers are those that help them save money on energy costs, as well as those that improve air quality inside their homes," says Rose Quint, AVP of survey research with NAHB.

#### Industry Recognition

# Design awards take center stage in remodeling industry

Spring is not only the start of the remodeling industry's busy season, it is also a time when remodelers find out how their projects fair in regional and national design competitions. Hundreds of companies were recently notified of their regional CotY (Contractor of the Year) awards from the National Association of the Remodeling Industry, (NARI). National winners will be announced on April 12, 2019, in San Diego as part of the association's annual Evening of Excellence. To view the regional winners and learn more about attending NARI's Evening of Excellence, visit NARI.org.

At Design & Construction Week last month in Las Vegas, two remodelers were honored with national Best in American Living Awards (BALA). Room of the Year honors went to architect KD Project Design LLC, JM Kitchen and Bath, and Malibu Remodeling for their "Modern Classic" update of a 1978 custom home in Greenwood Village, Colorado.

"This kitchen remodel uses contrasting colors in a visually beautiful way that also defines the different work and use zones in the room," says Don Ruthroff, principal at Dahlin Group Architecture Planning, NAHB's 2018 Judging Chair and 2018 Best in American Living Awards Subcommittee Chair. "The BALA program celebrates the designers and builders who go the extra mile to bring out the best in a structure."

BALA's "Remodel of the Year" went to a rear-yard cottage remodel in San Francisco. Honored for their redo of a project dubbed "Laidley Cottage" were architects Red Dot Studio and MT Development. Photos of both winning projects can be found at bestinamericanliving.com.

# *Qualified Remodeler*'s Master Design Awards open for entries

Now in its 41st year, *Qualified Remodeler*'s Master Design Awards program has started accepting entries. The program recognizes remodelers, architects, kitchen and bath specialists, and other professionals for outstanding project design and construction in 22 different project categories—from kitchens and baths to room additions and wholehouse remodels.

The competition is open to projects completed between Jan. 1, 2016, and July 8, 2019. Previous QR Master Design Award winning entries may not be re-entered. A single project may be entered into more than one category if each entry meets the appropriate category standards. (For example, you may enter a whole-house remodel in the whole-house category and then enter the kitchen in the kitchen category as well.)



Entries in the Chrysalis Award and/or CotY Award digital formats are accepted. To learn more go to MasterDesignAwards.com.

#### **Consumer Trends**

# **Design trends research**

Online home goods retailer Wayfair recently released the results of its analysis of thousands of search trends in order to see how consumers are embracing new styles and designs as they renovate their kitchens and bathrooms. The latest trends include:

- Farmhouse frenzy: Searches for "farmhouse" fixtures have quadrupled in the last year, with sales of farmhouse sinks alone nearly doubling year over year.
- Set in stone: Searches for concrete furniture and decor is up overall 50 percent year-over-year. Concrete sinks are unique, durable and versatile, and come in various sizes, styles and tones for a true statement piece in the kitchen.

- Black is the new chrome: Consumers are gravitating toward chic black and black matte finishes for faucets and sinks, with searches for these products tripling year-over-year.
- Many shades of gold: Gold-toned faucets and fixtures are growing in popularity. In addition, shoppers are exploring rose gold finishes to complement both classic and contemporary styles.
- Neat and tidy: Floating vanities have doubled in popularity in the last year, as shoppers seek space-saving options that offer a clean, modern look.

### Housing

# Housing starts fall 11.2% in December

Housing starts fell 11.2 percent in December to a seasonally adjusted annual rate of 1.08 million units, according to a report from the government that was delayed due to the partial government shutdown.

Multifamily starts fell 20.4 percent to a seasonally adjusted annual rate of 320,000 units, while single-family production posted a 6.7 percent decline to 758,000 units. However, single-family and multifamily starts each posted a yearly gain. Singlefamily production was up 2.8 percent in 2018 to a rate of 872,800—the highest annual figure since the Great Recession.

"Looking ahead, we expect single-family production will be relatively flat in 2019 and multifamily starts will level off as well," says NAHB Chief Economist Robert Dietz. "The biggest challenge facing builders this year will be ongoing housing affordability concerns as they continue to grapple with a shortage of construction workers, a lack of buildable lots and excessive regulatory burdens."

Regionally in December, combined single-family and multifamily housing starts were unchanged in the Northeast. Starts fell 26.3 percent in the West, 13.2 percent in the Midwest, and 6 percent in the South. **QR** 

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# Remodelers' Outlook Optimistic for 2019

#### Firms (%) Expecting Year-Over-Year Changes in Revenue and Profit in 2019 Increase **Expected Revenue Change Expected Profit Change** Decrease 49% 46% Architects 18% 70% 74% Interior Designers 63% GCs/Remodelers/Builders 66% Design-Build Specialty - Building & 66% Renovation 8% Specialty - Landscaping & 66% 75% Outdoor 73% Specialty - Decorating 9% houzz © Houzz Inc

The 2019 Houzz State of the Industry indicates overall more than half of companies specializing in residential renovation and/or design cite a positive outlook for 2019. How do remodelers feel specifically? Find out here: <u>QualifiedRemodeler.com/</u>2019-houzz-state-of-the-industry/.

# **Most Popular Products**

These products had the most views in recent weeks. To learn more, go to **QualifiedRemodeler.com** and search the product or company name.

Search: Prefabricated, Sloped Shower Trays from SCHLUTER-SYSTEMS | Circle 1 on inquiry card

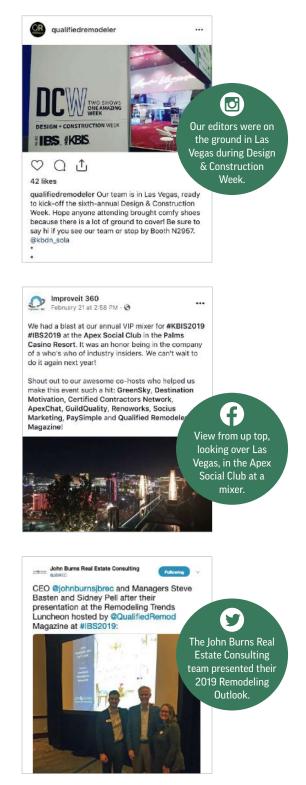
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# Can or Will You Ever Retire?

by Shawn McCadden, CR, CLC, CAPS

**SADLY, MOST REMODELING** business owners will either never retire or will eventually shut down their business after their physical and/or mental health fails. I don't think they plan for it to happen that way. The fact that they never proactively planned for retirement is probably the most common reason they never will be able to do so.

How about you? Will you be able to retire someday by your own choice and planning? Or will you plan to work until you either can't anymore, or you die? I do admit when I ask, there are many remodeling business owners who say they want to work until they can't. Having that choice is one of the great things about being a business owner in America.

# I TRULY BELIEVE MANY REMODELERS WILL NEVER BE ABLE TO PURPOSELY RETIRE.

On the other hand, I have a suspicion that many of those who claim they want to work until they can't simply say so because they have no idea how retirement could be possible for them. If you are looking for some insight on how retirement can be a reality, read on for some advice and suggestions. This article isn't all-inclusive and won't make it happen for you, but it could help you get things moving in the right direction.

#### This Is a Tough Business to End

One important consideration about retiring is that, unless you can sell your business to get away from it, you may need to close your business down to do so. Keeping staff in place until you close your doors may be challenging or impossible if they get wind of your plans. Customers may not want to work with you if closing your business down means no one will be around to make good on warranty work.

Ask yourself if you've been concentrating on larger projects, and whether you've had a new one start as you close out another in order to help keep the machine going, overhead expenses down and cash flow healthy. If that is the case, trying to close your business down as you wrap up a last project could eat up lots of your savings. On the other hand, you could transition to all subcontractors, or you could purposefully reduce project size as you near retirement so even if all your staff is gone—as long as your health is still good—you could wrap things up yourself. If this is your plan, it might be a good idea to keep your retirement a secret until you're actually retired.

# Are You Contributing to Your Retirement or Your Clients'?

I truly believe many remodelers will never be able to purposely retire because they simply can't afford to do so. By guessing at what to charge and never understanding how retirement planning or remodeling financials work, they undervalue their services and, therefore, work for not much more than the wages they need to just get by.

Many other remodelers are afraid of money. They are afraid to ask for it, afraid to talk about it, and many even feel guilty about earning a real good living. If I am describing you here, I suggest you decide whether you should start charging enough so you and your other half can retire, or if you will save your clients a lot of money so they can still afford to hire you to work for them after they retire.

When those customers tell you that you're too expensive, remember everything is relative. Perhaps you're just too expensive because they are watching and budgeting their money as they save for their own planned retirement. Are you doing the same watching and budgeting, or will you simply make excuses for why retirement is not an option for you? Think of that the next time you price a job or offer to do all the work of preparing a proposal for free.

#### **Find Other Sources of Income**

In addition to charging enough money as a remodeling business owner so you can save for retirement, I suggest you also find ways to help your savings grow. Of course, you could save that money and earn interest and perhaps invest it in the stock market. Those are wise options for most people. I also suggest you consider additional streams of income both now as you save for retirement and for after you have already retired.

I invested in rental properties and raw land. The rental properties carried themselves through the rents tenants paid and, now that the tenants have paid the mortgages, I own many properties outright. I can both keep them and collect the rents, or I can sell them and spend the equity on my retirement. The raw land has appreciated over the years and is likely to keep doing so. If I need or want more money in retirement, I could sell some of it. If I die before I need the money, it's great to know my kids will be well off. Either way, I won't be looking to them to pay my bills in retirement.

One last thing: If I have been describing you here in any way, I ask you to think about the real reasons you might never be able to retire. Maybe you just need the right kick in your butt to change your view and attitude. If reading this article hasn't done it for you, consider sharing it with your other half your spouse or partner. If you have the guts to do so, you may either get help confirming it just can't happen, or perhaps someone will give you the kick you need. QR

McCadden is a speaker, business trainer, columnist and award-winning remodeler with more than 35 years of experience. He can be reached at shawnmccadden.com.

#### **UPCOMING TOPICS**

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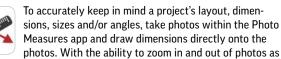
by Kacey Larsen

**"THERE'S AN APP FOR THAT"** is becoming a more common refrain these days. According to the recent *Business of Apps* "App Stores List 2018" article by Artyom Dogtiev, there are 3.3 million Android apps available through Google Play and 2.2 million iOS apps on the App Store. If you have a smartphone or tablet, it likely came with a handful of apps pre-installed, but which apps have you since added perhaps? Clearly, there are plenty of options to choose from, especially if you consider the idea that more than 1,300 apps are added daily.

With this background, the question becomes: How might some of these apps help you with your business? Here, our editors compiled a list of six apps we thought might prove useful in supporting your remodeling business with your cellphone. [Note, we tried to limit this list to app-only tools, leaving off any software or programs with app supporting tools.] Let us know your thoughts, especially any of your favorite business apps, on *Qualified Remodeler*'s Facebook page. **QR** 

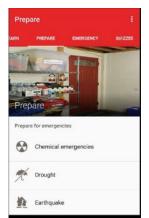


### Photo Measures



needed for further precision, the app also allows text to be added—in case measurements aren't enough context. Photos can be organized by category within the app as well as exported as PDFs or JPGs by email, to a photo album or automatic synchronization with Dropbox.

The Photo Measures app costs \$6.99 and is available only in the App Store for iOS devices.



### Red Cross First Aid

The app from the American Red Cross aims to help anyone handle unexpected emergencies with confidence. Step-bystep illustrated instructions and videos tackle how to care for sprains, strains, broken bones and more. For further jobsite safety, the app offers additional tips on topics ranging from heatwaves to chemical exposures, and its interactive quizzes can test knowledge and further confidence. A Spanish language toggle is featured within the app. In case of emergency, the app can help locate the nearest hospital using a device's location, and emergency services can be called directly from the app using a 911 integration.

The Red Cross First Aid app is free to download on Google Play and in the App Store or by texting "getfirst" to 90999.



### CamScanner



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documents-such as receipts, invoices, business cards and more-from on the road. CamScanner's auto-enhancing and smart cropping ensure text and graphics in scanned documents look clear and sharp. Annotations can be added onto documents using a set of editing tools in the app; customized watermarks are also offered for marking documents. Items can be shared in high-resolution JPEG or PDF formats that can be printed wirelessly using a nearby printer via AirPrint; faxed from the app; or shared via email, WhatsApp, WeChat and/ or via link to other social networks. To protect any item with confidential contents, a passcode can be set for viewing important documents; a password can also be set when sending a download link.

The CamScanner app is free to download for Android devices on Google Play and iOS devices in the App Store.

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-Andy Steinborn Tajo One, Las Vegas, NV

# PROSPER THROUGH<br/>THE NEXT RECESSIONAn important one-day business event<br/>for General Contractors

No one knows for sure, but almost all expert opinion and economic indicators suggest the next recession is coming sooner rather than later. You must learn specifically how to implement changes now that will build a protective shield around your business.

This workshop will bring clarity and implementable tools to how to protect your business from the oncoming recession. You don't have to stand by and watch your business and family be hurt. You can't wait until it hits the fan — once the run-up to a recession starts it is too late!

And here is some great news: the business knowledge and adjustments needed are mostly the same moves you should make to generate exceptional profits while reducing workload and stress.

### \$295 per company up to four attendees

Includes lunch and materials for all owners and senior managers on one ticket (up to four attendees). Scholarships available to qualified businesses while they last. Fellow NAHB & NARI members receive exclusive discounted tuition. Call for details.

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REGISTER BY PHONE 888-302-3025 Here are some of the things you will learn at this workshop for General Contractors:

- You will receive a customized strategy to increase your profits while insulating yourself from the oncoming recession
- Which GC business segments can best prosper during a recession
- How to keep more of every revenue dollar without raising your prices
- Learn how to generate a different type of lead that is recession proof
- A new pricing strategy for better profit now and an easier time in the next recession
- How to avoid bad jobs now and under the pressure of a declining economy
- Learn three things you are doing now that may seal your fate in a bad economy
- Learn the four types of recession and how each affects the GC business

# You'll also receive a

### Profit Road Map & Recession Vulnerability Analysis

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> Harry Poehlmann Poehlmann Construction Fort Collins, CO

"I learned where my profits were leaking and increased my margin by 10% after applying what I learned in this class."

> Allen Proctor Proctor Construction Prescott, AZ



We are a well-established educational, coaching and consulting firm focused exclusively on serving Residential General Contractors. Learn more about us at **TheAspireInstitute.com.** 





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### GasBuddy

Because the price of fueling up a fleet of company vehicles (or even one or two) can add up quickly, the GasBuddy app helps find the best gas prices based on location. Using its robust community that reports on prices, stations and distances, the app updates its price information in real-time and provides the option to read and review stations. App users can earn points and achievements for involvement within the GasBuddy community—win gas cards and be entered to win free gas the more you use the app.

The GasBuddy app is free to download on Google Play and in the App Store.

### GenieBelt

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A real-time project management productivity tool, the app allows users to report progress, changes and/or problems. Assign and

track tasks within the app-including task descriptions, start and end dates, and more. Photos and comments can be added to illustrate any points or potential issues. Designed specifically for construction workers, the app can create daily progress reports, which can then be sent to all relevant parties. Created to work seamlessly with the GenieBelt platform, an app user needs to register on the GenieBelt website to login.

The GenieBelt app is free to download for Android devices on Google Play and iOS devices in the App Store.



### Handyman Calculator

A complete construction calculator with simple inputs, the app can calculate materials, track invoices and time spent, manage a to-do list and save calculations

to a notepad. In addition to a wide range of calculator tools—such as a fraction calculator, board foot calculator, drywall calculator and job estimate calculator—the app features several conversion tools, including a length, area and weight converter; feet and inches to meter, centimeter, etc., converter; and a decimal and fraction converter.

The Handyman Calculator app is free to download and is available only on Google Play for Android devices.

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Contact us: 847-477-6586



# Client Relationship Management

by Dan Taddei, MS Ed. BCA

**YOUR CLIENTS ARE** the lifeblood of your company. Your ability to find new clients, manage current clients and stay connected to past clients will define your company's success. In client management, we consider three types of clients: future clients, current clients and past clients.

Regardless of the type of client, they all have unique communication requirements and opportunities, which should be tailored to the needs and wants of that specific group.

#### **Future Clients**

Most marketing plans focus on finding the future client. When creating a marketing plan or developing content, start by determining which type of information you need to collect and which type of follow-up is planned once a future client is identified.

Make your company easy to find. Attend home shows, place an ad in your chapter's directory, and be listed on chapter and national websites. Another way to build awareness is by branding your company trucks and cars. Make sure that contact information—office phone number and website—is easy to see.

Just as important, plan for what will happen when a prospect contacts you. When a lead comes in but does not become a client, what happens to that contact information? While prospects might not be a fit with their current project, don't write them off; keep them in your database for future outreach.

#### **Current Clients**

Current clients typically require the most effort. There are many tools that can be used to manage them. In last month's column, we discussed using technology. But technology cannot replace clear and timely communication. Set ground rules and define the communication plan prior to starting the project. On larger projects, revisit how information will be communicated before the design phase begins. Ideally your clients should feel like they are the only one and you are solely dedicated to their project's success.

#### **Past Clients**

Past clients are future clients with whom you already have a successful relationship. The communication task with past clients is to keep your name top-of-mind, so when they have a remodeling need they will call you first. They may know you for the great kitchen you did, but do they know you also do additions, baths and decks? The communications to these "prospects" need to create awareness of the services offered beyond those already provided. The idea is to keep these lines open "just in case" a need arises.

#### The Database

Storing information in a database can be invaluable. It provides a single repository of information that can be shared across your team as required. A Google search for CRM software returned a list of 57 solutions with a rating of 4.0 and above. Many are cloudbased sales management programs allowing you to collect leads and communicate with them on a regular basis. Often they are provided on a per-user subscription basis with prices scaled to the services provided, and many offer a free tour or a 15- or 30-day free version to test. Before spending money on one of these apps, sign up for a trial and take advantage of online tutorials. A CRM can be an investment, but it will help you organize, manage and scale your contact with clients.

If you have a small list, you may be able to use an Excel spreadsheet or Outlook contact listing, but these have limitations as you grow your data. Eventually you will need to select some sort of client manager.

#### Newsletters

Sending newsletters to your past clients is a great way to stay top-of-mind with this group. Sending to your list of "prospects" expands your reach and will create greater opportunity. Newsletters need to have consistent branding, have a professional look and be regularly scheduled. A simple newsletter can be sent via email. This could be a monthly or quarterly email that updates your current and past clients on what is happening in your business, tips for winterizing their home or preparing for spring. Include any services that you might provide to help with such projects.

Producing a newsletter on top of your regular responsibilities can be a challenge. There are marketing firms that provide newsletters as a service. You just provide relevant content highlighting your business offerings and a list from your database. They will fill in the gaps and produce a polished, professional final product, which is sent out.

#### Blog

Blogs, podcasts and vlogs have become increasingly popular. These are typically short, single-topic messages discussing an area that might be of interest to your clients. The key here is consistency: If you state it will be a weekly blog, make sure it is posted on the same day each week. Podcast and vlogs, to some extent, are great for clients who spend a lot of time commuting.

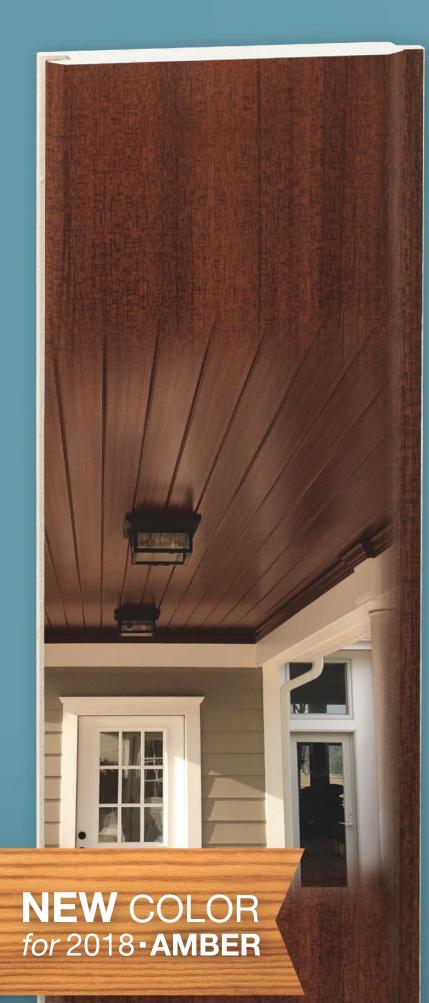
#### Website

A company website should be the hub of these communication efforts. It should link to a downloadable copy of your newsletter and have show notes for your podcast or vlog (if you have one). It needs to be easy to navigate and should also have a means by which a visitor can enroll in your newsletter or email list. These are people who want to hear from you—be sure they are rewarded for their efforts.

Clients are your business, so don't forget them once a project is complete. Keep in touch. This business is relationship-driven; you need to maintain that relationship. **QR** 

UPCOMING TOPICS APRIL: Build SOPs for Operations

MAY: Protecting Your Business





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# At the Midpoint

With a plan to strategically grow his business, Clason reflects on the journey to this point and in the future.

compiled by Kacey Larsen

# Where did your interest in woodworking come from? How did you get started?

My father had a small shop in the basement and, from as young as I can remember, I worked with him in the shop building small furniture pieces while he restored antique furniture. My uncle was a high school tech teacher, and in his off-time I worked for him building and remodeling houses while in high school. I actually went to the United States Coast Guard Academy and earned a degree in engineering. After graduation, I was fortunate to be selected as an Industrial Officer. For the following 18 years during my time as an officer, I ran construction crews repairing and rebuilding lighthouses and offshore structures. This was a great place to learn how to calculate overhead costs and create production schedules. When I retired from the Coast Guard, I had just finished building a house on an island for my family, and I thought it would be great to take my offshore experience and start a remodeling company dealing with the islands around Lake Winnipesaukee, New Hampshire.

What first drew you to your local NAHB chapter, and what keeps you involved? I came from a military background and that



Clason says a relationship with a local architect has helped connect his company with the right clients.

comradery that you have in the military was lacking in the civilian world. I first joined our local chapter to give our company recognition, but quickly realized that it was far greater than that. It is a network of the best professionals in the area whom I can ask questions, share concerns, gripes and jokes with. The members of our local chapter, who are our competitors, have also become close friends whom we can use as a knowledgeable sounding board if the need be.

#### What motivated you to help re-establish the New Hampshire Remodelers' Council and recently serve as the council chair?

I heard that years ago, the Remodelers' Council in New Hampshire was substantial. Members would come to learn about markup, margins and best practices. I thought that this is something vastly needed in our world and used that for the reason to re-establish the council. Most of us build our businesses with what we assume to be the best practice, but by meeting with other remodelers the whole group becomes better.

#### Can you share a bit about the local high school tech program, and how you first became involved with it?

Huot Technical Center is the Construction Trades program for schools on the southern side of Lake Winnipesaukee. Our state HBA started a program three years ago with the state lottery to build tiny houses with five trade schools. Upon completion, the house built by Huot was selected as the winner for a scratch ticket game. Our local program became involved by offering to cover all the expenses with Huot, and providing the construction and plumbing labor. We have two fantastic teachers who are perfect for helping high school kids get exposure to the trades. When we first started the program, the classes were marginally filled. Since then, our local program has decided to keep building tiny houses-we are currently on our third



KURT CLASON, CAPS K.A. Clason Fine Woodworking Corp. Ossipee, N.H. kaclason.com TITLE: President

YEAR COMPANY FOUNDED: 2006 NUMBER OF EMPLOYEES: 8

one. The classes at Huot are filled, which is great for workforce development! We take the proceeds from the sale of the tiny houses to provide scholarships for students who will be attending college in the construction trades, or tool belts for those who will directly head out into the workforce.

#### Are there any takeaways you can share as far as fostering and training the next generation of builders?

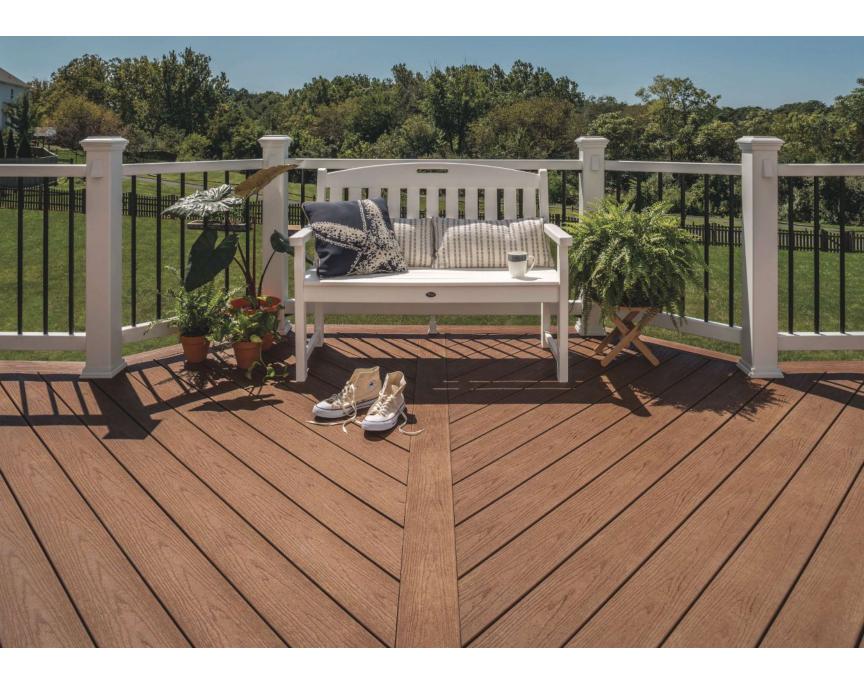
Everything happens locally—all the regional and national programs are great for publicity and possibly funding. However, the impact is at the local level. The kids get to work with builders during the all-day builds on the tiny houses and see that we are ordinary people who can thrive as builders making enough money to buy a house, have a family and give back.

#### What is your business focus right now?

We are trying to grow responsibly. Our son has just come back to working with us, and he brings his law degree and the knowledge attained with it, as well as unique problem-solving skills, with him. This is a great opportunity to start growing [plus] developing a succession plan for the company. After the recession, we grew too fast and irresponsibly with a hard impact on our finances. We learned from that experience, will be working with a marketing agency and have hired a bookkeeper to help us grow responsibly. We are actively looking for new people who want this to be their last job, [and] we are looking at benefits that we can offer our current workforce so we can stay competitive.

# Anything else that you'd like to mention about career accomplishments?

I like to think of this as the midpoint in my career. We have a great business with some talented people. I want to see us push forward and grow to be the premier remodeler in the Lakes Region of New Hampshire. **QR** 



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# How Rapid Roofing Doubled Their Sales

GOING ABOVE AND BEYOND DEPENDABLE MEASUREMENTS WITH HOVER



Terry Satterthwaite at Rapid Roofing had decided it was time to move away from hand measuring properties. His company, a favored exterior contracting business in Southern Michigan, depended on measuring remote properties in densely vegetated areas where aerial imagery tools proved to fall short time and time again.

A year ago, Terry tested HOVER which uses ground level smartphone photos to render a 3D model and a robust suite of measurement outputs. Not only was he able to capture incredibly accurate measurements for these homes, he discovered that the platform had a much more profound impact on his business than just saving time measuring.

# Close rates skyrocketed from $30\% \rightarrow 75\%$

Being a visionary and trusted company, Rapid Roofing began showing homeowners HOVER's precise and interactive outputs. "[Today's homeowners] do a lot of online research," said Terry. "They know how much their remodeling project is expected to cost before they meet any contractor. Companies that don't adjust their selling technique to accommodate the informed buyer will soon be the dinosaurs in our industry. By giving homeowners insight into the measurements, we can prove that we have nothing to hide."

Now, Rapid Roofing's entire sales team is HOVERing every residential lead. After a short meeting with the homeowner where images of the property are captured, the rep informs the lead that they will return with an accurate and interactive 3D model of their home. "I have never met homeowners who are not excited at the prospect of receiving a 3D model of their house that they can use to design their dream home," said Terry. "The additional value of the 3D model instantly puts us ahead of all other contractors they were previously considering." After adopting HOVER into the sales process, Terry saw his close rate for residential siding jobs skyrocket from 30% to 75%. He now no longer sells siding without using the platform. "HOVER allows me to invite homeowners to shop together rather than shoving something down their throat... Homeowners see exactly what they want and then they easily hand over a check."

The 3D model also helps Terry explain step by step how his team will execute the work, especially for large, complex jobs. "It's not easy to convince homeowners to pay \$80,000 for something that they will never see until the project is completed. HOVER has been very powerful in closing these deals."

You can HOVER your first property for free by downloading the HOVER 3D app.

For more information about how HOVER can boost your business, visit **www.hover.to**, email **support@hover.to**, or call **844-754-6837**.



# **H**OVER

# Increase Close Rates & Average Ticket Value with the Power of 3D



HOVER transforms smartphone photos of any property into an **accurate, interactive 3D model**. Use the HOVER platform to show homeowners what their dream home could look like and close bigger deals faster.

# What's in It for You



### Save Time & Money

Use HOVER's accurate measurements to create quotes and eliminate your tape measure and windshield time.



### Gain a Competitive Edge

Show homeowners what the final project will look like on a 3D model and increase your close rates by up to 15%.



### **Upsell More**

Visualize additional work that will add curb appeal to the home and increase the average ticket value of every project.

> Get IT ON Google Play



# Transformational Growth With the E-Myth Vision

A look at a proven method for making a quantum-leap change in your home remodeling business.

by Michael E. Gerber

**OVER** the past 40 years, my company has been challenged to apply the E-Myth model I created to more than 100,000 small businesses throughout the world—every kind of small business, ranging from hi-tech, lowtech and no-tech businesses.

In that time, we've helped businesses that were successful, but not enough so, and businesses that were not successful and suffering daily.

We've also helped businesses that were a walking disaster—hoping upon hope that something lucky would walk in the door, knowing all the time that it wouldn't or couldn't because they wouldn't know what to do with it even if it did.

In every single case, the problem standing in the way of the business's success had nothing to do with what everyone thought it to be. It wasn't because they didn't know how to sell better than the guy next door. It wasn't because they didn't have enough capital to keep the wolves from the door. It wasn't because they didn't know how to manage, to market, to handle their money. Oh, yes, it was all of those things. But fixing any one of them wouldn't help, no matter how productive the fix was in the moment.

# AN ENTREPRENEUR SEES THE ENTIRETY OF THE COMPANY AS A PLAN VIEW-THE WHOLE OF IT, FROM THE BEGINNING TO THE VERY END.

No, the problem of every single small business we walked into over those 40 years of providing the E-Myth solution where we could was one very clear thing, demonstrably clear, in every single case, every single time. It was the owner of the business who stood in the way. It was the owner of the business, struggling as most are, who failed to understand what differentiates great growing companies from all the rest. It's the owner who fails to understand the role he or she must play every single day, without fail.

#### It's the Role We Call 'The Entrepreneur'

If you've read my book, *The E-Myth Revisited*, you understand what I mean when I say "the entrepreneur." He or she is the creator. The "imagineer" as Walt Disney called his folks at Disney Imagineering. The imagineer sees the world through completely different eyes than that guy or lady I call "the technician suffering from an entrepreneurial seizure." That guy or lady who sets out to create a business of their own—the typical contractor, whether a remodeler, an architect, a framer, a plumber, an electrician, et al.

An entrepreneur lives above the work that needs to be done, lives above the business that does it. An entrepreneur sees the entirety of the company as a plan view—the whole of it, from the beginning to the very end. An entrepreneur sees the whole of his or her company as though it were a product, which it is when you look at it that way, a product to be ultimately sold.

Your company, I'm saying—you who are reading this commentary right now—is/must be/will inevitably be acquired by somebody else. That somebody will see it as an exquisite opportunity to grow, to scale, to profit from, to explore.

Unfortunately, only an infinitesimal number of the tens upon tens of thousands of small businesses we've worked with over the years were ever open to what I'm sharing with you right now. But those that did: 1-800-GOT-JUNK, by Brian Scudamore is close to \$500 million strong! BNI, by Dr. Ivan Misner, is now worldwide in 175 countries! Engine, by Ron Miller, is generating capital for thousands of small companies. Infusionsoft, by Clate Mask, is over \$100 million and on its way to a billion strong! Each and every one of them was built upon a single point of view, the E-Myth point of view.

A small businesses must be envisaged by its entrepreneur as a scalable enterprise, from the very beginning as a company of one, to the very end as a company of 1,000. Yes, I'm speaking about your company, no matter where you are or what you do. There's a phenomenal mindset which must be imbued into every thought you have, every action you take, every promise you make, every hope you evoke, into every person you connect with, from those who buy from you, to those who work for you, to those who lend to you, to those who invest in you.

And the stunningly wonderful thing about all that is that the point of view I'm sharing with you here works every single time—to the degree, of course, that the owner follows it, one remarkably clear step at a time. Ray Kroc at McDonald's did. Fred Smith at Federal Express did. All the folks

# THE POINT OF VIEW I'M SHARING WITH YOU HERE WORKS EVERY SINGLE TIME.

I introduced to you previously did and do. Every single entrepreneur on the planet does, or if they don't, they fail big time. They fail, as will you—the one reading this commentary now.

So let me give you the sum total of what's required for you to soar: A dream, a vision, a purpose, and a mission is the fundamentally inspirational platform upon which every great company is launched.

When I started in 1977, my dream was to transform the state of small business worldwide. My vision was to invent the McDonald's of small-business consulting. My purpose was to make it possible for every small business owner to become as successful as a McDonald's franchisee. And my mission was to invent the small business development system upon which every single small business in the world could design, build, launch and grow an amazingly productive enterprise. **QR** 



Michael E. Gerber is a leading small business author of 32 books on entrepreneurship and small business management. His N.Y. Times bestseller, The E-Myth Revisited: Why Most Small Businesses Don't Work

And What to Do About It, is utilized in 118 universities as a foundational entrepreneurial textbook; is translated in 29 languages; and has been utilized in the creation of the curriculum of Michael E. Gerber Companies, ventures Gerber has founded in order to "Bring the Dream Back to Small Business Worldwide." He is a keynote speaker at TOP 500 LIVE! this month in Las Vegas.

# **Principles of the E-Myth**

Thirty-three years ago, in 1986, Michael E. Gerber wrote his seminal book on the topic of running a small business: *The E-Myth: Why Most Businesses Don't Work and What to Do About It.* In subsequent years there have been updates to the original book (five), and there are a number of E-Myth books that delve into the ins and outs of specific segments, including *The E-Myth Contractor*, which is the title most applicable to remodelers and home improvement companies.

Gerber served as a columnist for *Qualified Remodeler* magazine from 2002 until 2006, and he has previously spoken at several events hosted by the magazine. His presentation at TOP 500 LIVE! in Las Vegas is in keeping with the conference theme of sales management and lead-generation strategy.

The E-Myth philosphy explains why 80 percent of small businesses fail. (In the remodeling industry alone, 20 percent of business fail in the first five years.) The philosophy goes on to elaborate that companies must be built on repeatable systems and should not rely on the work of a single individual. The goal is to be able to build a company that can be handed over to another individual and successfully operated with the correct instructions.

#### **E-Myth Cornerstones**

- Having great technical skills does not mean you know how to run a business.
- Think of your business as a national franchise and then start with one store.
- Build a system of systems so your business does not rely on people's skills.
- There are three basic types of business owner mindsets: 1) The Entrepreneur, the visionary; 2) The Technician, the do-er looking for a paycheck; and 3) The Manager, who is the enabler focused on profit.

#### **Five Core Principles**

- The Principle of Life: Your business is a way to get more out of your life. It is there to serve you.
- The Law of Objectivization: View your business as separate from you, like a product.
- Working ON the business, not IN it: You need to be focused on building your business, not just products or services.
- Systemization: View your business as a system. The system should do the work.
- Business Development Cycle: The task of the owner is an ongoing process of innovation, quantification and orchestration. QR

# **Generating Higher Quality, Lower Cost Leads**



By Joe Mills Director of Marketing Sunrise Windows and Doors

# IT SEEMS THAT EVERY HOME IMPROVEMENT INDUSTRY PUBLICATION

that I read has monthly columns on lead generation. Makes sense, as leads are the life blood of our business. It also makes sense to diversify your lead generation efforts.

However, as I think about current lead costs, and our dealer partners future buyers, there's one lead source that I invest a lot of time into learning and sharing my thoughts about.

As a former in-home retail sales person, one of the biggest changes I see is how the repair/replace/remodel buying cycle has changed. It used to be that I, as the salesperson, was the knowledge source that potential buyers would seek out. Today, up to 60% of a buyer's research is done BEFORE they'll reach out to a salesperson.

Whether it's Baby Boomers, Gen X'ers or Millennials, the number one way home improvement customers do this research is online. This research adds time to the buying cycle as well and challenges the today/ next day lead generation mentality that many of us grew up with.

While there are certainly some start-up costs to being good at this, long-term lead costs for these types of leads are typically much lower than the industry average.

But the real benefit may just be the quality of the leads. Here are three things that can define this type of lead as higher quality:

• Focus—Many lead generation tactics are based on reach that touches people that may not even be in the market for your products or services. Using the internet allows you to capture the attention of those that are in the market, during all the different stages of their research.



- Educate—Research is about education. Internet lead generation allows for more education about the things that the potential customer needs to know leading to higher levels of trust.
- **Optimization**—By creating and distributing educational content properly, you can give prospects what they want, where they want to find it.

Sunrise Windows dealer partners are lead generation machines. As the manufacturer, we attempt to supplement their efforts by producing high quality homeowner leads. The way we look at it is if a consumer is looking for a "Sunrise window," or "Sunrise door," it's a better lead than someone that is looking for a "window" or a "door." You can do the same thing:

• Targeted content—Capture prospects earlier in their process by using targeted content. For example, an eBook we offer for download by homeowners is designed for those really just beginning to research. This allows us to capture some information and allows us to further market to them through their cycle.

- Answer their questions—For those that have educated themselves to some extent, Sunrise provides additional content created to answer specific questions to help further their education.
  - **Risk aversion**—Studies show that folks will pay more money for what they perceive as a lower risk alternative. Sunrise Windows and Doors enjoy a strong reputation with consumers evaluating our products.

Successful internet lead generation should be the goal for today, as well as the for the next generation of buyers.

If your window and door vendor partner isn't helping you generate higher quality leads, call me at **734-770-1841**.



# Sunrise has the answers.

 Our Sunrise Territory Manager has been incredible with the ongoing training of not only our sales team, but our management team and marketing team as well.
 He is always there to answer a question, train, help troubleshoot and is always looking for way to help us improve."



Sal Ferro Alure Home Improvements

As a business owner I like having a Territory Sales Manager that works to develop a personal relationship with each of my salespeople. My sales folks know that if they have questions or concerns, they can always contact our rep anytime."



Dave Becker Mid America Exteriors



**Better products. Better tools. Better training.** All critical elements of a profitable window and door sales program. All key reasons why Dave Becker and Sal Ferro chose Sunrise Windows & Doors. Would you like to make more money too? Contact Joe Mills, Director of Marketing, today: 734.847.8778 x0249; jmills@sunrisewindows.com





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Photos: Roman Rivera Photography, romanrivera.com



# From the Inside Out

Synapse Construction reimagines a stucco residence in Seattle to address water infiltration and establish a permanent solution for rain management.

by Kyle Clapham

**BUILT** in 2002, a modern home in Seattle opted to employ stucco cladding despite the notoriously rainy climate. A desire for clean lines, furthermore, led the designer to forego external gutters in favor of internal drains routed through its walls. The owner first contacted Synapse Construction in 2015, when he located a water intrusion that eventually caused rotting within one of the walls.

"Basically, each drain was acting like a shower drain, which is a problem because if one of them leaks, you'll never know until you have a major problem," explains Kyle Keever, CEO. "He had enough problems that he went around the whole house and identified where the drain lines were and put in access doors, so he could monitor [them] and clean them out when they got clogged."

The homeowner ultimately decided to repair the wall and put off a larger project for another few years. By the time he reached out to Synapse in 2017, he had enough of the minor upgrading and sought to completely strip the exterior, fix any leaks and reclad the surface to help alleviate fears on wet nights. The company also redesigned decks and improved the comfort in his master bedroom.

### Storm Cloud

"In Seattle, as you probably know, it rains all the time—so we get a lot of water. Some places in the country don't have gutters because they don't get that much rain—or [they have] more snow than rain, and that would just tear the gutters off," Keever says. "Here, we have gutters on every structure you can imagine, and the gutters have downspouts that take water away from the house.



#### MASTER DESIGN AWARDS 2018 EXTERIOR FACELIFT BRONZE

#### **COMPANY INFORMATION**

Synapse Construction Seattle synapseconstruction.com

#### PROJECT INFORMATION

Name: Seward Park Views Location: Seattle Total cost: \$310,660

#### PRODUCT INFORMATION

Siding: Trespa; Silbonit Windows: Milgard HVAC: Mitsubishi Roofing: IB Roof Systems Pavers: Caesar 2x4 Air barrier: VaproShield "In modern architecture, there seems to be a push to hide things [and] make more clean lines," he continues. "When this house was built, instead of having external gutters or scuppers and things that took the water away from the house, they actually plumbed all the draining inside the walls."

Revising the roof drains to evacuate externally turned out to be more complex in practice than in theory, Keever adds. Synapse not only had to amend the roof slope for proper drainage and water management, but the company also needed to consider the resulting aesthetics. Workers carefully placed the new roof drains and scuppers and tried to combine drainage into one outlet if feasible.

Whenever possible, Synapse merged downspouts and tucked them into less noticeable corners to limit the amount of piping on the façade. All of the gutters, scuppers, downspouts, flashings and copings were fabricated from the same prefinished sheet metal, which provides a consistent look.

"Stucco in the Northwest needs to be done very differently than it's done in, say, California or Arizona," Keever notes. "A lot of people don't understand that, so they apply it as if it's a dry climate. [The homeowner] had issues with stucco—water was getting in and rotting things away.

"There was definitely a challenge in the design phase of trying to figure out how to take a house that didn't have any external gutters or drains, or anything, and externalize the drainage without making it look like Gas Works Park [in Seattle]," Keever explains. "It's originally designed for all this internal stuff, so it didn't have any kind of consideration for what we needed to put on it."

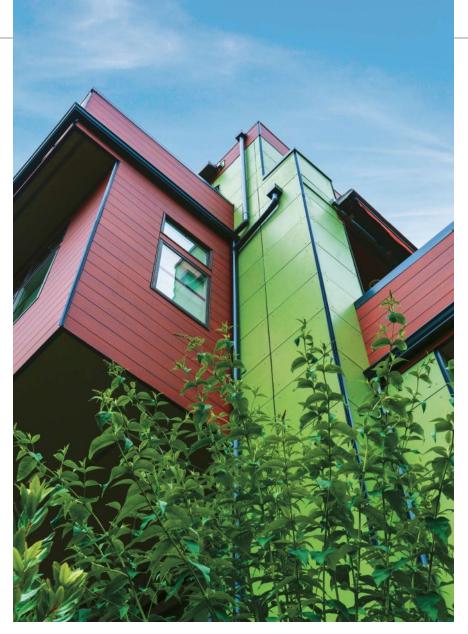
The company had to create an exterior cladding design in a large panel format with natural wood accents and little-to-no maintenance. Synapse paired Trespa Pura NFC flush siding (in Royal Mahogany) with olive-treated Silbonit panels (color chosen by client) for an extraordinary mix of materials. "They're basically zero-maintenance claddings," Keever says. "And everything's set up on a rainscreen, so water intrusion isn't going to happen; you're not relying on sealant joints."

#### **Under Cover**

The waterproof decks, made of wood decking on sleepers with internal drains beneath them, had become a pain point for the client as well. Situated in a fairly wooded area, the house received a great share of tree droppings that required him to clear out the drains regularly to keep them free of debris. The company needed an easy-to-clean deck surface capable of surviving frequent rain.

"They were built in a way that you couldn't get underneath the decking because all the decks are waterproof decks, and there's living space underneath—so they're basically roofs that double as decks," Keever notes. "There was no way to get underneath the deck without getting out a screw









Synapse Construction built 3D models and came up with several iterations of what the siding would look like. The homeowner opted for Trespa Pura NFC flush siding (in Royal Mahogany) paired with olive-treated Silbonit panels for a striking mix of exterior materials. The company merged downspouts whenever possible and tucked them into less noticeable corners to limit the amount of piping on the facade.



gun and taking off the decking material, and then cleaning it out and putting it all back together."

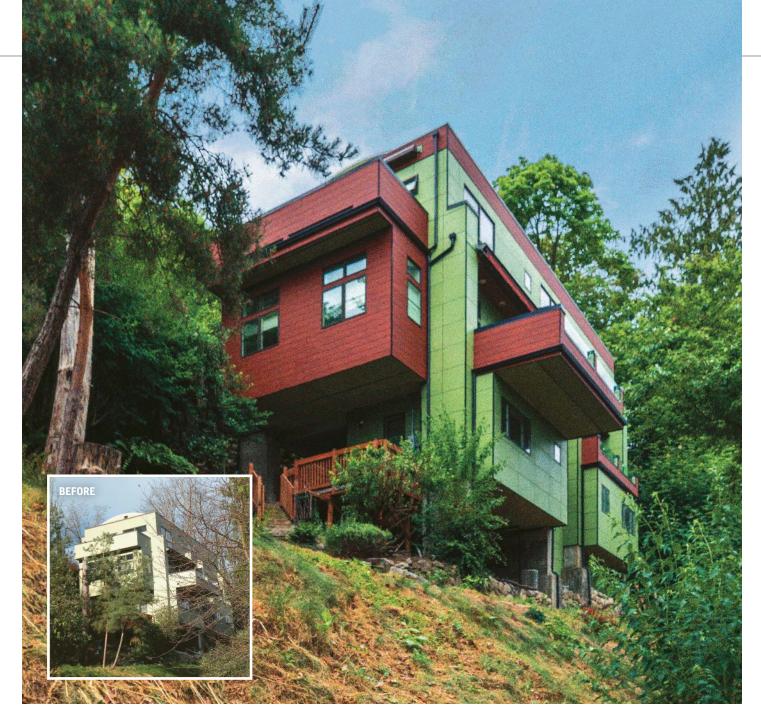
Synapse reconstructed the deck railing walls with slots to drain into a gutter that wrapped around the entire perimeter, producing both a water management device and cornice trim. Workers used lightweight porcelain pavers on pedestals for decking, which allows water to flow through while keeping debris on top. The smaller pavers can be lifted easily to clean the underlying membrane.

"Drains are good, and they work fine until they get clogged," Keever says. "When that happens, water goes uphill and overwhelms your [drainage] systems and can cause [significant] damage.

"For me, that's the first thing I'm thinking about when I'm looking at a building—how that thing is draining [and] where the water is going," he adds. "You're limited. Obviously, water is water; it obeys gravity. The real challenge is trying to make what has to happen aesthetically pleasing."

The company presented the homeowner with several products and discussed the advantages and disadvantages of each one, as well as price points. "We did the design on the house. We built 3D models, [and] we came up with several iterations of what the siding scheme would look like," Keever says. "He's an older guy, so that was the whole goal of the project—low maintenance."

To make matters even more difficult, the home had been built on a steep lot, rendering access to the jobsite relatively dangerous. "One side of that house is about 50 feet off the ground," Keever explains. "We had to set up ropes for people to climb up—like what you see on the Machu Picchu trail."



#### **Rain or Shine**

The master bedroom includes a south-facing deck that became uncomfortably hot in the summer because the space had no shade. And with the central HVAC system located all the way down in the basement, the distance between these areas made heating and cooling in the bedroom particularly anemic. Synapse needed to reduce the heat gain within that space, especially during summertime.

"The master bedroom is in the very top of the house," Keever notes. "So really, trying to provide cooling to that upper room from the mechanical room in the basement wasn't a good option. The amount of ductwork footage [necessary to] deliver the air to that space—you just lose a lot of air. It was very inefficient, so that's why we went to the mini-split, which just handles his bedroom." Synapse also installed a new French casement window for improved ventilation and a motorized awning over the deck to help keep the area cool. The company wrapped the home with a new air barrier (VaproShield WrapShield) and used VaproShield penetration flashing for the windows as well as the doors. "Achieving a complete air barrier in this type of remodel is impossible, but our efforts will improve the home's energy performance and efficiency [for the future]," Keever says.

The client gave Synapse a five-star Google review, and Keever has even went to lunch with him a couple of times since the project finished. "It was just somebody who had a problem and found us. He had a fairly complex issue to deal with, and we were the right people to help him do that." QR The company had to set up ropes for workers to climb because of the steep slope and a fairly dense wooded area.



## Reimagined Luxury

An outdated master bathroom becomes refreshed and modernized as its configuration, functionality and lighting are thoughtfully reconsidered.

by Rima Nasser with Scott Misner

**WHAT** do we do when our master bathroom becomes dated? It's often the first space in our home that we experience upon waking up in the morning. The unspoken effects of a heavily used, yet routinely drab space can be enormous.

This was the quandary homeowners in Cary, North Carolina, faced. Their luxury home, constructed in the 1990s, featured an original master bath design that was unfortunately a failed experiment in luxury for that time. A scattered layout wasted too much space. Its dark, dated design simply felt out of style from the beginning and lacked functionality. A complete transformation was needed to brighten the room and improve its usefulness.

### The Challenge

Let's be honest: '90s design elements like brown porcelain bath tile aren't coming back in style anytime soon. Overuse of this tile on the floors,



walls and ceiling gave the original shower room a dated appearance. With an 8- by 12-foot layout, the shower was far too large for its existing bathroom configuration. The homeowners were overwhelmed by its lack of functionality.

Specifically, this impractical original design featured far too much space between the showerhead, the handheld fixture, the overhead rain shower and the body spray water sources. Faucet valves, water fixtures and shower benches were separated by more than 5 feet, which forced the homeowners to pick one fixture rather than experience simultaneous water flow.

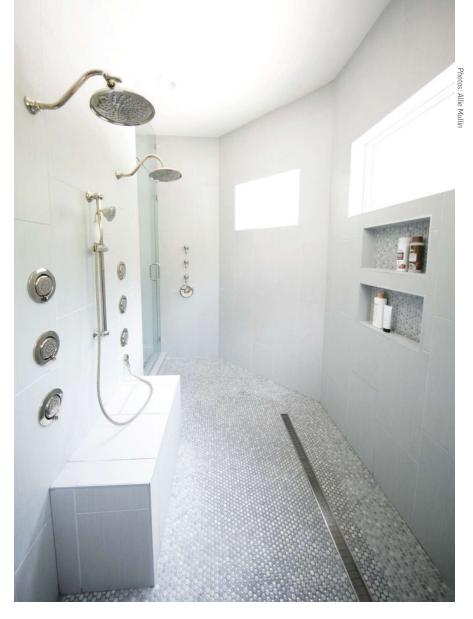
Just how dysfunctional was the space? Imagine walking 5 feet from a shower bench to the soap dispenser and then to the showerhead. With no door to the shower room, it made for many uncomfortably chilly mornings—a wake-up call no one deserves in their luxury home. Other design issues included glass block half-walls, which failed in their attempt to let in light from frosted windows placed 7 feet high in the shower.

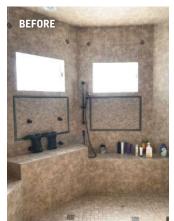
After decades of use, the bathroom had moisture problems and peeling cabinets as well. It was time for a change, and the homeowners sought a much cleaner design with more functional space to align with their modern tastes.

#### **Illuminating the Space**

The first step to a more luxurious bath was addressing the configuration that led to its lighting and functionality problems.

Installing new shower windows could have provided a better light source; however, removing the existing windows or making exterior structural modifications was deemed impractical. Improvements would need to be made from within, and the original plumbing layout was a good place to start. The sheer size of the shower space and its awkward original plumbing created empty areas that contributed heavily to its lack of functionality. The original tub was tucked away in a dark corner and used sparingly by the family.





#### MASTER DESIGN AWARDS 2018 BATHROOM \$50,000-\$75,000 | BRONZE

#### COMPANY INFORMATION

TEW Design Studio Durham, N.C. tewdesignstudio.com

### **PROJECT INFORMATION**

Project name: Function Leads to Light Project location: Cary, N.C. Square footage: 252 Project cost: \$71,500

### PRODUCT INFORMATION

Tile: Artistic Tile and SomerTile Floor tile: Happy Floors Sconce, chandelier lighting: Robert Abbey Cabinetry: Custom by Fullford & Company Countertop: Cambria Tub: Victoria + Albert Toilet: Toto Shower faucet: Moen Sink: Universal Series Sink faucet: Rohl

### **DESIGNER'S NOTEBOOK**



Reimaging the space enabled the creation of hisand-hers vanities and a more accessible bathtub. The homeowners loved the idea of reducing the shower room footprint, and using the extra space for dual vanities and a grand focal point.

That centerpiece became an architectural tub made of volcanic limestone. It was custom-designed to anchor the space in front of a feature wall, which dazzles with its unique glass tile pattern.

This was accomplished by pulling back the main shower wall by more than 2 feet to reduce its size. A full-height feature wall was created, flanked by two



An architectural bathtub made of volcanic limestone paired with exposed polished nickel fixtures became the centerpiece of the master bathroom.

Reducing the shower room footprint left space for his-and-her vanities. Custom-fabricated curved backsplashes frame mirrors above each.

A tile feature wall runs floor-to ceiling behind the statement bathtub. The unique glass tile pattern (shown in close-up, right) is from Artistic Tile.



For more info circle 74



glass door openings. The resulting design change enabled plumbing to be enclosed within the feature wall, thus improving flow and illuminating the entire room. The shower includes a linear floor drain pitched toward the wall to direct water collection. Replacing the glass blocks with full-height glass doors made a significant difference in its overall appearance. Brighter materials replaced the overwhelming brown tile to aid in modernizing and enlivening the space.

To complement the architectural tub, exposed polished nickel fixtures accent the room's centerpiece. Placement of rectangular 12- by 24-inch porcelain nonporous tile flooring serves as a visual guide leading to the feature wall.

Custom vanity cabinets placed on opposite walls give the room balance and aid in its transformation. A custom linen cabinet also offers both a useful and decorative focal point.

Topping the cabinets with quartz countertops included a unique twist. The counters feature custom-fabricated curved backsplashes that frame dual circular mirrors more than 4 feet in diameter. The mirrors also were customized to visually fall into the quartz backsplash, which integrates eco-friendly polished nickel fixtures.

Every detail played a role in the transformation, illuminating a dark master bath with a systematic approach to design, reimagining a dated space and remodeling it into the luxurious retreat the homeowners went so many years without. **QR** 



Rima Nasser founded TEW Design Studio on the principle that design should be fun, exciting and daring. As a Palestinian, Nasser's family moved to the U.S. when she was 15 and settled in Richmond, Virginia. She earned her undergraduate dearee in Arts & Culture from Georae Mason University and a master's degree in Interior Design from the Florence Design Academy in Italy. Nasser leads the TEW Design Studio team with unique cultural insight from her experiences both domestically and abroad. Scott Misner also contributed.



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## Weathering the Extreme

Roofing manufacturers develop products that can withstand severe conditions and persuade homeowners to invest more in their remodeling project.

by Kyle Clapham

**OVER** the years, homeowners largely have accepted the cost for improving their windows, siding and decking, among other jobs. When consumers understand the long-term value of a higher-quality product—installed by a professional contractor—they become much more willing to pay the increased price tag. But roofing, for the majority of remodeling customers, always proved to be an exception.

Many people simply tried to limit the expense beyond the cost of material, so they would often buy the shingles themselves and hire someone to do their project on a weekend. But the country has embarked on a process in which more and more homeowners opt to hire a professional, who comes equipped with material samples and perspective on the available products.

As technology evolves and information spreads, the roofing options for consumers will continue to grow in quality as well as quantity. *Qualified Remodeler* contacted a number of manufacturers to learn about their newest products and to ask them about the trends they perceive right now and in the near future. Impact resistance, appropriate color choices and sustainable materials emerged as themes in their responses.

#### **Perennial Player**

Daltile entered the roofing market earlier this year with its launch of Perennial Porcelain Roofing tile, which provides homeowners with durability, comfort and safety, says Doug Pedersen, sales director for Daltile Corporation. The company utilizes Reveal Imaging technology to generate roofing that replicates the colors and patterns of slate, wood and clay, distinguishing each house.

"Homeowners are looking for something special that will help differentiate their house, create more curb appeal and increase the resale value of their home," he notes. "The roof is one of the first spots potential buyers notice when they step out of the car and look at a home. They now realize





they can differentiate their property, not only for future resale, but also for the long run."

Perennial Porcelain comes with a lifetime warranty, and the thicker roofing material even offers resistance against hail, water absorption, stains and chemicals, Pedersen adds. The company runs a number of tests measuring breaking strength, hail resistance, freezing and thawing. Daltile also evaluates its systems to ensure they remain weather-tight so that water cannot penetrate the roof.

"[With] asphaltic products and standard shingles, users are looking at a lifecycle ranging from 20 to 30 years; potentially, homeowners would have to update standard roofing [three or four] times before they would have to re-roof a product like Perennial Porcelain," Pedersen explains. "We do see homeowners moving in the direction where they take lifecycle cost into account. They would rather invest upfront and avoid re-roofing costs down the road."

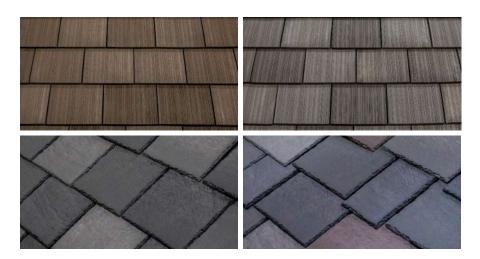
Made of clay, feldspar, sand and water, Perennial Porcelain gives homeowners a sustainable roof product that allows solar panels to be mounted on top. "Every time roofing is torn off, it results in asphaltic material that ends up in a landfill," Pedersen says. "With our long-lasting products, users do not have to tear off an existing roof as often and throw it away."

Daltile has already introduced six colors for Perennial Porcelain, and the company will continue to explore new colors and blends. "If there is anything we can do on the manufacturer side to make installation easier for the remodeler or roofing contractor, we want to make sure we are delivering on that aspect as well," Pedersen notes.

#### Engineered Expansion

Ply Gem Roofing has several new enhancements coming to the market this spring. The company will expand its Engineered Slate offering from three color bends to 11 and its Engineered Cedar offering from two color blends to five, while also adding 5-,7- and 9-inch widths to complete its multiwidth engineered slate line, says Jerry Blais, general manager of Ply Gem Roofing & Trim.

"The expansion of our Engineered Slate and Cedar color blends and multiwidth [slate] offerings provide customers with more product options that DALTILE incorporates darker, more opulent aesthetics into its Perennial Porcelain Roofing products as a result of the growing popularity, says Doug Pedersen, sales director for Daltile. (Opposite page: Adobe Clay; this page, top left: Nordic Timber, Mystic Timber, Impressionist Grey Slate, Onyx Slate; above: Antique Slate) Circle 4 on inquiry card



**PLY GEM ROOFING** adds eight colors to its Engineered Slate, three colors to its Engineered Cedar, and 5-, 7- and 9-inch widths to Engineered Slate multiwidth. (Top left: Cedar Shake-Mountain Sequoia, Cedar Shake-Weathered Gray, Slate-Charcoal, Slate-Versailles multi-width). **Circle 5 on inquiry card** 



align with classic and current housing styles and trends," he adds. "Homeowners, remodelers, architects and designers look for products that replicate natural materials—but [can] perform better over time with virtually no maintenance."

The company's engineered roofing uses the latest technology to digitize its Earth-made patterns on natural slate and cedar, and then engraves those images into high-tech molds, Blais explains. "This powerful combination—along with superior material science—provides a product solution that is affordable, beautiful and one that performs over time," he notes. "And it's backed with a 50-year limited warranty, a 10-year no-fade warranty and a labor warranty for the first 10 years."

Ply Gem develops and assesses new products by exposing them to standard and nonstandard test environments, such as its in-house impact testing. The manufacturer ensures its roofing products meet the industry's highest tier of hail-impact performance—UL2218 Class 4 Hail Impact—then takes it another step further to confirm those products can exceed industry standards, Blais says.

"This includes testing in more severe conditions to ensure the products perform in the harshest environments," he adds. "We have many examples of extreme tests, from freeze-thaw cycling to weather testing in Australia, where some of the highest amounts of solar UV rays are found."

The company helps remodelers succeed by supplying them with the information and tools they need to educate homeowners about the availability of roofing products, as well as the strengths and weaknesses of each one, Blais notes. Ply Gem has been developing a product that provides greater performance and resistance in regard to fire, wind, hail and fade. "It's lightweight, easy to install, and it looks amazing, all within the total cost of owning an asphalt roof," he explains.

#### **Historic Heritage**

TAMKO just released a new Heritage IR shingle that also complies with the UL 2218 Class 4 Impact Resistance. The product contains the popular Heritage shingle construction, reinforced with a heavy polyester fabric applied to the entire backside of the shingle, and with a uniform thickness throughout the reinforced layer, says Greg Wells, director of marketing. The shingle will be available in Colorado this March, and in the Central and Western U.S. later in the year.

"The entire roofing industry has seen growing demand for Class 4-rated products, driven largely by insurance companies—especially in the Western states. Recently, some municipalities in Colorado even mandated UL 2218 Class 4 classification for all new and re-roofs," he adds. "We anticipate that trend continuing and growing to other severe-weather-prone areas of the country."

The manufacturer sees more and more homeowners taking a greater role in the roofing product selection, not only with colors and design but also understanding how the product will perform, Wells notes. "Homeowners are staying in their homes



TAMKO launches a new Heritage IR shingle (shown in Thunderstorm) that features a reinforced layer on the backside and complies with UL 2218 Class 4 Impact Resistance. Circle 6 on inquiry card longer, and they want to feel good about the length of the protection [in regard to] one of their biggest home improvement investments."

TAMKO recently moved to a lifetime limited warranty in response to the expectation to provide longer coverage for consumers when they purchase a new roof, he explains. The company works with Hover and Renoworks on digital tools and apps that allow homeowners to see how different products, colors and brands can tie together to create visual appeal on the exterior of their house.

"Contractors are recognizing the trend toward homeowner engagement in the process and using these tools to help lower barriers during the selling process, [which makes] closing the sale easier and faster while improving customer satisfaction," Wells says. "Some of the tools even calculate specific measurements, material lists and project bids. Homeowners find it impressive and it can save the contractor time.

"I don't see revolutionary changes coming to the roofing industry but, rather, evolutionary," he continues. "As the country sees an increase in destructive weather events, we will continue to develop new processes and materials tested to industry standards. [If you] combine diverse product offerings that enable homeowners to show their personality and style with long-term warranty coverage, consumers are more willing to invest in the perfect shingle for their home."

#### Impactful Inputs

CertainTeed plans to roll out its luxury metal roofing line, Matterhorn Metal Roofing, in Canada after the first quarter of this year, says Alex Pecora, director of product management, CertainTeed roofing division. The lightweight, recyclable metal panel roofing system replicates the look and charm of real wood shake, quarried slate and barrel tile roofing. A patented painted and coating system offers a hyper-realistic palette that includes a variety of cool roof color options, he adds.

"It is engineered using a deep-drawn steel manufacturing process that makes it stronger than typical steel, offering Class 4 impact resistance, Class A fire resistance and a 130-mph wind rating," Pecora explains. "Roofs built with Matterhorn have a life expectancy of more than 50 years, allowing it to have one of the strongest warranties in the industry and making it highly suitable for harsh winters and high-wind environments. Due to its longevity and protective characteristics, Matterhorn roofing often qualifies for substantial home insurance discounts."

NorthGate, a styrene-butadiene-styrene (SBS) modified asphalt shingle, provides more impact protection than a typical asphalt shingle, he says. Rubber-like polymers enhance weatherability and give the product superior impact performance.





**CERTAINTEED** introduces its Matterhorn Metal Roofing (top) in Canada this year, and the company also offers Belmont (middle), a SBS-modified asphalt shingle, as well as NorthGate (bottom), a luxury asphalt shingle offering, says Alex Pecora, director of product management, roofing division. **Circle 7 on inquiry card** 

NorthGate looks like a standard architectural asphalt shingle and installs just as easily, but offers enhanced resistance to cracking, tearing and surface granule loss, Pecora notes. It usually qualifies for homeowners' insurance discounts too.

"As storms have become more extreme and frequent, we're seeing a rising demand for impact-resistant roofing materials," he continues. "CertainTeed has responded by offering more roofing products with Class 4 impact resistance the highest rating available. This includes the NorthGate SBS-modified asphalt shingle, which is uniquely adapted to areas with frequent adverse weather conditions."

Belmont, a luxury asphalt shingle offering, utilizes layered construction and a blended coloration to emulate the classic look of natural slate without



BORAL ROOFING releases its MetalSeal HT Underlayment (top) as well as a new collection of concrete roof tile colors for California. (Order of swatches: Shadow Black, Oceana, Saddleback Blend, Sepia, Graphite) Circle 8 on inquiry card the high price tag, Pecora adds. Made of top-grade roofing asphalt and reinforced with a strong fiberglass base mat, the product supplies Class A fire resistance, 110-mph wind resistance (upgradeable to 130 mph) and six color options. The shingle also comes with StreakFighter algae-resistant technology, which uses copper-containing granules with anti-algae properties. Class 4 impact-resistant models are available in select regions.

"Research shows that homeowners are staying in their homes longer than ever before," Pecora says. "When people [remodel] a home, they want to be sure their roof is made of high-quality materials and supported by world-class manufacturing, so it will last for the life of the home."

#### **Color Consulting**

Boral Roofing recently introduced two additions to its roofing solutions line: the Boral MetalSeal HT Underlayment, and a new collection of concrete roof tile colors for California. MetalSeal HT Underlayment, a self-adhered waterproofing material rated for high temperatures, provides yearround protection against wind, rain, snow and ice dams, says Peter Chalmers, product manager.

"The material boasts easy application and surface traction, enabling safer, easier installation for the entire roof," he explains. "It meets or exceeds the applicable national ASTM standards and Florida building code requirements for self-adhered roofing underlayment, and [it] is periodic-temperature-rated up to 260 F. It [also] comes in rolls of 216 square feet for a net two squares."

Inspired by the beauty of the Golden State, the five new neutral shades of concrete roofing tile—Graphite, Sepia, Shadow Black, Oceana and Saddleback Blend—boast all the high-performance capabilities of Boral's concrete tile line. They are available in four profiles, which complement California's three emerging home architectural styles: traditional, transitional and contemporary.

"Consumer trends, architectural trends, and innovations in sustainability are three key areas we consistently analyze," Chalmers notes. "Many trends are subregional, but what we are observing nationwide throughout home designs and remodels is the simplicity effect, which is an effort in the design approach toward reducing the amount of visible ornamentation on a home," he adds.

The company actively assesses its entire concrete, clay, steel and composite offerings to ensure they include the colors and profiles that address current and future trends. Boral works with an innovations lab to continually improve product formulas and release new products after testing that will meet or exceed all warranties and any applicable third-party certification requirements.

"Two of the greatest drivers in this area are the aesthetic-driven homeowners who understand the



IKO debuts its Nordic performance shingle line (at right) and adds four colors to its Dynasty performance shingle offering. (Order of swatches, from top left: Emerald Green, Atlantic Blue, Shadow Brown, Monaco Red) Circle 9 on inquiry card





long-term value of a home with enhanced curb appeal, and the other are the practical owners who understand the economic sense of a roof system that—in many cases—can both last the lifetime of the home and reduce energy consumption," Chalmers says. "Our aesthetic efforts are aimed at staying ahead of ongoing architectural trends. Our function-driven efforts [assure] efficiency for installers, and sustainability and durability for owners, helping to realize both long-term energy savings and a low environmental footprint that comes with products designed to last a lifetime."

#### **Performance Properties**

IKO released the Nordic performance shingle line and expanded its Dynasty performance shingle line for 2019. The products have been a response to homeowners who demand high-performance products without sacrificing beauty and curb appeal, says Scott Campbell, director of field sales in the U.S. The company also debuted ROOFPRO, a program to help contractors build business.

"Increased severe weather across North America has further solidified the need for performance, especially wind resistance, in roofing shingles," Campbell notes. "As we all know, a roof is the most essential aspect of shelter, whether for a home or a commercial property. It endures high winds, hail, heat, cold, moisture and flying debris, all the while keeping what's under it safe."

Both Nordic and Dynasty feature ArmourZone, an innovative 1-1/4-inch wide, reinforced nailing surface that ensures strong fastening power. Nails applied in this area become positioned to help resist nail pull-through and shingle blow-off; in fact, shingles with ArmourZone are designed to resist winds up to 130 mph, and they include Fastlock sealant strips for a stronger bond, he adds.

"Each new product offering is the result of research—both informal and formal—in the field," Campbell explains. "We take what we learn from long-term relationships, intel from the field and years of experience to innovate a wide range of products that'll meet most every need. In addition, we take pride in staying responsive to code changes [and] proactively working to stay ahead of shifts in order to help our contractors remain compliant."

Nordic shingles offer a Class 4 impact resistance rating, which enables homeowners to obtain a discount on home insurance if available in their area, he continues. The product earned the rating through independent testing in accordance with the FM 4473 standards, during which man-made ice balls were propelled at Nordic shingles with an air cannon (rating does not act as a warranty).

Dynasty now comes in four additional high-definition colors—Shadow Brown, Emerald Green, Monaco Red and Atlantic Blue—for a total of 15 shades. ROOFPRO, the new loyalty program, will provide contractors with comprehensive business support tools, Campbell says. Contractors also will benefit from the education resources, industry events, and extended limited warranties.

#### Metal Mechanisms

The Snap-Clad standing seam metal roof panel from Petersen Aluminum has proven popular because of its performance in extreme conditions and ease of installation, says Rob Heselbarth, director of communications for Petersen | PAC-CLAD. The company thoroughly tests Snap-Clad for wind uplift and fire resistance, as well as other performance standards and codes, he explains.

"Plus, its snap-together seams connect quickly and do not require a mechanical seamer, which saves time and money," Heselbarth adds. Snap-Clad features an optional factory-applied sealant bead for improved weather resistance, a 1-3/4-inch leg/seam height, and a continuous interlock for enhanced structural performance and wind resistance. The concealed-fastener clip system allows

#### PETERSEN ALUMINUM offers

PAC-CLAD metal roofing (top) and Snap-Clad (above), a standing seam metal roof panel that can save time and money during installation. **Circle 10 on inquiry card** 

### **PRODUCT TRENDS**



MALARKEY ROOFING integrates the Highlander NEX shingle (at right and shown above in Silverwood) with 3M smog-reducing granules that use sunlight to help improve air quality. Circle 11 on inquiry card



GAF TimberCrest Premium SBS-Modified Ridge Cap Shingles are designed with a rounded bullnose leading edge for a distinct look and are an eligible component for residential warranties. Circle 12 on inquiry card



for thermal expansion and contraction while providing extraordinary hold-down strength.

"Snap-Clad can be installed over substrates such as plywood, nailboard insulation, metal decking [and] rigid insulation," he notes. "A minimum 2:12 pitch is recommended in most applications."

Petersen invests significant resources into the testing all of its PAC-CLAD metal roof products to assure architects and contractors around the country that its products will meet the requirements of their building. Snap-Clad roof panels meet multiple ASTM standards; they have also passed UL uplift tests, earned approvals from Miami-Dade building codes and the Texas Department of Insurance, and received an ICC ES evaluation report to verify their compliance, Heselbarth says.

"A metal roof installed correctly can last 40 or 50 years, and Petersen roofs carry a 30-year finish warranty against fading and chalking," he continues. "Also, homeowners might choose metal roofs because of their resistance to extreme weather such as hurricanes. A few of our PAC-CLAD roof panels have survived intact [following hurricane] winds of more than 150 mph."

The properties of metal combined with the solar reflectivity of the PAC-CLAD paint coating can reduce the cost of heating and cooling a home as well. PAC-CLAD comes in 29 colors rated by the Cool Roof Rating Council and 31 colors rated by Energy Star. Its coating technology reflects sunlight and cools a roof by emitting radiation, saving up to 40 percent of a home's energy costs.

"As the importance of sustainability continues to grow with homeowners, standing seam metal roofing will remain the ideal platform for attaching solar panels," Heselbarth explains. "With the proper attachment system, solar panels can be installed on the standing seam without puncturing the roof material. Installing solar panels on other roof material requires the roof to be punctured."

#### **Innovative Ideas**

Malarkey Roofing Products enhanced its Highlander NEX roofing shingles with 3M's smog-reducing granules, which help remove nitrogen oxides from the air. Integrated throughout the surface of a shingle, the roofing granules have been designed with a specialized photocatalytic coating applied to the base material. The coating blends inconspicuously with various shingles.

"When sunlight hits the shingles containing the smog-reducing granules, radicals are generated and transform nitrogen oxide gases into water-soluble ions, improving air quality," the company says in a press release announcing the inclusion of smog reducers. "For the average-sized home and roof, the total smog-reducing capability of the shingles is equivalent to more than two trees."

Highlander NEX shingles also feature 3M cool roofing granules, which reflect solar rays to cool the roof and the home. Malarkey now offers NEX polymer modified asphalt in all of its roofing shingles—executing a plan to upcycle materials that would otherwise end up in a landfill. NEX uses upcycled material to extract valuable polymers that help improve shingle performance.

"On an average-sized home, with a roof of roughly 3,000 square feet (30 roofing squares), that is covered in Malarkey roofing shingles with NEX polymer modified asphalt, the upcycled content is equivalent to more than five rubber tires and [over] 350 plastic milk jugs," the company notes.

"We are in a critical position to improve our products' sustainability [both] for our customers and the health of the planet," says Rich Robbins, vice president of sales for Malarkey. "At our scale of production, we can make a demonstrable impact. For instance, each ton of upcycled material prevents 7.5 cubic yards of material [as well as] several barrels of oil from entering the landfill."

NEX polymer modified asphalt also shows extreme flexibility and responsiveness to temperature fluctuations, allowing the roofing granules to remain embedded in shingles over time. To help remodelers learn its products and installation requirements, Malarkey runs a Certified Residential Contractor program, which offers enhanced warranties to members who install full roof systems.



"Sustainability is at the core of our product design," says Jim Fagan, president/CEO. "We strive to include innovative technologies that improve our environment in all aspects of our operations.

#### **Professional Process**

Owens Corning engineers TruDefinition Duration FLEX—its most advanced shingle ever—so that the product delivers enhanced flexibility and excellent performance in harsh weather conditions compared with standard shingles, says Scott Schumacher, director of marketing. It acts as a good example of how to integrate performance in shingle design and construction, he adds.

Made with a proprietary blend of SBS polymer modified asphalt, the shingles feature SureNail Technology and provide the highest impact rating available: UL 2218 Class 4. Duration FLEX also offers 42 percent better nail-pull resistance against wind compared with standard shingles, Schumacher notes. Built-in flexibility helps the shingles resist cracks and tears in all-weather installation conditions, bestowing more than 10 percent stronger tear-strength compared with traditional shingles.

"Duration FLEX shingles are also manufactured for efficient installation and are formulated to lay flat more quickly than standard shingles for a clean, finished look," he explains. "The rubber-like flexibility that helps the shingle withstand expansion and contraction stresses also helps minimize loss of granules and helps protect the shingle against UV rays." Owens Corning recently introduced ProSell, a digital app designed to streamline and expedite the residential roofing sales process, from sales pitch all the way to order processing. Available to all Owens Corning Roofing Contractor Network (OCCN) members in the iOS App Store, ProSell is a seamless, step-by-step resource that spans every phase of the residential roof sales process. The app was developed using Leap, a digital platform that simplifies and automates the home service sales process including estimating, financing and contracting, as well as real-time communication.

ProSell includes a digital pitch book along with comprehensive product data to support efficient and accurate estimating. Once homeowners select products, the app generates an on-site estimate supported by EagleView and Hover. ProSell can also support financing integrations and execute the contract with credit card and eCheck processing, Schumacher says.

"For companies signing up for the ProSell app by April 1, 2019, Owens Corning will waive the \$500 one-time set-up fee and monthly \$35 per-user license fee for one year," he continues. "An optional upgrade is available that provides extended benefits. The introduction of the ProSell app [has expanded] Owens Corning's portfolio of digital contractor tools. In 2018, Owens Corning introduced the OC Connect Resource Center, a redesigned web portal and one-stop resource for OCCN members to access tools that help support and grow their business." QR OWENS CORNING Duration FLEX shingles deliver an enhanced flexibility and superior performance in harsh conditions, says Scott Schumacher, director of marketing. Circle 13 on inquiry card

### HOMEIMPROVEMENT

## What About Your Profit?

Is your company earning the profit to which you are entitled? Research indicates more than 65 percent do not.

by Dave Yoho, President, Dave Yoho Associates

		B		
<b>SALE OF SPECIALTY ITEMS ONLY</b> – Roofing, Siding, Windows – 5 salespeople, 1 sales manager			<b>SPECIALTY ITEMS</b> – Bath-refitting, Windows, Roofing, Gutters – 9 salespeople, 1 sales manager	
ANNUAL REVENUE:	\$6,800,000	SAME	ANNUAL REVENUE:	\$8,650,000
NET PRETAX PROFIT:	13.9%	MARKET	NET PRETAX PROFIT:	6.7%
1 OWNER:	\$945,000		1 OWNER:	\$597,550
		n		
GENERAL REMODELING – \$140,000 – Owner plus 2 s	Contracts range from \$80,000 to alespeople		GENERAL REMODELING – \$285,000 – Owner plus 2	Contracts range from \$65,000 to salespeople
ANNUAL REVENUE:	\$2,640,000	SAME	ANNUAL REVENUE:	\$3,720,000
NET PRETAX PROFIT:	3.9%	MARKET	NET PRETAX PROFIT:	2.2%
10WNER:	\$102,960		1 OWNER:	\$81,840

**LAST** year was a great year for home improvement companies. Or was it? Sales and revenues increased—most net-profit margins did not. The amount of profit increased. The percentage did not. The risks associated with expanded revenue and insufficient net profit are manifold.

Despite your company's success this year, you may be missing the methods used by the most profitable/successful companies in your industry.

Examine the examples depicted above.

In many similar examples, the conclusion drawn might be that the home improvement industry would seem to have had its head in the sand. A major hiccup could derail much of the growth and progress of this giant industry. The owners of home improvement companies are entrepreneurs who invest time, energy and capital. They bring new products to market often facing vast competition, over-burdensome government regulations, constant hiring and training of new personnel, and rising administrative costs.

If they are lucky, they get sufficient contracts to offset their overhead, complete the work, deal with uncooperative weather, and overcome mistakes that might otherwise put the business in peril. Despite propaganda to the contrary, some of the best run companies do not make the net profit to which they are entitled versus the investment in time, energy and risks involved.

Let's be clear: Gross profit is an accounting term describing the difference between direct costs and selling price. Next is deducting the cost of marketing, sales and administrative expenses. What's left is net profit—the amount earned before paying taxes (pre-tax net).

A 10 percent pre-tax profit should be a minimum for specialty home improvement companies Note: "Net pre-tax earnings" are after all expenses, including salary and perks, plus all overhead and local taxes are paid.

Note: Examples B) & D) are that of two companies operating with an imperfect business model. A) and C) are two companies who operate with improved pricing plus modern selection and personnel management. (siding, windows, bath-refitting, etc.) Exceptional companies often earn 15 percent or more. A remodeling company's goal should be no less than 5 percent pre-tax net. Better run remodelers exceed this. Improper pricing, unwise hiring methods and outdated sales compensation are often at fault.

#### In 2019, Your Profitability Could Improve If You Hire the Right People—and Keep Them.

Recruiting, hiring, training and keeping personnel is a key profitability issue. The cost of advertising and phone interviewing is expensive and is seldom identified as a separate item on an operating statement. In the case of salespeople, add in costly time spent training. Then, examine the number of leads issued to the new hire.

Efficient recruiting starts with defining what you want the hired party to do, then creating an ad or job posting to gain inquiries. Next, it involves using a script to perform telephone interviews. The job of a recruiter is like that of a salesperson. There has to be a system clearly defined and used to create an effective telephone interview. By effectively asking questions, a recruiter defines the skills of the applicant. The goal is to then get them to want an interview.

Successful recruiters conserve time and money (which transmits to bottom-line profits). They use an electronically generated profile<sup>\*</sup>, which creates a more effective interview and helps determine, A) Can the applicant do the job? B) Will they do the job? C) Do they fit the organization and the business model?

These instruments enable a recruiter to challenge someone during an interview, i.e., "Convince us you are the right person for this position." Unfortunately, the less you know about professional interviewing, the higher the chances are you will experience mis-hires and high turnover. We've been using profiles for over 40 years and have found that with proper use they save time, improve the amount of information from the applicant and reduce turnover. (\*We will email you a completed profile without charge. Send an email to admin@daveyoho.com with subject "profile" and refer to this article and publication date.)

Ten years ago, industry statistics indicated that only about 50 percent of scheduled candidates showed up for interviews. Current surveys indicate the number of candidates who now show up is 30 percent or less. Companies who recruit and interview effectively use methods, which include scripting for both telephone and in-person interviews. And many of these companies average 70 percent showing up for interviews. Decide today to improve your hiring skills and then prepare to upgrade your management skills.

#### To Improve Profitability in 2019, Manage Your Salespeople (Whatever You Call Them) Properly

Modern selling is not fast-talking, being liked or outthinking your customers. It is a science enabling owners, manager and representatives to create a cooperative environment, acting in consort to fulfill both the wants and the needs of the customer.

Great managers understand their sales reps and their customers. Their role is to hire and train salespeople to make presentations. Not to prejudge or qualify prospects based on their own values, but to make great presentations regardless of what they think about the quality of the lead.

A sound sales methodology is designed to convince virtually everyone when executed correctly. Great sales managers understand that their role is to train salespeople to execute each step of the presentation with precision 100 percent of the time.

No one should ignore the opportunity to recontact leads, who did not receive a presentation or were presented and not sold.

Revisiting a prospect is not about cutting your price or offering a lesser product at a reduced price. Carefully scripted, it can provide a revisit. In addition, a rehash program supports your sales department. It helps management train, retain and redirect salespeople while increasing their sales.

An unsold lead has the same value (costs) as when it was issued, yet it produced no revenue. Someone will sell it someday—why not you, instead of your competitor? With proper planning and execution, revisited leads can represent 7 percent to 10 percent of your gross revenue in 2019.

Follow up on a consistent basis with email, text messages, direct mail or personal visits with prospects who have expressed an interest yet remain unsold. This includes past customers. Be sure to check Do Not Call regulations for your market. There are usually time-restrictive, re-contact provisions, even when the customer contacted your company. The more successful companies rehash every lead and follow up on every sale for additional business and referrals. They often find that salespeople unintentionally mishandled the contact, the presentation and/or the price. Following up is a great customer-satisfaction tool.

The true cost of lead issuance is created by dividing the number of leads issued by the fully loaded marketing costs. These costs have escalated to obscene levels. Many large companies saw this as a nonproblem and simply raised prices. The outcome of which was a cycle of increased operating costs—that, in turn, created higher selling prices without increasing net profit.

Management's plan for 2019 should include methods for taking their organization from good to great in sales management. Start out by examining your metrics. **QR** 



Dave Yoho Associates is the oldest (since 1962), largest and most successful consulting company representing the remodeling and home improvement industry. The company has a staff of field representatives and account executives who consult for large and small retailers, manufacturers and service providers. In the spring of 2019, they will be holding two educational seminars in Orlando. Florida, designed to improve your profitability immediately. To learn more, visit hipsummit.com or see their ads in this magazine.





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- Create a training program that trains and tests sales process, closing skills, work ethic, commitment and endurance
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- Legal concerns and issues for 2019
  - (Attorney D.S. Berenson)
- PLUS - Examining the best training practices

### A newly hired salesperson costs the company over \$28,000 in the first 60 days.

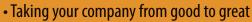
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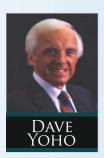


- Increasing revenue and profitability
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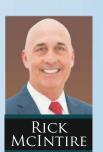


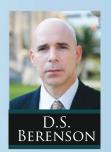
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### Can Anybody Sell When Given a Process?

by Scott Siegal

**THE TRUTH ABOUT** sales is that most people can do it if you show them a process. One of the principle reasons contractors were drawn to Certified Contractors Network when Richard Kaller founded it more than 20 years ago was sales. Richard was a natural born salesperson. He knew his subject and it was fun to listen to him. He also made sure to do as much listening as he did talking. Contractors were drawn to Richard. He was going to teach them how to sell a job, which many of them needed to do because they sold on price and were losing their shirts.

Richard would say, "The price is irrelevant if you, the contractor, know how to win the trust and confidence of your homeowner customer by focusing on what they really need, and using your expertise to propose solutions. Figure out how to do that systematically and you're selling, not giving jobs away."

#### All in the System

If you've tried selling without a system, you know why so many contractors default to low price as a way to get a signature. You're there trying to explain what needs to be done and why the cost is what it is, and you get an objection: "Your price is way too high." That's only one of an almost infinite number of ways customers will push back. If you have no system for processing that—acknowledging the validity of the objection while reaching past it—you'll soon get blindsided.

So Richard created a systematic, procedural sales process called the 4Ps. We teach this system in week-long boot camps at least a half-dozen times over the course of a year. Sometimes owners come, especially those who are new to our group. More often they send their salespeople and soon see a big difference in performance.

### Can It Be That Easy?

There are plenty of home improvement people who'll tell you that sales success is limited to a certain type of personality. They cite profiling tests—DISC for example—which predict sales success based on personality traits which make up a behavioral profile. The argument goes that high "D" and high "I" scores indicate a dominance attitude that predisposes people to take control of a conversation and sell effectively. These people—the high D's and I's—have a need to do that.

I don't totally buy it. What I've found is that those high D's and I's will crash and burn. They take rejection personally and don't like to follow the rules. They ignore paperwork until you get on top of them about it. When people complain about "sales guys,"

### IN MY VIEW, ANYONE IN ANY BEHAVIORAL PROFILE CAN SELL EFFECTIVELY IF THEY CAN BE TAUGHT A PROCESS TO SELL.

this is the type they're referring to. And when they hit a slump, they're helpless.

In my view, anyone in any behavioral profile can sell effectively if they can be taught a process to sell. A process can be replicated. It's a matter of teaching them what they need to do to alter their behavior somewhat. The high S's and the high C's? They follow the rules. They're highly compliant. Supposedly these people are great for production, not sales. But I find that type of person actually does well in sales if you provide them with the right system to follow. Follow the system and you're going to close a statistically set amount of sales, based on the number of leads you're given. So the first thing I want to know in hiring salespeople is whether or not they'll follow our process.

#### **Training and Coaching**

Three things make for sales success, initially and ongoing: training, coaching and accountability. And they're the sales manager's responsibility.

Since it starts with training, selling is the first boot camp our group ever offered. It's a highly structured learning experience stretching across a week. It provides a narrative path to follow—point A to point B and beyond—and a consistent way to present. It can be replicated. Yes, you could go, learn it, and teach your salespeople, but it's far more effective—believable—when the salespeople are there learning it for themselves.

Of course, then they come back to the real world of running leads. Which is where coaching comes in. Notice "coaching," not "managing." When someone works with salespeople and shows them how to respond to the endless challenges of that job, they soon improve.

### **All About Accountability**

Too many owners retain people because they like them. And salespeople are likeable they have to be. Would you buy a job from someone you disliked?

But as an owner, it's much more important that every salesperson follow our process. The process sets certain expectations I use to hold them accountable via sales metrics. I have an objective process for evaluating their worth to the company, as opposed to a subjective process where I'm reacting to how well a personality meshes with my own.

If you're building a company, it's almost beside the point whether you like employees or not. What matters is whether or not that person perfects your process to become a solid performer. That's how you scale a company. And that's how you build your sales. **QR** 

Scott Siegal is owner of Maggio Roofing in Washington, D.C., and also owns the Certified Contractors Network. You can learn more about CCN by going to the website contractors.net.

## HOME PRO Products



### Painted wood look without hassle

TANDOSHAKE Cape Cod Perfection, manufactured by DERBY BUILDING PRODUCTS, features a 5-in. exposure, subtle wood texture and crisp edges for a look that closely resembles painted wood shake. Capable of standing up to any weather, the siding can be used confidently for ground contact and roofline applications. It is lightweight, comes in panels, and can be installed using a pneumatic nail gun. Five solid colors are available: Classic White, Ashwood Gray, Slate Gray, Wheat and Mariner Blue (shown). Circle 14 on inquiry card

### Underlayment designed for high temperatures

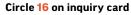
The Premium HT Tile & Metal underlayment from MFM BUILDING PRODUCTS is composed of high-grade reinforced polyester fabric laminated to a high temperature asphalt adhesive system. Its surface fabric offers superior foot traction and for stacking tiles during construction. Designed to withstand the high temperatures created by metal and tile roofing, the self-adhering "self-stick" roofing underlayment can also be used underneath cedar shakes and synthetic or asphalt shingles. In addition to a 180-day UV exposure, the underlayment comes with a 30-year limited warranty. Circle 15 on inguiry card





### Look of cedar shingle in fiber cement

JAMES HARDIE captures the look of cedar shingles in fiber cement with the introduction of its Artisan Shingle. An addition to the Aspyre Collection, the shingle's two-toned look mirrors how paint adheres to cedar siding over time. In addition to being moisture- and rot-resistant and noncombustible, the fiber cement siding can be selected to best perform in regional weather such as wet, freezing conditions or heat, humidity and blistering sun. A 7-in. exposure will be available nationwide in summer 2019.





### Visualization tool for home exteriors

**BORAL BUILDING PRODUCTS** aims to make it easier to design and plan for a home exterior project confidently with the launch of its Virtual Remodeler tool. The online visualization tool showcases how an uploaded photo of an existing home, or a similar home selected from an online gallery, will look with different profiles, textures and colors. Using the program's product interface, a user can select from the company's siding, trim and shutter lines, and the image updates in real time.

Circle 17 on inquiry card



### Roofing focuses on wind, impact resistance

IKO introduces its Nordic performance shingle line in nine high-definition colors. Specially constructed with a combination of wind- and impact-resistant features, the heavy-duty laminated architectural shingles also feature the company's ArmourZone 1 ½-in. wide, reinforced nailing surface and Fastlock sealant strips that create a bond to the shingles below. A coating of polymer-modified asphalt helps cushion the roof from hail impacts while also protecting against wind uplift and water penetration, qualifying the shingle for a Class 4 impact resistance rating against hail. **Circle 18 on inquiry card** 



### Wrap sheds water, includes drainage plane

TYPAR Drainable Wrap sheds more bulk water than traditional housewraps through the added efficiency of an integrated drain-



age plane. A layer of multidirectional polypropylene fibers diverts water from exterior wall cavities to drain it away from the assembly, thus preventing potential damage caused by mold and rot. Its adaptability allows the wrap to be installed in any direction without affecting performance. As part of the Typar Weather Protection System, the drainable wrap is covered by a lifetime limited warranty that includes materials and labor. **Circle 19 on inquiry card** 

### Folding wall system for repair, remodel markets

JELD-WEN delivers high-end design at a modest price point with the launch of its F-2500 folding patio door system. Extending living areas when open and maintaining outdoor visibility when closed through its large glass profile, the two-panel fiberglass folding door features an aluminum-clad frame and a bottom-mounted hardware track for use in the repair and remodel as well as new construction markets. Launching in April at select retailers, the folding patio door will be available through the company's dealers later in 2019.

Circle 21 on inquiry card





### Color additions across vinyl siding lines

**CERTAINTEED** extends color offerings for siding products within its Monogram, MainStreet, Board and Batten and Carolina Beaded vinyl siding lines. Melrose, a saturated red color (shown), and Brownstone, a creamy chocolate color, are available for Monogram horizontal vinyl siding, the Board and Batten Single 7-in. family, and the full line of accessories. MainStreet horizontal vinyl siding gains Castle Stone, Sable Brown and Pacific Blue colors; the Castle Stone color is also available through the Carolina Beaded horizontal vinyl siding line. **Circle 22 on inguiry card** 



### Smooth finish introduction for siding, trim

LP SMARTSIDE Smooth Trim & Siding introduces a smooth finish that can accommodate a wide range of designs. Its engineered wood strand technology ensures the siding and trim hold up in extreme weather, including moisture, hail, freeze/thaw cycles and up to 200 mph wind gusts. The trim and siding are treated with the SmartGuard process to protect against weather, fungal decay and termites. Available in a wide variety of widths, the 16-ft. board length can produce faster installation and fewer seams. Circle 20 on inquiry card



### Window joining system can reduce labor needs

The **ANDERSEN** Reinforced Joining options provide enhanced performance and jobsite convenience with three joining options for windows. With the Easy Connect Joining System (shown), large window combinations are split into smaller sub-group combinations that are factory assembled, have all necessary joining components applied, and arrive ready to install directly into the rough opening. The Fully Joined Combination produces fully joined, factory-assembled window combinations. Individual units can be joined into a window combination on a jobsite using the Easy Connect Joining Kit prior to installation. **Circle 23 on inquiry card** 

### PRODUCTS

## What's New

Featured at the NAHB International Builders' Show



### Customizable oversized wood door

SIMPSON DOOR COMPANY takes door customization to new heights with its Monster Doors. Addressing the desire for larger and more personalized spaces, the oversized wood doors can be made in heights up to 12-ft. tall and widths up to 10-ft. wide, which can be mounted on popular hardware like barn track or pivot swing. Available for interior and exterior door applications, the doors are offered in any wood species and design. Circle 24 on inquiry card

### Voice control device built into ceiling light fixture

JUNO, an ACUITY BRANDS company, creates a smart home ecosystem within the ceiling of a home with its Juno AI Speaker Light with Alexa Built-In. As an integration of the Alexa Voice Service, JBL speakers and Juno LED lighting into a ceiling light fixture, users can speak commands to control smart home devices like thermostats and doorbells as well as play music, control lighting and more. Complementary products–Juno AI LED Speaker Light and Juno AI LED Downlight–connect seamlessly and feature controllable LED lighting. Circle 25 on inquiry card





### Exhaust fan features dimmable LED, quiet operation

**DELTA ELECTRONICS** adds to its BreezIntegrity series of bathroom exhaust fans with the BreezIntegrity ITG100ELED fan. Featuring a self-compensating, brushless DC motor, the fan operates quietly at 1.5 Sones and runs efficiently at 7.5 cfm/watt with an airflow rating of 100 cfm. A 13-watt dimmable edgelit LED light generates 1,000 lumens. The Energy Star-qualified fan also meets and exceeds ASHRAE 62.2 requirements and complies with California Title 24 requirements. A round version of the exhaust fan will become available in Q3 2019. Circle 26 on inquiry card

### UL-approved gas fireplace

Taking inspiration from key architectural and design principals and honing them to simplicity, HEAT & GLO introduces its Foundation Series gas fireplace. It comes with SafeSurface double-pane glass that remains cool to the touch, plus its cool-wall construction allows for the installation of a TV or other heat-sensitive materials inches above the fireplace with no mantel required. The UL-approved fireplace is offered in linear placements up to 7-ft. long, including Single-Sided and See-Through configurations; Bay and Pier options will be available soon. Circle 27 on inquiry card



### Combination of worktop, storage needs for jobsite

FESTOOL's MW 1000 is a mobile workshop that can organize and transport tools needed for a jobsite, as well as become a stable workstation. Designed specifically to transport Systainers and a CT SYS dust extractor, the unit has large, rubber-lined, shock-resistant wheels for easy moving and a compact design. It includes a drawer that can be adjusted to any height; drawers can also be added. A stable worktop, featuring a perforated top and aluminum profile, offers flexible clamping and attachment options, plus its compact dimensions further effortless setup and breakdown. The included extension table is compatible with all accessories for the MFT multifunction table. Circle 28 on inquiry card



### Multi-width decking line

**TIMBERTECH AZEK** now offers wide (7 ½ in.) and narrow (3 ½ in.) width deck boards within its Vintage Collection. These additions to the standard-width deck boards (5 ½ in.) provide the opportunity to further customize decks with a variety of sizes, styles and colors. Mixing widths can add dimension to a deck, whether subtle or dramatic. Mimicking the design versatility of indoor flooring, the collection features a wirebrushed, low-gloss texture, comes in six colors and includes Alloy Armour Technology for additional surface protection. **Circle 29 on inguiry card** 



### Skylights for flat, low-pitch roofs

VELUX designs its CurveTech Skylights and Roof Access Skylights to meet the growing demand for skylights in house extensions with flat or low-pitch roofs. These flat roof skylights come with an insulated PVC curb as well as the option between a CurveTech or polycarbonate dome cover. CurveTech Skylights (shown) feature a curved edge-to-edge glass cover that disperses any water off the glass, even installed on a zero-degree pitch roof. Both models—the Fixed Flat Roof Skylight and Flat Roof Exit Skylight—will be available in summer 2019. Circle 31 on inquiry card

### Wall oven unites cooking functions

The 5-in-1 Wall Oven with Advantium Technology from **GE APPLIANCES** unites convection cooking, warming/proofing oven, microwave, speed-cooking oven with Advantium Technology, and toaster oven capabilities into a single 30-in. appliance. First available through the CAFÉ line, the wall oven is Wi-Fi-enabled and features a 7-in., LCD touch-screen display, which provides access



through the CAFÉ and Innit apps to hundreds of recipes. The oven has 1.7 cu. ft. of space, comes in 120- or 240-volt options, and will be available starting in May 2019. **Circle 32 on inquiry card** 

### Tool addresses deck building challenges

### CAMO, a NATIONAL NAIL

brand, aims to address challenges faced by those building decks-including the absence of fastener flexibility and investment in multiple tools-with its CAMO Drive tool. Created to install decks faster than current methods, the tool allows users to attach their own drill; stand during its use; and utilize clips, edge screws or face screws for securing decking. Insert a clip into the deck board's groove, slide the next board(s) on, and then fasten the clip in one motion using the drive tool. Circle 30 on inquiry card



### Expansion of blinds-betweenglass control options

**ODL, INC.** now provides a raise, lower and tilt option for its entire Blink Blinds + Glass collection of blinds-between-glass, insulated glass panels for windows. Controlling light and privacy levels at the push of a finger, the raise, lower and tilt operators can raise and lower blinds the entire length of the window and tilt a full 180 degrees. This capability is offered in two styles and an assortment of standard and custom sizes to fit the majority of window styles currently available. **Circle 33 on inquiry card** 

### PRODUCTS

## Kitchen & Bath

Featured at the Kitchen & Bath Industry Show



### **Commercial-quality wine reserves**

**PERLICK** brings its commercial-grade appliance background to the residential space with its expansive line of wine reserves. From compact, undercounter models like the Sottile Wine Reserve to full-size, 84-in.-tall single- and dual-zone columns, a range of indoor and outdoor units are available to store anywhere from 20 to 94 bottles—as well as customizable options. Ensuring ideal conditions for storage, the wine reserves feature intuitive humidity controls and precision temperature systems. Every unit is constructed of commercial-grade stainless steel inside and out.

Circle 34 on inquiry card



### Sink serves as workstation

**ELKAY** reimagines the kitchen sink with its Circuit Chef stainless steel sink, which includes accessories to prep, cook, serve, entertain and clean up all at one workstation. Constructed with two tiers that allow custom accessories to glide from side to side, the multi-use sink features a single bowl with an offset drain for uninterrupted, usable space. It installs beneath the countertop for a seamless appearance. Three standard models made from 16-gauge stainless steel with accessories included are available; modification options can be added. **Circle 37 on inguiry card** 

### Artistic shower element in four colors

**CLARKE ARCHITECTURAL** brings an artistic element to the bathroom with its Iridess solid surface shower. Undulating ripples on the back wall are complemented by flat panels on the side, making sure the installation of showerheads, steam fittings or sprays will not be hindered. Made entirely of solid surface composites, the shower is offered in Ghost, a dark gray; Whisper, a medium gray; Mist, a light gray; and white. All colors can have a matte or semi-gloss finish. **Circle 35 on inquiry card** 





### LED lights integrated into showerhead

The **DELTA FAUCET** Pendant Raincan Shower Head with H2OkineticTechnology and LED Lighting radiates upscale appeal while creating a soothing ambience in the bathroom. Its water-powered LED lights—no hard-wiring needed—automatically turn on when water is running and off when flow stops, and emit a subtle glow. Available in contemporary and traditional styles in various finishes, the pendant showerhead incorporates H2OkineticTechnology for a drenching spray—though using only 2.5 gpm. Its three pendants can be individually adjusted for ideal coverage. **Circle 36 on inquiry card** 



### **On-trend porcelain tile collections**

**SOMERTILE** responds to interest in unique tile patterns with its Stella and Trident Collections. Both porcelain tile collections are suitable for floor and wall applications inside and outside. The Stella Collection (shown left) provides an old-world star pattern with a clean look. It comes in four color schemes and measures 9.75 by 9.75 in. A hexagon tile measuring 8.625 by 9.875 in., the Trident Collection (shown right) features a modern, mesmerizing design with countless potential pattern layouts. Available currently in Blanco and Nero, more color options are planned for later in 2019. **Circle 38 on inquiry card** 



### Launch of outdoor appliance suite

**THOR KITCHEN** debuts an eight-piece Modular Outdoor Kitchen Suite with the flexibility to be arranged in any layout, including L- or U-shapes, and at a low price point. The suite's modular nature eliminates the need for supporting infrastructure and associated costs. Available outdoor appliances are: the 24-in. Indoor/Outdoor Refrigerator Drawers, Pizza Oven, Side Burner with Bottom Cabinet; Grill, Grill Cabinet, Sink Cabinet, Corner Cabinet and Appliance Cabinet. All appliances feature 304 stainless steel to resist rust and ensure longevity. **Circle 39 on inguiry card** 

## Range hoods with interchangeable color options

**BEST** offers creative freedom for those seeking a personal touch of boldness with its Best Ispira range hood series with interchangeable glass panels in eight on-trend color choices. Available in chimney, island and under-counter models, the hoods are equipped with the company's Code Ready Technology (CRT), which allows a 600-cfm hood to reduce its output to a lower cfm to meet various building codes and standards. Circle 40 on inquiry card





### Control kitchen faucet by voice command

With the Sensate faucet with **KOHLER** Konnect, users can use simple voice commands to turn water on/off and dispense measured amounts of water. The kitchen faucet can also be operated using its handle or Response technology that provides touchless on/off operation using a stateof-the-art sensor. A four-minute shut off ensures the faucet will not run continuously, and water usage can be monitored and tracked through the Kohler Konnect app. Switch between two sprays on the pull-down sprayhead that also features DockNetik for secure locking. **Circle 42 on inquiry card** 

### Water management system helps control, conserve, protect

Through a partnership with Flo Technologies, **MOEN** launches Flo by Moen, a smart home water monitoring and leak detection system. The system calculates water pressure, flow rate and temperature within the water supply system while FloSense technology differentiates normal water use from abnormal. MicroLeak technology can monitor and detect pipe leaks in the water supply, including behind walls or in the foundation. A Wi-Fi-connected device installed on the main water supply line going into a home and the Flo by Moen appavailable on iOS and Android devices–comprise the system.





### Ultra-thin countertop material

WILSONART THINSCAPE Performance Tops are European-inspired, ultra-thin countertops manufactured in the U.S. In addition to being highly durable, the tops can be installed with an undermount sink and come with UL Greenguard Gold Certification for indoor air quality. The collection of 12 ultra-slim decorative slabs are offered in popular large-scale stone, quartz and statement designs, including Calcutta Blanc, Italian Carrara, Distressed Pine and Rugged Steel. A selection of finishes—wire brushed, honed, sandblasted, natural and luster—can be matched with the slab. Circle 43 on inquiry card

## **Barn Door Hardware**



### Soft-close sliding door hardware

With **JOHNSON HARDWARE'S** 2610SC Soft-Close Wall Mount Sliding Door Hardware, metal or wood doors from 1- to 1 %-in. thick, up to 60-in. wide and weighing up to 200 lbs. can be slowed to softly pull into fully open or closed positions. Adjustable track stops and door guides can be set to control door travel. The jump-proof aluminum box track can span lengths up to 96 in. for single doors and up to 192 in. for double doors.

Circle 44 on inquiry card



### Complete kits in unique finishes

**DELANEY HARDWARE** helps optimize space while adding a distinctive upgrade with its selection of Barn Door Hardware. Available in a variety of styles—such as the 2000 Series (horseshoe), 5000 Series (wagon wheel), 6000 Series (diamond), Round Track Single Wheel Hanger and Round Track Double Wheel Hanger—the hardware features smooth, quiet wheels and can handle up to 330 lbs. The 1000 Series Barn Door Hardware (standard) comes in seven finishes, including unique options like green patina, weathered rust (shown) and satin brass. **Circle 46 on inguiry card** 



### Traditional, contemporary barn door systems

HARDWARE RESOURCES presents two Barn Door Hardware systems that can bring style and character to spaces, such as closets, laundry rooms and pantries. Each kit has 8-ft. rails that work with doors up to 48-in. wide and include soft-close features. The BDH-01 M8-96 kit is a traditional strap hardware system in a matte black finish that can accommodate a maximum door weight of 220 lbs. A contemporary bar in a stainless steel finish (shown), the BDH-05SS-96 handles a maximum door weight of 175 lbs. Circle 47 on inquiry card

### Barn door system introduction

**HÄFELE** launches its Slido BD100 and BD200 Flat Track Sliding Systems. Handling a maximum panel weight of 220 lbs. and maximum panel height of 108 in., the hardware systems are each available in Straight Hanger or Top-Mounted Hanger models. The BD100 is available in steel with black or brown finishes, while the BD200 comes in steel with a matte stainless finish (shown). Hidden behind the flat track, an optional soft-close mechanism can be used on the opening and closing ends of the tracks. **Circle 48 on inquiry card** 





### Sliding door kits in five styles

**STONE HARBOR HARDWARE** offers five different strap styles for its Sliding Door Kits: barn strap, wagon wheel, horseshoe, top mount with flat bar (shown) and top mount with round bar. All kits include everything necessary for installation. The two top mount strap styles—the newest introductions—work with doors up to 36 in. Matte black and satin nickel finishes can be selected for the flat bar top mount strap set, while the round bar top mount strap set comes in stainless steel. **Circle 45 on inquiry card** 



### Select style, length, finish for hardware

The Flat Track Sliding Barn Door Hardware by **EMTEK** blends customization with quality engineering. To order, select a hanger style-choose among the Modern Rectangular Face Mount, Modern Rectangular Top Mount, Classic Face Mount or Classic Top Mount-and from the six available track lengths. Choose between a solid or spoked wheel style, as well as between flat or classic track and hanger fasteners. Decide between Flat Black and Stainless Steel finishes, and an optional soft open/ close kit can also be added. **Circle 49 on inquiry card** 

## **2019** CALL FOR ENTRIES

Honoring the finest remodeling projects in the nation

## Entries for the 2019 Chrysalis Awards are now being accepted.

All entries must be in a digital format this year. Complete information is available at ChrysalisAwards.com.

**DEADLINE:** Entries must be received by March 30, 2019. This deadline may be extended.

**ELIGIBILITY:** Projects completed after January 1, 2016 are eligible for the 2019 program. This includes previous Chrysalis entries that did not win a Chrysalis Award, as well as entries from other competitions like the Master Design Awards.

**WHO MAY ENTER:** Any remodeler, architect or design professional in the United States. Chrysalis is open to everyone. There is no requirement to be a member of a specific professional organization to enter. **ENTRY CATEGORIES:** A complete list and description of the categories can be found at ChrysalisAwards.com and on the entry page. Entry categories include several price ranges in almost every aspect of remodeling.

VSalis

Award

**ENTRY FORMAT:** You can create your entry on the Chrysalis Award Entry page, or submit any digital entry from another remodeling competition without change.

**THE CHRYSALIS WEBSITE:** You will find complete information at ChrysalisAwards.com. You can also see all the winning projects since 1998. This site promotes winning Chrysalis projects to the industry and public.

We are available to answer any questions at info@ChrysalisAwards.com or 888.263.5687

Winners will be featured in our publishing sponsors' magazines:



## **Remodelers' Choice**



The following product received the most reader inquiries from the December issue of *Qualified Remodeler:* 

### WARMUP

Now available in North America, the Peel-and-Stick version of the Warmup DCM-PRO Membrane floor heating system adheres directly onto plywood and concrete subfloors without the use of thinset. Combined with the DCM-PRO cable, the membrane system is UL-approved and has been successfully tested to ANSI 118.12 antifracture standards and ASTM C-627. The floor heating system's design allows higher heating outputs and more adhesive-to-cable contact, resulting in faster and more even heat distribution in addition to protection from installation damage.

Because of the polyethylene adhesive on the Peel-and-Stick system, installation entails cutting the membrane to size, peeling back the protective film, pressing the membrane directly onto the subfloor and fitting the cable. There is no wait time needed after the system's installation, and it can be covered with self-leveling mortars for use with small format tiles and other floor types, such as glue-down wood and LVTs.

For more information, visit warmup.com/underfloor-heating/ electric/uncoupling-system or circle 50 on inquiry card.



### **JAMES HARDIE**

The HardieBacker 500 Waterproof Cement Board helps protect tile installations and wall cavities from moisture penetration. This addition to James Hardie's backer board portfolio emphasizes ease of use, as extra time does not need to be spent applying a waterproof coating across the entire surface area of the wall project. Instead, simply waterproof joints and fasteners then move on; do check local building code requirements to confirm whether some application areas, such as shower pans, require additional waterproofing.

To ensure the waterproof cement back board is not compromising on quality or results, the HardieBacker 500 Waterproof Cement Board has passed ANSI 118.10 for waterproofness, making it the first of its kind. In addition to the waterproof composition throughout the board, the backer board provides excellent tile adhesion.

James Hardie's HardiBacker 500 Waterproof Cement Board will be available soon and is rolling out in certain markets in Q2 2019.

For more information, visit jameshardie.com or circle 51 on inquiry card.

## **Remodeler** CALL MASTER DESIGN FOR ENTRIES



For projects completed Jan. 1, 2016 - July 8, 2019

### **Details and Registration: MasterDesignAwards.com**

Visit us online to learn about the awards program and get tips for entering your project.

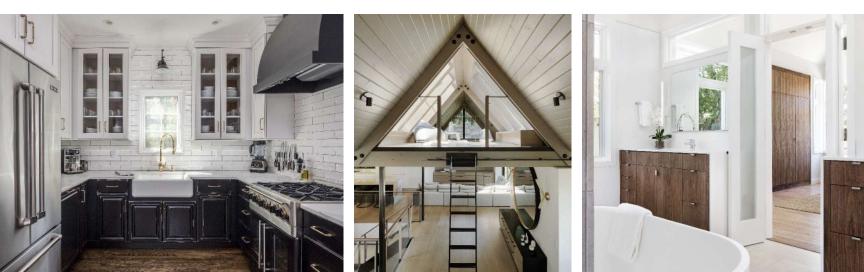
Questions? Contact Heidi Riedl, Qualified Remodeler's projects manager at (847) 440-3000 ext. 111 or Heidi@SOLAbrands.com.

Register by 6.24.19 | Completed entries due 7.8.19



AWARDS 2019

Applicants for NARI Contractor of the Year and the Chrysalis Awards may submit those materials for the Master Design Awards.



### **Upcoming Events**

#### **APRIL 3-4**

NRCA Roofing Day in D.C. Washington, D.C. National Roofing Contractors Association nrca.net/roofingday

#### **APRIL 9-12**

**Coverings 2019, Orlando** Ceramics of Italy, CTDA, NTCA, TCNA, Tile of Spain | coverings.com

#### **APRIL 10-12**

NARI Spring Business Meeting San Diego National Association of the Remodeling Industry nari.org/sbm19/

ADVERTISER	CIRCLE NO.	PAGE NO.
Arkansas Wood Doors	81	65
Boral Building Products	66	15
Chief Architect	60	4
Chrysalis Awards		61
Dave Yoho Associates		52
Elias Woodwork & Manufacturing	83	65
Ford Trucks		2-3
HOVER Inc	70-71	24-25
In-O-Vate Technologies, Inc.	63	10
Ironrock	82	65
Jeld-Wen Corporation	62	9
Mark E Industries	74	38
Nationwide Protective Coating Mfgr.	80	65
Pella Corporation	67	16-17

PRODUCTS	CIRCLE NO.	PAGE NO.
Andersen Windows	23	55
BEST Range Hoods	40	59
Boral Building Products	17	54
Boral Roofing	8	46
CAMO, a National Nail brand	30	57
CertainTeed Roofing	7	45
CertainTeed Siding	22	55
Clarke Architectural	35	58
Daltile	4	43
Delaney Hardware	46	60
Delta Electronics	26	56
Delta Faucet Co.	36	58
Elkay	37	58
Emtek Products, Inc., an ASSA ABLOY Group company	49	60
Festool	28	56
GAF	12	48
GE Appliances, a Haier company	32	57
Häfele	48	60
Hardware Resources	47	60
Heat & Glo	27	56
IKO, Inc.	9, 18	46, 54
James Hardie	16, 51	54,62
Jeld-Wen	21	55
Johnson Hardware	44	60
Juno, an Acuity Brands company	25	56
Kohler	42	59

#### **APRIL 14-17**

### Gathering of Eagles 2019 Conference Palm Beach, Fla.

Business Networks | Small Businesses in the Construction Industry businessnetworks.com/events/ gathering-eagles-2019

#### MAY 7-9

National Hardware Show, Las Vegas Reed Exhibitions nationalhardwareshow.com

#### **MAY 8-9**

2019 Home Improvement Profitability Summit, Orlando, Fla.

Dave Yoho Associates | hipsummit.com

ADVERTISER	CIRCLE NO.	PAGE NO.
Penntek Industrial Coatings	76-77	40-41
Petersen Aluminum	84	68
Progressive Insurance	64	11
ProVia LLC	75	39
QR Master Design Awards		63
QR Top 500		67
Saniflo	65	13
Schluter-Systems L.P.	61	7
SoftPlan Systems Inc.	78	65
Sunrise Windows & Doors	72-73	28-29
The Aspire Institute		Insert
Trex Company, LLC	69, 79	23,65
VERSATEX Building Products, LLC	68	21

PRODUCTS	CIRCLE NO.	PAGE NO.
LP SmartSide Trim & Siding	20	55
Malarkey Roofing	11	48
MFM Building Products	15	54
Moen	41	59
ODL, Inc.	33	57
Owens Corning	13	49
Perlick	34	58
Petersen Aluminum, a Carlisle Company	10	47
Ply Gem Roofing	5	43
Schluter-Systems	1	12
Simpson Door Company	24	56
SomerTile	38	58
Stone Harbor Hardware	45	60
ТАМКО	6	44
TandoShake by Derby Building Products	14	54
Thor Kitchen	39	59
TimberTech AZEK by AZEK Building Products	29	57
Typar	19	55
Velux America	31	57
Versatex Building Products	2	12
Vinotemp	3	12
Warmup, Inc.	50	62
Wilsonart	43	59

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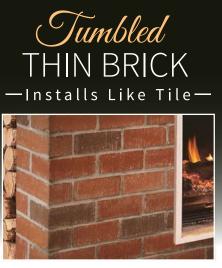
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### Lessons Learned

No. 66 Paramount Builders uses past industry experience to construct a better business for employees and homeowners.

by Kyle Clapham

**ED AUGUSTINE STILL** remembers going on leads with his father as an 8-year-old in Virginia Beach, Virginia, in 1972. "He would take me into houses, and I'd sit on the couch with him and slowly watch the demo," says Augustine, who ran his first home improvement lead more than 10 years later. "He'd put all the pieces of aluminum and vinyl out there and go through the presentation.

"The troubling part was from 1972 to 1980, my dad worked for probably 12 companies," Augustine continues. "And he was a very good, honest sales rep with four kids who was always doing the right thing. But this was a really rough industry at that time. There were people who wouldn't pay you. They were here today and gone tomorrow; they were operating out of garages."

In 1980 the family moved to Jacksonville,

### "I GOT TO SEE THE WAY YOU'RE SUPPOSED TO DO IT: THE RIGHT WAY."

Ed Augustine, founder/CEO

Florida, and Augustine witnessed a legitimate home improvement company for the first time. His father worked for Aluminum Industries, which ran a factory that manufactured vinyl siding and operated about 40 stores. "They had good samples; at the office in Jacksonville, there were 15 salespeople, and everybody made a living," he says.

"Everybody came to work every day, and they had their own building. I thought, *this is the way it's supposed to be*. The checks were good on Friday, and everybody's been here a while. [And] my dad shined there," adds Augustine, who got a job with the company on an installation crew at just 16 years old. "Right out of the gate, I got to see the way you're supposed to do it: the right way."

After the family moved back to Virginia Beach in 1986, Augustine worked for a few different home improvement outfits before founding Paramount Builders in 1991. Early on he determined that Paramount would be a debt-free organization, so everything the company uses—including buildings, vehicles, printers and office furniture—has been paid in full upfront, which gives customers some valuable reassurance, he says.

"We are not going to rush their down payment back to the office to pay our electrical bill to keep the lights on," Augustine explains. "We have their best interest in mind and want to do business the right way. When we opened in 1991, we kept the home improvement section of the Yellow Pages; today, we are the only name you would recognize because all the others have closed up."

Paramount has implemented a number of processes since then to simplify and improve the home improvement experience for its clients. The company also created separate departments for marketing, sales, finance, production, installation and service to hold each one accountable for passing along a job seamlessly. A tool they call "critical path" helps keep everything moving and ensures continual follow-up.

"All of our jobs are premeasured so there are no surprises during installation, which could cost the homeowner more money," Augustine adds. "We are thorough upfront to avoid any mistakes that could affect the overall performance of the job. We want [our customers] to be 100 percent satisfied for years. We listen to their concerns and do whatever it takes to make it right."

The company transitioned from paper to digital, as well, to streamline processes and enhance the remodeling experience for homeowners. Paramount uses a sales app, which enables each department to operate more efficiently. "We are continually casting our vision for the future by looking for and implementing



ED AUGUSTINE, Founder/CEO COMPANY: Paramount Builders HEADQUARTERS: Virginia Beach, Va. DESCRIPTION: Home improvement/ replacement contractor TOP 500: No. 66 REMODELING SALES: \$22.6 million

new concepts to reach potential customers and expand our reach," Augustine says.

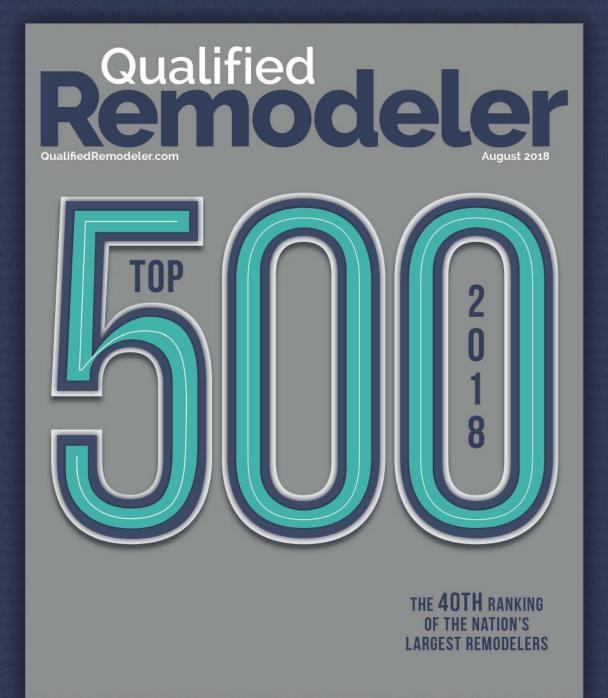
He refers to the company as "green," not only because Paramount adopted a paperless initiative, but also due to its longstanding practice of not hiring salespeople who have worked for another home improvement business. "We take people who don't know how to read a payment book—who don't even know what a pipe collar is—and we teach them all of that," Augustine explains. "We teach them how to measure, we teach them how to do a presentation, we teach them how to fill paperwork out, [and] we teach them what all the competition is doing.

"We found early on that all our complaints were [about] veterans who had been around the block a hundred times, had learned all the shortcuts and wouldn't put the time and effort in," he adds. "They'd been around forever, and they just weren't going to do it our way. They were going to prequalify the leads."

After opening a new location in Jacksonville last April, Paramount now employs more than 350 people across eight offices. "We believe that we're not just hiring an employee; these individuals are joining the Paramount family," Augustine notes. "When I look at my six vice presidents who run the company, I see over 100 years of experience with Paramount. I think that makes all the difference in the world." **QR** 

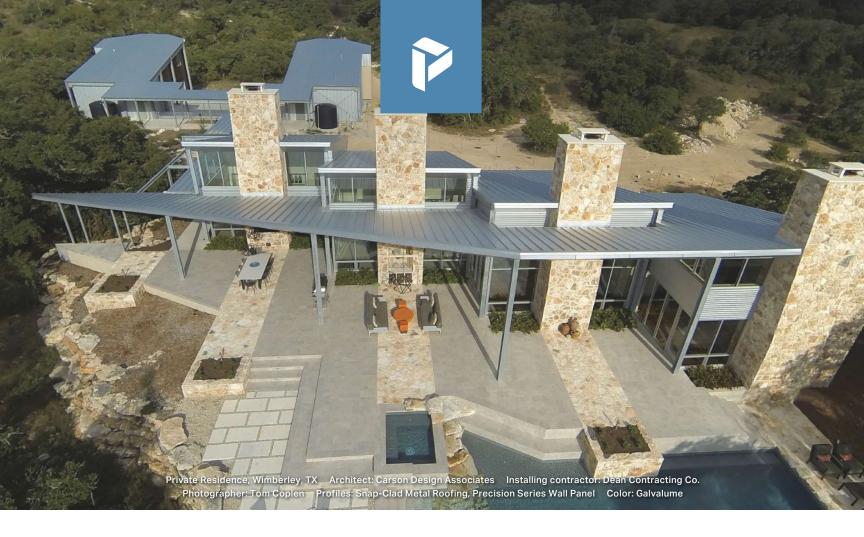
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Questions? Contact Heidi Riedl, *Qualified Remodeler*'s projects manager: (847) 440-3000 ext. 111, Heidi@SOLAbrands.com





# Q. What roofing does an architect choose for his own home?A. Metal roofing.

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