

Gulfeagle Supply

Performance Accelerator Program



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Dear Sandy,

Your Offspring (Your Company) Care and Upbringing

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So - you are an owner! You became an owner by starting out from scratch, or you adopted your offspring (your company) by buying an existing company. In either case, it's your baby - your offspring - and you are responsible to care and nourish your offspring (your company).

Like any parent, you are really proud with hopes and dreams for your offspring. Also, like any parent, you have a strong desire for your offspring to make you proud by being healthy, successful and well respected. Most parents will agree that it's not an easy task to provide the proper direction and nourishment for their offspring (your company) to meet their lofty expectations.

It's a fact that the actions of your offspring are a direct reflection of your traits. Much is required: leadership, direction, stability and discipline. As an owner (parent), the challenges are substantial as are the rewards for success.

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Is there Profit in **Green**?

Whenever we talk about green roof systems we get different reactions, depending on the audience. To some, green means vegetated roofs with plant systems incorporated into them. To others, green means generally contributing to energy conservation and environmental stewardship. Whatever the

This series of no-nonsense and direct advice is designed to provide the nourishment and direction to assist you in achieving the goals you desire for your offspring (your company).

The topics and information in this series will focus on proven strategies used in building a strong organization, including recruiting, training and loyalty building.

The various segments give details regarding affordable and more bang-for-the-buck advertising methods, providing step-by-step methods to build a solid public and customer image. You will find valuable information on building loyalty with employees and customers in order to obtain/maintain the business reputation you want and need for your business to be successful and remain successful.

Future articles will cover topics such as:

- Dealing with customer complaints.
- Relations with your vendors and how to get the most out of your purchasing dollars (leveraging purchasing power).
- A confidential (report card) as to how your offspring (your company) matches up with others in your business.
- Tips and ideas on training for you and your employees - without wasting valuable operating time.
- A solid strategy of building a rewarding relationship with your lenders.
- Suggesting methods in handling collection problems.
- Methods to buy for value rather than just price.

In addition, questions on current industry problems will be posed to contractors throughout the USA and their answers, advice and ideas will be printed for your review and assessment.

Gulfeagle Supply will provide meaningful and helpful solutions to assist you in having a most successful offspring (your company). That is surely your goal as a proud owner (parent).

We look forward to sharing these ideas and information with you - see you there!

Did You Know?

Based on a 2006 survey of 1300 property owners (94% single family homes) conducted by the Roofing Contractor Magazine, less than 1/3 of calls to roofers are made because of a leak. **Most property owners (68%) call because their roof is getting old**, while only 32% call because of a roof leak, and 23% want to improve the appearance of their home. On average, homeowners call **three roofing contractors** to get a quote. Are you prepared for those who call? If you do the proper marketing and consumer education, you can get a higher price for your work. If not, you're probably not making the profits you should.

definition, we tend to think of green as pertaining to new technologies.

Not always. There is a lot that can be done to support the green movement using well established technologies. For starters, designers can be sure the roof systems they create have the appropriate amount of insulation. Roof surfaces in many cases can and should be reflective. Many roof systems are recyclable; others, even if lacking in reflectivity, can be expected to perform for long time periods - often 25 years or longer.

Two well established systems (spray polyurethane foam and metal), have inherent green properties and extended life expectancies, and both can offer great advantages in the right situations.

Today's homeowners are interested in "green" issues, so use the following selling tips when you present your green roof system to the homeowner.

Green Roofs can:

- help conserve energy (and save money for the homeowner)
- protect the environment by reflecting solar energy
- play a role in the control

What does this mean for you?

- Use more photos in your advertising and in your presentation booklets, showing before-and-after results for your projects. Sell the appearance of the finished product, its appeal and the increased value of the home after the new roof system.
- Approach your clients' neighbors as potential customers. Their roof is getting old too. A reference from a neighbor is one of the best and most successful lead generators. Ask your sales rep for more tips on generating leads.
- Send a post card mailer to the 100 closest neighbors. (Available through Gulfeagle at www.gulfeaglesupply.com. Invite them to look at their neighbor's home to see how a new roof system does, in fact, upgrade the appearance and real value of their home.
- Use the local Boy Scouts, or other group, to place door knob hangers on neighbors' doors. Give the Boy Scout Troop a donation for their help (and write-off the charitable donation).
- Both the direct mailers and the door knob hangers are available through Gulfeagle Supply.



Profit Making Tip of the Month: *Sell the Sizzle!*

Upgrade the roof you offer your customer with an emphasis on shingle over ridge ventilation. Keep in mind that all shingle manufacturers void their warranty if the roof is not properly ventilated. It's a fact that ridge ventilation enhances the appearance of the entire roof and the benefits are substantial. Here are some:

- Ventilates the home in winter and summer
- No expensive energy cost to operate yet savings every year for the life of the roof
- A true "green" product ("green" is a magic word today)
- Most roofing contractors know the benefits of shingle over ridge vent, but most homeowners do not!

Yes, your competitors may also be up to date on the benefits of shingle over ventilation, so here are some tips on quoting the job:

- The best way to be competitive is to give your total price for the job without the upgraded ventilation. Then provide a one page piece of literature with copies from the manufacturers' warranties on ventilation. Finally, at the bottom, give your offering/price on the ventilation package as a separate item to your quote.

and treatment of storm water runoff

- contribute to the aesthetics of a building (and upgrade the value of the home)
- provide possible tax incentives (depending on your location)

Excerpts taken from the NRCA SpecRight News. For more information on green roofs, check the NRCA SpecRight News at www.nrca.net.

- OR, up the price of this feature as a bargaining chip to alter your price later if that's needed
- OR, offer this feature at a reduced price if your customer allows you to place a yard sign advertising your company and that you are installing a "green" roof

So, sell the sizzle because the profits only come when the job is sold and installed.

New Website for PAP Contractors!

Check the Performance Accelerator Program link on Gulfeagle's website:

www.gulfeaglesupply.com

Or click here to view...

[Contractor Services \(PAP\)](#)
[Current PAP Newsletter](#)
[Order Customized Post Cards](#)
[Company Store](#)

Save \$50

**Performance Accelerator Program
March 2008
Product Coupon**

Off your next Gulfeagle purchase of \$500.00 or more.

Company Name: _____

Address: _____

City: _____ Zip: _____

Email: _____

Date: ___/___/2008

Offer Expires: March 31, 2008 -- One coupon/PAP customer. Must be used before expiration date. Contractor must present this coupon to a Gulfeagle representative at the time of the order.