

“A Personal Message.”





The Australian Roofing Industry is about to change permanently with RoofChoice entering the market.

In short, bad providers will hate us, good providers will like us whilst a handful of handpicked providers who accept our invitation to become an Anchor Provider will love us.

With the Roofing Industry being predominantly reactive, meaning homeowners usually make an enquiry only upon a problem occurring, homeowners are exposed to the honed processes peddled by unscrupulous providers to maximise profit through misrepresentation.

Whilst a small percentage of homeowners being astute enough to choose a provider wisely, most aren't or simply don't, due to time constraints or succumbing to high-pressure tactics.

Following my own frustrations with the Roofing Industry dealing with my own properties in recent years and being able to look objectively at the industry from the outside, I was astounded that the corporate sector hasn't created a process for homeowners to safely have work completed by good providers without risk.



With my history of scaling concepts and organisations nationally and internationally such as

**Advanced Hair Studio,
McDonald's,
Body Fit Training
and Jim's Group.
Enter RoofChoice,
and the RoofChoice Anchor Provider Program**

Being well funded, RoofChoice doesn't require investment, however I do have a strong **"skin (not flesh) in the game"** mentality, therefore Anchor Providers contribute to covering the costs of their involvement with a monthly "opt in" commitment of \$750 as an Anchor Provider for Metropolitan Sydney, whilst also being promoted on this site and endorsed by all of our eventual 28 Area Managers during our Roof Report Invitation process.

Being provided the opportunity to tender for ongoing projects with an on-target job allocation of 490 projects each year within 18 months you'll have the option to accept or decline each project on its own merit.



**Where does RoofChoice make its money,
I hear you ask ?**

That's easy..... the costs that you "haven't" incurred to acquire that new project such as advertising and promotional costs along with human resource costs such sales department commission or the opportunity cost incurred by multiple onsite visits from operations staff is paid to RoofChoice as the greater of either a \$750 flat fee or 12% of the homeowner's investment.

RoofChoice isn't joining the Roofing Industry..... it's coming over the top of it, providing some control of who gets the work. I'm now inviting your organisation to share in our success. Roofing Organisations who become our Anchor Providers are what I call our "Pre-Innovators".

These organisations are progressive in nature simply by positioning themselves in front of something new whilst benefiting significantly in the long term.

Conceptually, you may benefit from Simon Sinek's explanation of the Law of Diffusion of Innovations to explain the inevitable success of RoofChoice.



IMPORTANT

The indicative quote attributed to your organisation is to give you an understanding of our proposed relationship with the content and logo to be removed immediately upon your request or in the event that we don't have a response from you within 7 Days.

If becoming a RoofChoice Anchor Provider resonates with your key stakeholders, please let me know their availability for either an Online or In-person discussion to confirm that we're a match. If we are, a foundation will be laid for your organisation to become a household name within metropolitan Sydney without the need for advertising, promotion or even a sales team within a matter of a few short months.

Not sure ?

With Metropolitan Sydney being limited to only 10 Anchor Providers being serviced by an eventual 28 Member Area Management Team creating a sustainable annual 4900 Combined Anchor Provider Job Portfolio from 2.06 million dwellings... you will be.



Never doubt that a small group of thoughtful, committed people can change the Australian Roofing Industry; indeed, it's the only thing that ever will.

Simon Clarke

Managing Director

