

Personal Message





The Australian Roofing Industry changes permanently with RoofChoice entering the market.

Bad Providers will hate us, Good Providers will like us whilst Anchor Providers will absolutely love us. The Roofing Industry being a consumer reactive, meaning homeowners usually make contact only upon a problem occurring, homeowners are exposed to honed processes used by deceitful profit-driven providers.

With many homeowners being astute enough to recognise misrepresentation, a larger percentage aren't or don't due to being time poor or succumbing to high pressure selling tactics.

Following my own frustrations with the Roofing Industry whilst dealing with my own properties in recent years, I've been able to look objectively at the industry.

In short, I'm astounded that the business fraternity hasn't entered the Industry creating a process to facilitate total homeowner quality control.

time to change that



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**

RoofChoice is well funded and not requiring investment, however I do have a strong **"skin in the game"** mentality, therefore Anchor Providers contribute to covering the costs of their involvement with a monthly **opt-in** commitment whilst also being promoted on **roofchoice.com.au** and permanently endorsed by our Area Management Team.

Anchor Providers are provided the opportunity to tender for all projects with an on-target job allocation of 490 projects each year within 18 months whilst having the option to accept or decline each project on its own merit.



Where does RoofChoice make its money?

Easy..... your CAC (Client Acquisition Costs) that you "haven't" incurred to acquire your RoofChoice project, such as advertising and wages is paid to RoofChoice as the greater of either a \$750 flat fee or 10% of the homeowner's investment.

**RoofChoice isn't joining the Roofing Industry....
it's changing it.**

I'm inviting your organisation to share in our success.
Organisations who become 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 to give you an understanding of our proposed relationship and your branding will be removed immediately upon your request or in the event that we don't have a response from you within 7 Days.

If becoming an Anchor Provider resonates, please let me know your 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 without the need for advertising, promotion or a sales team within months.

Not sure ?

With Anchor Providers being strictly limited for your region being serviced by an Area Management Team contractually obligated to develop the RoofChoice model with a required minimum annual number of Anchor Provider Quotations... **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

Founder/Managing Director

