



KAPRES SALES ANALYSTS

TAKE IT TO THE NEXT LEVEL

Company

We are a sales and marketing consulting agency that specializes in product development. With decades of experience and strong relationships in the industry, we help manufacturers increase sales and strengthen their brands. Our services include in-depth analysis of products, programs, sales collateral, value propositions, and go-to-market strategies, all aimed at enabling manufacturers to boost sales and develop brand loyalty quickly.

Additionally, we assist distributors and dealers in effectively positioning themselves with manufacturers to maximize their roles as stocking partners. While we do not operate as a sales rep firm, we provide both office and in-market sales training and support. We can also facilitate direct interactions with key customers when needed.

To ensure we can dedicate the appropriate time and attention to our clients, we work with a limited number of partners at any given time. Our compensation is structured through 1099 stipends, and we offer services on a project basis or through monthly, quarterly, or yearly contracts, which can be amended as necessary to increase sales.



Services

Business Services Offered for Manufacturers, Distributors, and Dealers

Sales Intel & Support

- Relationship management
- Sales team evaluation and training
- Program selling
- Purchasing insights
- Strategies for negotiating with manufacturers

Marketing Guidance & Strategies

- Brand guidance and positioning
- Analysis of marketing programs and collateral
- Evaluation of marketing expenditures

Channel Management

- Key account support
- Channel strategy development

Contact

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President

Rick Kapres



I bring over 30 years of experience in building products sales leadership. I previously served as the Vice President of Sales and Marketing for VERSATEX Building Products. During my time there, I co-founded a start-up brand that achieved the #2 position in the category, generating sales exceeding \$170 million, and was ultimately sold to a leading competitor for 13X EBITDA.

I aim to leverage my extensive experience and knowledge in sales and marketing—particularly within the building products industry—to assist manufacturers, distributors, and dealers in surpassing their sales goals. My services can be tailored to meet your specific needs, allowing you to focus on what matters most to you.

I offer my expertise at a very reasonable price, as my primary goal is to share my knowledge and help industry leaders maximize their teams' potential. I am not primarily motivated by financial gain, having already achieved the success needed to provide for my family.

History of success!

After a brief career in broadcasting, I earned a Master's in Business Administration from Robert Morris University in Pittsburgh and began my career in building products sales with Dietrich Industries, the top steel stud fabricator in the market. I was quickly promoted to field sales in the Southeast region, where I successfully grew sales each of the five years I held that position.

Upon returning to my hometown of Pittsburgh, Pennsylvania, I joined The Trex Company, the leading brand in composite decking. During my three years there, I consistently surpassed my annual sales targets through a combination of channel development and downstream pull-through efforts.

I was then recruited from Trex to become the National Sales Manager at Louisiana-Pacific for their newly launched decking division. Under my leadership, I developed a team that increased sales tenfold to over \$50 million in less than three years, establishing a national brand distributed through an expanded network of dealers.

At that point, I was approached by the owners of a startup building products company named VERSATEX Trimboard, which was yet to launch. As the first employee and with an equity stake in the company, I created an entire brand strategy, established a two-step distribution and stocking dealer network, developed a marketing department, and built an outside sales force that eventually grew to over 45 people. Within six years, we became the second-largest player in the category. After ten years, we sold the company for the first time to a private equity firm for \$140 million at a 12x multiple.

Following four years with Highlander Partners, our private equity firm, we sold to our top competitor, The Azek Company, for \$265 million in 2018 at a 13x multiple. In 2020, as we were the final piece of the puzzle, Azek went public on the NYSE. I continued to serve as Vice President of Sales and Marketing for the VERSATEX brand throughout these transitions until I chose to retire in September 2025. During my 21 years there, I contributed to 19 years of top-line and bottom-line growth, achieving an EBITDA in the high 20s and gross margins between 45% and 50%, all while maintaining S G & A expenses in the 12% range.

My Experiences

VERSATEX
BUILDING PRODUCTS

LP
BUILDING SOLUTIONS

Trex[®]

DIETRICH
METAL FRAMING

Additional Skills

Social Media & Video Host
Photographer
Podcast Host
Corporate Event Planning



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