



STRATEGY
ROOF SYSTEMS
— AND GENERAL CONTRACTING —

ROOFSTRATEGY.COM

OMG! YOU'RE DOING WHAT?



DON'T JUMP UNTIL YOU
FIND OUT WHAT IT TAKES
A GUIDE TO FINDING SUCCESS IN ROOFING

IT IS NOT AS SIMPLE AS BANGING ON SOMEONE'S
DOOR, DEMANDING THEY BUY NEW ROOF..

FIND SUCCESS

CHAPTER

1

TOXIC CAREER GOT YOU DOWN?

LET'S FIND OUT IF YOU QUALIFY FOR ROOFING

CHAPTER

2

LET'S TALK DOLLARS AND CENTS

JUST A FEW WAYS TO GET PAID AT STRATEGY

CHAPTER

3

BUT, I DON'T KNOW ROOFING

TRAINING AND SELF EDUCATION RESOURCES

CHAPTER

4

YOU'LL NEED A FEW THINGS

APPS, TOOLS, AND MARKETING MATERIALS

CHAPTER

5

TRUE MEANING OF FULL TIME

THE FULL WEIGHT IS ON YOUR SHOULDERS



CODY WILCOX
OWNER OF STRATEGY

Let me start by saying... If you have roofing sales experience, you are in the right place! We **GUARANTEE** you more pay on every job.

Commissioned sales are not for the faint of heart, **your success is in YOUR HANDS!** We welcome all positive, motivated and driven individuals who are hungry for success!

From all of us here at Strategy Roof Systems, we want to welcome and encourage you in making the right decision for your future!

We will help you every step of the journey. We proudly offer many types of performance bonuses for you along the way. Your earning potential will never be limited!

If you are new to roofing, we recommend having temporary income, whether it is savings or via a part time job. It takes money to make money in roofing! **Get started today!**

DON'T JUMP UNTIL YOU FIND OUT **WHAT IT TAKES**
 A GUIDE TO FINDING SUCCESS IN ROOFING

Did You Know?

The top 3 reasons people look for new careers or opportunities that pay more, often include:
Money, Culture & Family

Regardless of your reason 'WHY' your success is our mission!

- 1** **The Money**
 I AM WORTH MORE! Ugh!
 Tired of being under valued.
- 2** **The Culture**
 The boss is a jerk. They never do what they promise. LIES!
- 3** **Your Family**
 1. Bills are Out of Control
 2. Improved Circumstance
 3. Clothes, Cars & College
 4. Investment to Future

IF YOU CAN ANSWER 'YES' TO MOST OF THESE, YOU COULD JOIN THE TEAM AT STRATEGY ROOF SYSTEMS VERY SOON!



- YOU HAVE OUTSIDE SALES EXPERIENCE
- YOU HAVE TEMPORARY INCOME
- * YOU HAVE RELIABLE TRANSPORTATION
- YOU HAVE ACCESS TO A TALL LADDER
- YOU HAVE CONTACTS IN COMMUNITY
- YOU CAN SPEAK TO STRANGERS EASILY
- YOU CAN LEARN INFO QUICKLY
- YOU CAN OVERCOME OBJECTIONS
- YOU CAN INVEST 30+ HOURS A MONTH
- YOU WANT TO BE THE BEST AT YOUR JOB



IF YOU DO NOT HAVE MONEY IN SAVINGS, WE RECOMMEND A PART TIME JOB UNTIL YOU HAVE EARNED A CURRENT YEAR'S SALARY

ADVANCEMENT OPPORTUNITIES **AVAILABLE**

A CLEAR PATH UP
 LEARN TOGETHER, GROW TOGETHER



HOW MANY WAYS CAN YOU GET PAID?

You mean that there are multiple ways?

1 HAIL CLAIM RESTORATION

Helping families across Texas Navigate Insurance Claims with success.

REQUIRED FOR FULL PAYMENT

- Conduct Initial Inspection
- Attend Adjuster Meeting
- Customer Contract Signing
- Attend the Replacement
- After Replacement Check-List
- Collect Deductible Check
- Collect First Insurance Check
- Collect Final Insurance Check
- Ask/Pay for Customer Referrals
- **Schedule Roof Health Checks**

ESTIMATED COMMISSION

45% or more of the Net Margin (avg. 35% margin)
 At least **\$750 per \$5,000** of replacement cost.

2 CASH RESTORATION

Helping less fortunate families repair storm damage with cash or financing.

REQUIRED FOR FULL PAYMENT

- Conduct Initial Inspection
- Customer Contract Signing
- Attend the Replacement
- After Replacement Check-List
- Collect 50% Deposit Check
- Collect Final Check
- Ask/Pay for Customer Referrals
- **Schedule Roof Health Checks**

ESTIMATED COMMISSION

45% or more of the Net Margin (avg. 30% margin)
 Approximately **\$675 per \$5,000** of replacement cost.

3

PROJECT MANAGEMENT

Help fellow reps manage their roof replacement projects for some quick cash!

- Verify Material Drop
- Remain On-Site All Day
- Deliver Needed Materials
- Complete Roof Check-List

\$150 PER DAY ON-SITE

4

DOOR-TO-DOOR CANVASSING

Hit the neighborhoods and schedule roof inspections for other Field Agents to conduct and close contracts.

EARN \$10 per inspection
EARN \$100 per replacement

5

FIELD AGENT RECRUITMENT

Know other experienced outside sales representatives that can earn with us at Strategy? Recruit them!

EARN \$250 on their first contract
EARN \$100 on every contract after

EXAMPLE PROPERTY

- Perimeter: 320LF
- Hip & Ridge: 496LF
- Valley: 190LF
- Ridge Vent: 100LF
- Roof Area: 76SQ

Claim Value | \$31,515

Job Cost | \$19,041

NET MARGIN | \$12,474

EARNINGS

RATE	POTENTIAL TAKE HOME
15-50-50	\$3,873
10-50-50	\$4,661
5-50-50 <small>NATIONAL AVERAGE</small>	\$5,449
L1 45%	\$5,613
L2 50%	\$6,237
L3 55%	\$6,860

Whether you are coming from another roofing company or from an entirely different industry, we have a built in Strategy that we adhere to, to ensure consistency for all customers we serve.



LEARN ONLINE

THE ROOF STRATEGIST
ROOFING INSIGHTS
THE ROOFING ACADEMY
TRAINING E-BOOKLETS
WEEKLY ZOOM CALLS



People learn in all sorts of different ways! We gladly cater to each person's individual learning needs to find success.

LEARN WITH US

- FIELD TRAINING WITH REAL AND PRACTICE ROOFS
- DOOR KNOCK TECHNIQUES
- MENTOR PROGRAM
- SALES ROLE PLAYING
- LEAD GENERATION
- LEADERSHIP TRAINING

MENTOR PROGRAMS

Don't worry, we're a family and we take care of our own. We will partner you with another experienced field agent that can assist you with any questions you might have throughout the process.



As a Field Agent, you will need a variety of tools, equipment, apps marketing materials and more to get started in the roofing industry. While these are not all of the tools needed, these get you in the door.

SOFTWARE THAT HELPS YOU WIN



HAILRECON

Hail Reports At or Near Address



roofr

Free & Paid Technical Roof Reports



CompanyCam

Share Project Photos with Office



intuit **QuickBooks**
 Self-Employed

Professional Service for First Time Owners

- Send Invoices for Commissions
- Get Instant Payments from Strategy
- Track Income and Expenses
- Maximize Tax Deductions
- Track Vehicle Mileage
- Organize Receipts
- Estimate and Pay Quarterly Taxes
- Export Files Direct to TurboTax

Microsoft



To-Do

Keep Track of Daily Tasks



ROOF COMMANDER

Quickly Estimate Restoration Cost and Earnings



Quickly Find Pitch of Roof

TOOLS OF THE TRADE
 the items you need and their average cost

EXPECTED START UP EXPENSES

\$25	ASSUMED NAME CERTIFICATE
\$250	15.5FT+ TELESCOPING LADDER
\$10	CUSTOMIZED YARD SIGN
\$100	SHIRTS FOR EMBROIDERY
\$50	LEATHER ORGANIZER
\$20	HF DIGITAL MEASURING WHEEL
\$45	HF 30" MAGNET ROLLER
\$35	ROOFR MEASURE ROOFS

THINGS TO GET LATER

\$750	*LAPTOP SCANNER/PRINTER
\$500	*HIRE ACCOUNTANT
\$525	*LIABILITY INSURANCE



ROOFSTRATEGY.COM
STRATEGY
ROOF SYSTEMS
 YOUR NAME HERE
 903.375.5000
 YOUR HOME TOWN ROOFER

WELCOME TO SELF-EMPLOYMENT

One of the biggest hurdles you face is embracing self-employment. Only you have the power of choosing to succeed or... fail. But that's not an option, right? **Are you ready to jump?**

STRATEGY + YOU

Some things you will learn from us while you are here.

Filing Assumed Name Certificate

Thinking Ahead : Pay Bills in Advance

Write-Offs: Track Daily Business Expenses

Tracking Travel Expenses & Mileage

Understanding Tax Liability & Help Filing

Saving for the Off-Season

Investments: Should You Invest?

Do You Need Liability Insurance?

Advertising and Lead Generation

Managing Customer Expectations

Relationship Building Techniques

Door Knocking Techniques

All Roofing Software Training

Management Training

Franchise Training

Recruiter Training

What you will actually face...

Let's be real, here. This is not an hourly job that you can clock in to when you need more money. You have to put in the extra work to make things happen for yourself.

Make your own schedule! Work as much or as little as you want! Write your own meal ticket by investing in yourself. The key ingredient is **OLE' FASHIONED HARD WORK!**

You are worth more than \$15/hr. Personal goals help you dictate when and how you work. If you need more, **aim a little higher!**

The Strategy Roof Systems team is here to help you navigate the process of finding your true potential.

Whether you want to focus on:

- Commission | Contract Sales
- Office or Area Management
- Franchise Development
- Company Rep Recruiting



Self-Employed

Born Here Raised Here Local to You

≡ HOME TOWN ≡ ROOFING COMPANY

WWW.ROOFSTRATEGY.COM

You're Invited....
**JOIN A GROUP OF
PROFESSIONALS**

FIND THE FINANCIAL FREEDOM
AND SUCCESS YOU DESERVE

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APPLY BY **SENDING A RESUME TO**
OFFICE@ROOFSTRATEGY.COM

 **STRATEGY**
ROOF SYSTEMS
— AND GENERAL CONTRACTING —

**YOUR ROAD TO
SUCCESS STARTS HERE**

CHANGE THE COURSE OF YOUR FUTURE FOREVER