



**SELLINGSYSTEMSINC**  
DIVISION OF WOLFSON CORPORATION  
SINCE 1970/VETERAN OWNED



## WE DELIVER JOBS READY TO BUILD

**All described in this 5 page report**

**WE DO NOT SELL LEADS - WE DELIVER SOLD JOBS**

ALL JOBS SOLD IN YOUR TERRITORY, USING YOUR COMPANY NAME-ALL FROM INBOUND CONTACTS WITHIN YOUR WORK AREA. WE DO NOT SELL LEADS

ALL YOU DO IS BUILD AND GET PAID

**WE SELL 'em! ...YOU BUILD 'em! ... AND GET PAID \$\$\$**

Learn More in this 5-page Document contact us:

[Client.Contractor@SellingSystemsInc.com](mailto:Client.Contractor@SellingSystemsInc.com)

Call John Benson:772.732.3900



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- AT NO COST TO YOU



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## We Provide Sold Jobs Ready to Build

All at NO COST To You

### Get Ready



#### Analyze

First, we analyze your local market. This will include understanding the types of projects in local demand and the overall market for your services.



#### Localize

In this step, we gather the data to support the estimation of projects. This includes local pricing data for materials and labor.



#### Plan Marketing

We build a Google-optimized website and Sponsored Ads program. We can also develop other systems including Email Campaigns, Radio, and TV



#### Staff Sales

To complete the prep process, we provide and train the sales person dedicated to selling projects in the name of your business.

### We Sell'em

#### 1 Launch Marketing

The Google Sponsored Ads campaign is launched. Other marketing channels are activated to generate more appointments when necessary.

#### 2 Answer Responses

Inbound calls and emails are directed toward our Contact Center. Appointments with the homeowner are set.

#### 3 Make Sales Calls

Our salesperson makes the sales call, measures the job, and records customer choices.

#### 4 Close Deals

Specs and dimensions sent to our estimator electronically. He develops the pricing specs and returns the contract within 10 minutes, ready to sign.

### You Roof'em

#### You Roof'em



#### You Get Paid





**We Provide All The Services To Sell Jobs**

**At NO Charge**

### We Sell'em



### You Roof'em



### You Get Paid



#### Custom Website

Our team of website development experts builds a custom-tailored website for you. The site will be branded with your company name and logo. It is Google search optimized and will represent you and your firm in an excellent fashion within your market.

Please visit [www.Sample-RoofingCompany.com](http://www.Sample-RoofingCompany.com) to see an example of the custom website we provide.



#### All Inbound Contacts

Our first responsibility is to create inbound roofing opportunities that match your services production capability and growth objectives. We employ a number of tools to do this, including Google Sponsored Ads, Email Campaigns, and Print and Local Radio/TV Advertising. We will start with Google Sponsored ads that are custom-tailored to your market. We pay for these ads and our Contact Center responds to each inbound inquiry live in your company name.



#### Contact Center

Your custom website and advertising are built around a local phone number we establish for you. Calls are answered and made from 9am to 6pm in your time zone. Our resources are based in the U.S. and have midwest accents. For inbound inquires generated from the website and other sources, our Contact Center staff responds in real time with return phone calls to schedule an appointment.



#### Dedicated Sales Rep

We provide a dedicated, local field sales representative at no cost to you. This representative is responsible for all selling activities and closing deals. He/she will live in your area and will be #1 of 2 points of contact. The 2nd is our in-house, dedicated client contractor service. They are reachable at all times. Our sales representative will have experience in the roofing industry and be a highly credible to represent your company.

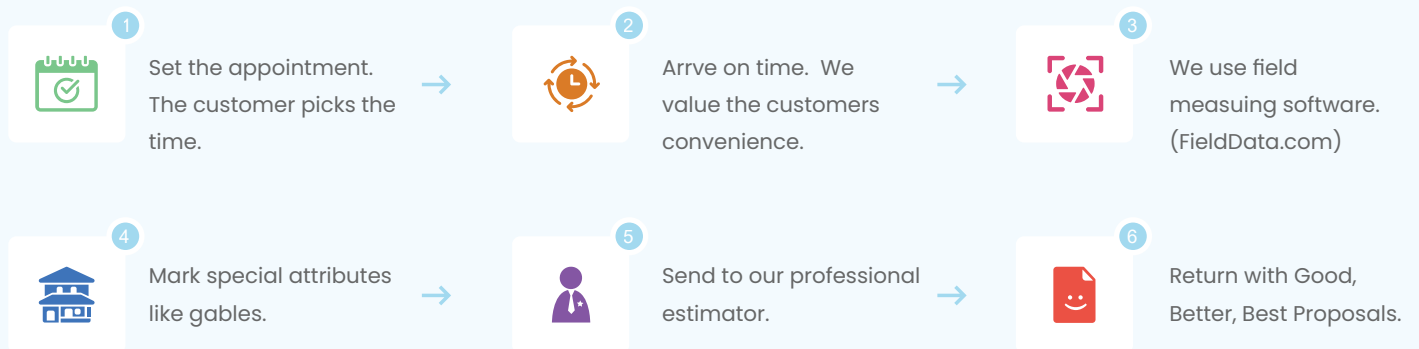


## How We Sell The Projects For You

Correctly Estimated

### Our Selling Process

Our sales representative is exclusive to you. All jobs are sold in your company name. Your sales rep will be highly trained and managed on a daily basis to achieve top-in-class selling results. We pay the cost of all selling services. The sales rep is responsible for meeting with the homeowner, estimating the job, presenting the proposal, and closing the deal. At the completion of the project, we deliver your warranty, provide the insurance certificate, and collect the money.



### Our Cost and Profit Estimating Process

We maintain a full-time estimating staff that provides the estimate to the sales staff in real time. The estimation is done based on information gathered from our proprietary system (FieldData.com) using verified local labor and materials costs. When a job is sold, you receive a work order fully describing the project scope and estimated costs. If the estimate is incorrect and costs go over, we pay for the difference. Profit is added above the cost using an agreed-to factor to establish the selling price. You are fully paid for the job cost to complete the roof. We then split the profit with you.

### Split of Profit

We will sign a pre-arranged agreement that governs all contractual splits. SSI collects the payment at the completion of the project and deposits it in a segregated bank account. The profit split is paid immediately upon collection of the project and in addition to the project cost. Then we continue to generate opportunities and sell them to meet your production capabilities and expand profitably. See the next page for a detailed explanation.



## The Financial Commitments

Secure and Prompt

### How You Get Paid



SSI estimates the cost



Profit is established by a multiplier of cost



Split is paid according to our agreement.

### We Earn From a Split of the Profit

- SSI provides all selling infrastructure – website, advertising, and sales representative – at no cost to you. Division of job proceeds are made after an accounting of the job cost has been established and agreed upon by you. The first payment from the proceeds pays you for the cost of the job.
- The second metric that is established is the remainder of proceeds to be paid by subtracting job cost from the retail price. This produces the gross profit figure.
- It is from this amount the split is paid through electronic transfer to your account. All money is transferred immediately upon collection of the job payment from the homeowner.

### In House Financing Options

We offer our own in-house financing through a subsidiary, LoanEagle, Inc. We can provide the homeowner with a seamless process of financing so they can afford the project. When projects are completed and financed, the same payment for work + split is immediately paid.



## The Commitments We Make To You

Profit and Growth

### You Work With Experts in Roofing

We are a company with deep expertise in the roofing business. Our Founder and CEO has 35 years of experience in the roofing and contracting industry. Our sales representatives are specifically selected for their experience in roofing work, job estimation and customer relationship building. They aim for referrals.

### Exclusive Territories | One Partner

We work exclusively with one contractor partner in a defined geography. Typically our geographies cover the entirety of mid-sized cities or large areas within metropolis regions.

### A Committed Partner Here To Stay

Wolfson Corporation, the parent company to our Selling Systems Inc. division, has been in operation since 1970 and is veteran owned. Our firm is well funded and can sustain the investment necessary to launch then grow your project sales results.

### You Work With Experts in Roofing

We have built our services package with growth in mind. We are interested in finding partners who have a vision for growing their company and project services capacity. We will work in partnership with you to achieve excellent expansions of your business.