

How to Make this Year Better Than Last!!! • David Lupberger • www.DavidLupberger.com • david@davidlupberger.com • 303-442-3702

1. The condition of the construction industry 2. Finding opportunity in today's market 3. A recession-proof business concept 4. Book work 12 to 24 months in advance 4. 5 steps to get started 5. Shortcuts to do this more quickly 6. Test and self-fund

What is Going on in the **Construction Industry?** A national unemployment rate of just under 9% When it comes to construction, the rate is 22.5%, almost 2 1/2 times the national average - Homeowners are scared • Lower real estate values Homeowners are postponing bigger projects • There is uncertainty about the economy • They are afraid to invest in larger projects • They don't look at their home as an iron-clad investment – What effect has this had on you? What Effect has this had on You? • Have You Experienced... – Less work than 2 years ago? - Smaller project size? - Homeowners speaking with 5, 6, or 7 contractors? Demanding additional concessions and price reductions? – A lower closing ratio? – Have you laid someone off? Are you working harder due to layoffs and a smaller Are you working harder now, and making less Let's Make It More Personal • Contractor comments: - I have a severe cash flow crunch I'm worried about meeting payroll I can't make my mortgage payment - I'm not paying my IRS withholding because I don't have the money

• How does this affect your health, your

marriage, and family?

• This is no fun...

I Have a Potential Solution • Who am I? - A former Design/Build remodeling contractor - A Remodeler's Guild founding member - Bankers didn't like our concept • The Home Life Plan survived • Recurring revenue • In this economy, it has more value than ever!





Building Blocks • The Glass Half-Full: - Homeowners still own their homes They can't sell them These homes all have ongoing service and repairs — If they are looking to stay for the next 5 - 10 years, what improvements make financial sense? – Can you help them with that assessment? A Los Angeles investment example A Proactive Business Model • Can you adopt a "proactive" approach, working with homeowners to jointly develop a three to five year • Can you create a continuum of services? Move the clients you work with from a reactive business relationship into a proactive plan that identifies work in advance as far out as five years - Create an ongoing interactive dialogue with the client • The home inventory • Provide a documented plan (car warranty schedules) - Go to where they are: what do they need?

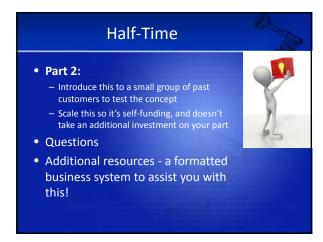
Existing Resources • Augment the plan: expand the vision - Do you do energy audits? - Home video for insurance purposes - Identify the useful life of other working systems: • Roof • Siding/Exterior paint • HVAC • Appliances - Identify future remodeling projects • Become their home project resource - their family contractor!

Provides Ongoing Cash Flow • Regardless of the Economy: Homeowners always need work done Not the handyman model We control scheduling • We bundle projects Additional projects will be added – I guarantee it! – The "honey-do" list! Small jobs are included as part of the total service • Wikipedia – "The general distinction between a customer and a client is that a customer purchases products whereas a client purchases services" • Which do you want? **Case Studies** • Dennis Allen with Allen Associates in Santa Barbara, CA: - Building Care and Repair • Sales volume around 1.2mm annually • Bid to sale ratio is 55% to 65% • 35% gross profit Market service to custom clients • At conclusion of projects, introduce client to BCR • 4 to 6 homeowner workshops on how to maintain your home and investment **Case Studies** • Louis LaFratta with Franklin LaFratta **Construction in Richmond, VA:** FLF Services - Past clients "just come and do it" • Getting one home ready for sale • Helping them with the home they want to purchase - The service element has helped them build and extend relationships with clients - A stronger company culture - we want to be called back

Case Studies • Ron Klassen with Wallner Builders in Butler, – I would encourage you to share my experience: - "We've explained this concept to some prospective HAMP clients, and they were enthused – even a retiree without a lot of income - because they don't know who to call to address things, don't know who to trust when it comes to recommendations and knowing if it's the right thing or not" There are 5 Things You Must Do • What are the 5 Steps? *Understand the "full service model" Pick a select group to test this concept *Create a simple marketing piece Set initial appointments to present the concept Make the sale • There is more detail, but we're time-bound (there is more information available*) Define Your Scope of Work Vendor partnerships There will be a variety of service requests - Do you presently work with a dedicated group of trade contractors? • Electrical Plumbing • HVAC Painting Roofing

- Build a cooperative partnership group

Professional Partnerships • Home Services - Realtors - Architects - Home Inspectors - Interior designers - Landscaping professionals • Financial services - Mortgage brokers - Insurance brokers • Aging in place services (elder law) • Women who do business with other women













	30-Day Implementation Plan			
Ţ	ACTION STEPS	WHO	WHEN	
-	HAMP PROGRAM PREPARATION	WHO	WHEN	
2.	Read the Instruction Manual, Section 1 – "Understanding the Business Modd".	С	Day 1	
3.	Read the Instruction Manual, Section 2 – "Business Development Sales Guide."	C & S	Day 2	
4.	Based on the HAMP Target Market Definition, define your target market(s) for the HAMP Program. For example: 1	C & S	Day 2	
5.	Go to your client data base and select 5 good past customers that fit the target market definition.	C & S	Day 2	
d.	Create your initial marketing letter. See the Instruction Manual - Section 7 for sample letters. The goal of this letter is to introduce your clients to the Home Asset Management concept. It lays the ground for HAMP Sales Call 1.	C & S	Day 3	
7	Define your service scope - See Instruction Manual, Section 2: "Service Scope"	С	Day 3	
8.	Assign HAMP roles within your company: Sales Person Project Manager Project Manager (Note: Depending on company size, in most case, in the beginning, the owners manager will wear both hast. Refer to Position Descriptions in Section 5 of the Instruction Manual for tanks associated with each role.	c	Day 3	















• You receive 3 hard-copy notebooks and CD ROMs: - Home Asset Management Plan Instruction Manual plus CD ROM - Homeowner Notebook sample plus CD ROM - Turnkey Program book of forms plus CD ROM - Fast Start Audio CD on how to implement the program quickly! - Electronic access to the entire program - 30 day implementation plan • Cost: \$797 Take Action! • Test the concept • Call 5 of your best past customers - review