



December 9, 2009

Upcoming Ohio Valley NARI Events

Save the Date: December 10, 2009 - 6:30 p.m.: Ohio Valley NARI will be hosting our Annual Evening of Excellence at the Montgomery Inn located in Montgomery, OH tomorrow evening. Come join us as we recognize our local CotY recipients as well as install our 2010 Board of Directors. The cost for this year's event is \$60.00 per person for all pre-registrants (\$70.00 per person at the door). Pre-registering is easier than ever, visit www.naricincinnati.org to register online or call 1.800.498.NARI and RSVP today!

January 14, 2010: Ohio Valley NARI will be promoting its first Membership Open House of the year hosted by Building Value. Building Value's new location is 4040 Spring Grove Avenue, Cincinnati. There is no cost for this event and the topic of the program will be Green Building. The program will begin at 6:00 p.m. and will wrap up no later than 9:00 p.m. Please visit www.naricincinnati.org or call 1.800.498.NARI and register today!

Special Seminar: February 10, 2010 - 8:00 a.m. until 4:00 p.m: Ohio Valley NARI along with Roth & Associates will be presenting a Sandler Sales Training Program. Highlights: Why salespeople fail... and what to do about it. • How traditional sales practices turn salespeople into unpaid consultants. • How to get to the real decision maker. • How to touch 100% of your desirable opportunities, 100% of the time. • Why everyone looks busy, but sales remain low. • Do your salespeople have what it takes to succeed in today's volatile economy and marketplace? • Is your sales management strategy and structure optimized to produce the results YOU need to succeed? For more information or to register visit www.naricincinnati.org

Welcome Kit Serves as a Helpful Introduction

By Nikki Golden

It's easy to overlook the small stuff. However, change in living conditions is listed in the Top 25 list of life stressors on the Social Readjustment Rating scale, and let's face it, remodeling a home is a big change in living conditions—both before and after.

Take a page from Almar Building & Remodeling's playbook—make the experience easier by giving your new clients a welcome kit.

For the past five years, the company has had an informal process for welcoming new clients to the Almar family, but within the last five months, the company has formalized the process.

Each welcome kit is sent in a folder and contains the following:

- A welcome letter. This letter first thanks the client again for choosing Almar as well as outlining what Almar is doing to prepare for the project. Some of those steps include pulling permits, so Almar outlines the process and requirements needed to acquire these. This puts the client at ease in that time period where they're anxious to start the project, yet nothing is happening.
- A new customer survey. This survey resembles the one sent out once a project is completed, but at the beginning of the project, when the clients are still in the glow of what will be, it's somewhat easier to get the background information you're looking for, such as birthdays, jobs and other biographical information, says Allison Guido, Almar's general manager. The survey also focuses on finding out why the homeowner chose Almar for their project. Guido says about 25 percent return these surveys, although oftentimes, she finds out verbally from them later why they chose her company.
- Instructions on preparing for the project. This next part includes things the homeowner needs to do before Almar comes in to start the project. For instance, according to Guido, many homeowners don't consider when they have a siding project that items on the other side of the wall, such as pictures or breakable items on shelves, might move because of hammering or other disturbances. Other items easily overlooked by a homeowner, Guido says, include how the company is going to access the house (will they be given a key or will they be using a lock box? Are the bushes they need to walk through to replace the siding the homeowner's prize rose bushes?).
- Another copy of the scope of work and payment schedule. Guido says that no matter how many times you give this to your client ahead of time, they can never find it.
- A list of selections they need to make and dates they need to be made by. Also included is a list of where to go to make selections. Guido includes the list of vendors even if the homeowner doesn't have selections to make so if somewhere down the line they need to purchase a product, she can help drive business to her suppliers.
- A copy of the referral rewards program.
- Contact information sheet for Almar. Again, the client already has this, so this sheet is just in case they lost one.
- A copy of Almar's last newsletter.

Although technically not a sales tool, Guido does discuss the welcome kit in the sales presentation; not the initial call but during the conversation that's trying to close the lead. Several customers have mentioned that they appreciate receiving the welcome kit, including one recent client who signed on for a window and siding job. Guido describes this client as very detail-oriented, so when closing the sale, Guido mentioned that after the contract is signed, he would receive a welcome kit that will probably address any questions he may have. His response? Since this is his first remodeling experience, he realized he

didn't even know what he didn't know and was glad that he would have a resource that took care of that.

At the project's completion, those sheets are transferred into a binder that Almar gives the client at the completion of the project with warranty and other information.

Holiday Special adds Interest to Facebook Fan Page

By Morgan Zenner

The holidays are more than just family gatherings and an exchange of presents. To marketers and business owners, it can be a great time to pull in new customers using holiday specials and events.

Arlene Ladegaard, owner of Design Connection Inc., decided to bring home the holiday cheer literally, by creating online contest that offered the winner a free decorating consultation.

"We asked that people join our Facebook Fan page to be eligible to win a Design Connection decorating consultation at your home for the holidays," Ladegaard says. She announced the contest through her Web site, Twitter and Facebook page.

The winner receives free decorating services in one room of the house and, for those who don't already own decorations; Ladegaard will accompany the winner on a holiday décor shopping trip.

On Thanksgiving Day, Ladegaard pooled all of the new Facebook fan names together and chose the winner randomly out of a hat. She announced the winner via the Facebook page, Twitter and her Web site.

During the weeks leading up to Thanksgiving, Ladegaard posted updates on her Facebook page about the contest and counted down the days as the date drew closer. The updates were a way to keep the new fans engaged and most important, keep her company top-of-mind.

Although Design Connection's business is not decorating homes for the holidays, the prize was chosen because Ladegaard figured it would be of interest to potential clients during this time of year.

The contest was meant to build a client base through the Design Connection's Facebook fan page. "Our goal was to build up fans, drive traffic to our Web site and increase our search engine ranking," Ladegaard says.

The contest doubled Design Connection's fans in the first six days, and by the end of the contest, the company gained 93 new fans.

Even if people do not go to the Design Connection Web site, Ladegaard still sees benefits in having a Facebook fan page. The page contains updates and messages that represent Ladegaard's personality and photos of her company's latest projects to advertise its services. It's also targeting a younger client demographic, which has continued to increase

over the last couple of years.

“A good portion of my past clients don’t have e-mail, so I continue to send them our newsletter through the mail,” Ladegaard explains. “Recent clients have been a younger demographic, and we are finding it increasingly important to reach them, too.”

Ladegaard is documenting the winner’s experience with photos and videotaping the decorating process from start to finish. “I think the fans will be interested in what it would have been like to win,” Ladegaard says.

She plans to post the photos on her fan page and link to the video through YouTube.

The winner, Becky Wiseman Todd, of Kansas City, Mo. was very excited about the big win and is very much looking forward to having her home decorated. “We are decorating Becky’s living room and entry way next Monday, and it sounds like the colors are gold, white and burgundy,” Ladegaard posted on Design Connection’s Facebook page.

Ladegaard is giving Todd the option to add other services at a discounted rate in addition to the prize. All participants of the contest received a thank you e-mail and an exclusive offer for Design Connection services.

The contest’s success was not measured by leads or the upsell—to Ladegaard it’s about connecting with people online and hopefully being the company they turn to when it’s time to update their homes.

New Drywall Tape Offers Mold Resistance

Saint-Gobain Technical Fabrics has unveiled FibaFuse, a mold-resistant alternative to paper drywall tape that is engineered with a porous, open-fiber design.

FibaFuse allows drywall compound to flow through, and bond with, its reinforced glass mat fibers and the underlying drywall, resulting in a more durable joint.

FibaFuse can be easily applied with a variety of professional drywall installation tools. A 500-foot roll weighs 62 percent less than the same size roll of paper tape.

FibaFuse resists cracks and mold, virtually eliminates blisters and bubbles, and allows quick and easy correction of tears and dry spots. Twenty-four hours after applying a second coat of compound, FibaFuse’s crack strength is 76 percent stronger than with paper tape, the company says.

Because FibaFuse embeds deeply with drywall compound, installers can use less compound during installation and spend less time sanding.

With a perfect 10 rating on the ASTM D3273 mold test, FibaFuse is suitable for high-humidity, moisture-prone environments.

FibaFuse is available in 75-, 250- and 500-foot (22.6-, 76.2- and 152.4-meter) rolls at leading lumber and building material dealers. For installation instructions, a how-to video,

or other information, visit www.fibafuse.com.

Ohio Valley NARI
136 South Keowee Street
Dayton, Ohio 45402
800.498.NARI
Fax 937.222.5794
www.naricincinnati.org
info@naricincinnati.org

