



NARI Proudly Presents: A Evening with David Lupberger

A Miami Valley and Ohio Valley Joint Membership Gathering

Creating Clients for Life – A New Business Model

Homeowners always have work that needs to be done on their home. Even in a down economy. The Home Asset Management Plan shows professionals how to build and optimize *relationships with clients* by offering an annual home evaluation. This annual evaluation identifies potential problem areas providing homeowners with findings, recommendations, and estimates to assist them in managing their largest asset. Work is identified and “booked” as much as 12 to 24 months in advance. The benefits of this business model are numerous:

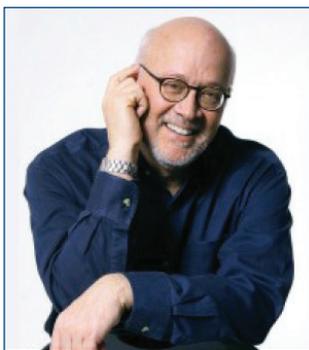
- Is recession proof – even in a bad economy, homeowners still need help
- Provides ongoing cash flow - generating work orders even in a down economy
- Is proactive, not reactive – we don’t wait for customers to call – **we call them and generate work orders!**

Allow industry professionals to build life-long relationships with customers becoming their “contractor/advisor for life”

Date:
Thursday, November 17, 2016

Time:
6:00 PM – 8:00 PM

Location:
Custom Distributors
9190 Seward Road
Fairfield, OH 45014



David Lupberger draws on more than two decades of experience in the residential remodeling field to work with remodelers in developing proven business systems. Through his work in the remodeling industry, he hopes to redefine the way the remodeling industry operates so that the trust between quality Remodelers, their customers, suppliers, and trade contractors can be leveraged and improved.

Lupberger has been involved with custom home building and remodeling for over 20 years. After moving to the Washington DC area in 1988, he practiced high-end residential remodeling and focused on delivering the highest quality service to his clients. Over 90 percent of his work came from repeat and referral business, demonstrating the trust he developed with clients.

That experience in managing customer expectations led him to write a book called, *Managing the Emotional Homeowner*, which has become one of the bibles of the remodeling industry and helped hundreds of remodelers improve the level of service they provide clients.

Lupberger believes fervently that the best customer service only comes when a remodeler can deliver consistent results, which happens only with proven systems. He spent nearly 4 years writing the *Remodelers Turnkey Program*. This series of manuals is a basic how-to text on running a remodeling company. He recently authored the *Home Asset Management Plan*, a business system showing contractors how to implement a “client for life” program with their homeowner clients.

In 2004, Lupberger got to move back to Colorado, where he spent the first 30 years of his life. From his base in Colorado, he now consults with both Remodelers and industry manufacturers such as General Electric to maximize customer service relationships between all the industry partners. He travels extensively, speaking to thousands of remodelers across the country and is a regular on the seminar series at national trade shows. He also is a columnist for Professional Remodeler magazine.

Remodel Force
David Lupberger
Creating new clients for life