

THE COMPASS™

GUIDING YOU ON THE PATH TO SUCCESS

DIVINE INTERVENTION, A STRONG TEAM & HARD WORK HELP FORTENBERRY ROOFING FIND SUCCESS

BUDGETING BITES

INVEST IN YOUR SUCCESS: Strategic Long-Term Planning for Small Businesses with Ambitious Growth Goals for the Next 3 to 5 Years!

THE IMPORTANCE OF BUILDING CREDIBILITY

MY PROFESSIONAL PLUMBER LOOKS FOR A CCR AND FINDS A SUPERSTAR OFFICE MANAGER

SYNCHRONY FINANCIAL'S (FORMERLY GE CAPITAL) INCREMENTAL GROWTH-INCENTIVE PROGRAM

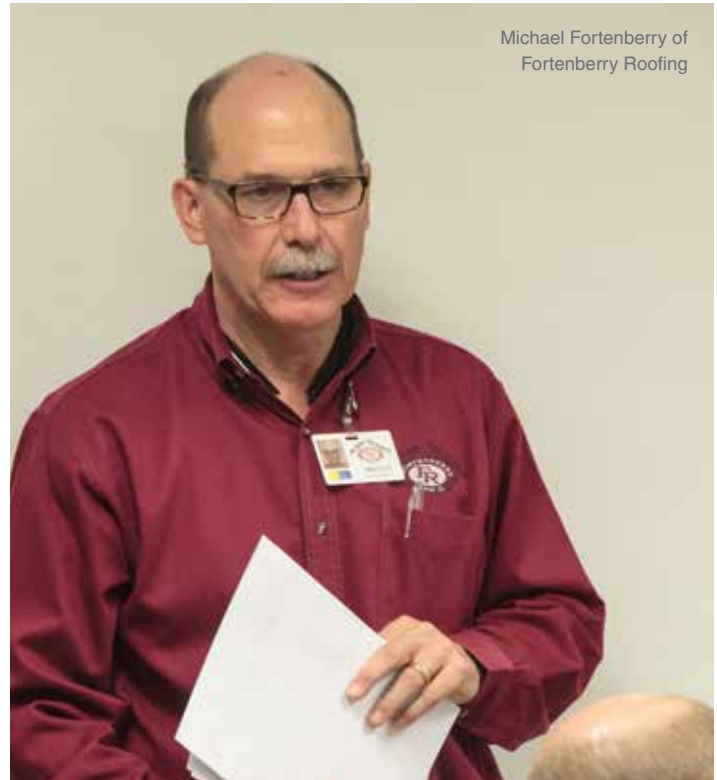
HOW DESIRABLE IS IT TO WORK AT YOUR COMPANY?



SGI Canada Celebrates Another 10-Year Member: Son-Rise Plumbing & Gasfitting!

Your Palm Desert Expo was an incredible experience filled with information, insight—and fun! On the first evening of the event, your SGI team hosted a 10-Year Extravaganza to honor members that have been with the organization for more than a decade! And in your last issue of *THE COMPASS*, we shared the names of the many SGI members who've been a part of our family for the past decade. However, we failed to share one very important name, and we apologize for accidental oversight... But we wanted to be sure to give them their moment in the sun!

Congratulations JD & Phyllis MacDonald of Son-Rise Plumbing & Gasfitting on your 10 years with PSI! It's been an honor to serve you, and all of us at SGI and SGI Canada look forward to serving you for many more years!



Michael Fortenberry of
Fortenberry Roofing

FEATURES:

- 12 **COVER STORY:**
Divine Intervention, a Strong Team
& Hard Work Help Fortenberry
Roofing Find Success

ALSO:

- 22 **HAPPY FUN PAGE!**
- 23 **PURCHASING:**
Synchrony Financial's (formerly
GE Capital) Incremental
Growth-Incentive Program
- 23 **NORTHERN DISPATCH:**
How Desirable Is It to Work at
Your Company?

COLUMNS:

- 4 **MARKETING:**
Budgeting Bites
- 5 **MANAGEMENT:**
Invest in Your Success: Strategic
Long-Term Planning for Small
Businesses with Ambitious
Growth Goals for the Next 3 to
5 Years!
- 6 **TRAINING:**
The Importance of Building
Credibility
- 8 **LEARNING FROM THE BEST:**
My Professional Plumber Looks
for a CCR and Finds a Superstar
Office Manager

Published by
Success Group International®

President Rebecca Cassel
Editor-in-Chief Bob Houchin

Art Director Kimberly Lynn
Photography CjDuncan
Photography

Contact *THE COMPASS*™ at
941-702-9607

or email: compass@yoursgi.com

©2014 Success Group International, LLC.
All Rights Reserved.

The advertisements printed in *THE COMPASS*™ magazine were prepared by and are the property of the company making each respective advertisement. The advertisements do not constitute an endorsement of the products or services advertised herein and neither Success Group International, LLC, nor any of its affiliates, representatives or employees, makes any representation or warranty, expressed or implied, as to the fairness, accuracy or completeness of the content of such advertisements or as to the merchantability, quality, performance or fitness for any particular purpose of the products or services advertised herein. Purchasers of products and services advertised in *THE COMPASS*™ do so at their own risk and neither Success Group International, LLC, nor any of its affiliates, representatives or employees, shall assume any liability relating to or resulting from the content of such advertisements or the purchase or use of the products or services advertised herein. All trademarks are the property of their registered or common law owners and are used here for a limited purpose.

Happy holidays! What an incredible time of year! I know it can be a bit stressful with the many family outings and get-togethers with friends that take place during this magical month, but the time they take are well worth the sacrifice.

Undoubtedly, you have certain holiday traditions that you follow each year. To no surprise, I do, too. Among my favorite traditions is dusting off the movie, *It's a Wonderful Life*. I can't help but watch it at least once, and no matter how many times I've seen it, I still love the story.

Most people know the plot. But just in case you don't or you've forgotten, it centers on a kind-hearted man by the name of George Bailey. It chronicles many segments of George's life including innocent moments from his childhood to serious situations during his adulthood.

One recurring theme is George's willingness to sacrifice for the betterment of others. The movie is literally littered with examples of his selflessness. Some highlights include George jumping into

a frozen pond to pull out his drowning kid brother, Harry—an incident that caused him to lose the hearing in one of his ears. George also canceled plans to travel the world, go to college, and even go on his honeymoon in order to save the family business, the Bailey Building Savings & Loan Association—an institution that provided loans for hard-working, but underserved, members of the community.

I mention *It's a Wonderful Life* because George's life was ultimately saved by some divine inspiration in the form of an angel by the name of Clarence. Clarence helped George realize just how precious his life was, what kind of a difference he'd made to his community, and how foolish it would be to end it over some misplaced money. And in this issue of THE COMPASS we feature an RSI member who feels that he's had a guardian angel looking out for him. See main story on Michael Fortenberry of Fortenberry Roofing in Littlefield, Texas.

Mike will tell you that he's been blessed with divine inspiration and guidance throughout his life, from leaving his lucrative job in the oil fields of Alaska to return home to his family in Texas to entering the roofing business to finding the right resources in RSI and other organizations to help him maximize his success. He's had help every step of the way from the Big Man upstairs.

Mike's is a great story, and one that somewhat seems fitting around this holiday season. And while Mike may not say he's been the "luckiest man in the world," like George Bailey boasts about himself in that classic Christmas picture, I think Mike would agree that he's living a wonderful life.

I hope you enjoy this issue of THE COMPASS. Whether you read it before or after the holidays, I hope they are or were blessed, and that you have a fantastic, and successful, 2015.



Bob Houchin, Editor-in-Chief

Flexible Vehicle Financing Options

Did you know...

You can buy your vehicles at your local dealership and finance them through us?

Acquiring Vehicles Through a Dealership



You tell the dealer which vehicle you need



In exchange, you give the dealer all the money upfront



You drive the vehicle for as many years as possible before it breaks down while maintenance costs spike

Acquiring Vehicles with Mike Albert



You tell Mike Albert which vehicle you need and we'll get it for you



A small monthly payment lets you pay for the part of the vehicle you use and preserves cash



We help you figure out an optimal cycle strategy to get you into a new vehicle *before* maintenance costs spike

Call us at 1-855-246-1034

to learn how we can help you preserve the cash your business needs

MIKE ALBERT
FLEET SOLUTIONS
A proud BuyMax partner

Budgeting Bites

In these gentle days between the turkey and the ham, we pause to reflect. Many of us will express gratitude, and perhaps even exercise it. We'll go over the river and through the woods, spending time with loved ones. We may even pop a top and celebrate the future, which brings me to today's topic: casting an eye to the future.

Planning your marketing budget may be the single most important determinant and predictor of future growth. In my 11 years of assisting contractors with marketing and advertising, the biggest success stories are the ones who trust the process and participate. It's the business equivalent of keeping your eye on the ball.

The Brand Guys are knee-deep in our new program Boom Your Business, designed for businesses who made less than a million per year and I've been surprised that several participants confessed that they had no formal marketing budget at all...that they just dealt with it month-to-month. The common refrain was/is "how do I get started."

Assuming they cannot be alone, I thought I would give you a behind-the-scenes glimpse as to our process for helping smaller businesses wrangle their annual budget.

So let's roll up our sleeves, sharpen our pencils, and dive in. There's an old saying, "The best way to eat an elephant is one small bite at a time." So we're going to break this elephant meal into four manageable courses. (It is, after all, the holidays!)

FIRST COURSE: Review Your Contractual Obligations Into 2015

Sometimes you have to "be for what is." You've made commitments that you can't get out of for awhile. Fine. Move those over to the coming year for however long that contract is.

Maybe it's your Yellow Pages ad for the current book. The books have been printed and your ad is in there, but you're paying it off through next summer. That's fine, but make a note as to whether you're going to "re-up" for next year when the time comes.

A smart company policy is not to have the life of a contract exceed one year. This forces annual bidding or at least renewal discussions with current suppliers. Almost always these discussions will result in lower cost of goods. A lot of business owners feel that multiyear contracts will result in a better deal, but according to *Forbes*, arrangements like that will usually favor the vendor. I have a noncontractor client—a Canadian jewelry store—who is stuck in a 10-year-airport-billboard contract (and has been since we started working together...in 2007).

SECOND COURSE: Find Items That Are Planned but Cancelable

Many contracts have opt-out policies that you may not know about until you ask. It's certainly not something radio or TV reps like to advertise. But there are cancellation provisions in place. And reps like to stay on the good side of advertisers, so they'll work with you.

A situation where that wouldn't work is if you bought a package deal such as a football package where you got Super Bowl tickets and you used the tickets. Well, you have to stick



with the contract until the end of the term in that case.

What are the things you have "on a handshake?" What are the written agreements you have that you're not technically obligated to for a specific term?

THIRD COURSE: What Have You Done in the Past That You Don't Do Anymore?

Look back to 2011, 2012, and 2013. Maybe you did direct mail, but you don't anymore. Maybe you engaged in pay-per-click or SEO marketing. WHAT don't you do anymore—and WHY NOT? Were they not effective? Did you not see the ROI? Did it cost too much? Identify those things, and it could help you decide if you want to reconsider them or if they're still "dead."

FOURTH COURSE: Grab That Wishbone! What's Next?

This is the "Wish List": the things you hope to do in the future. Maybe you once considered them as a possibility, but you didn't know how to, or you didn't have the financial resources at that time. Get one or two of those back on your radar.

It's important to put a little positive emotion in that black-and-white spreadsheet. Make room for a few dreams in that budget of yours. Is it rewrapping a vehicle (or a commitment to freshen up the whole fleet)? How about taking a few more team members to SGI EXPO in the spring? Maybe you want to engage the company in a new community charity drive this year.

Having completed all four courses, you can now make the difficult choices with all your options on the buffet in front of you.

Budgeting can bite, but it can be manageable. You've probably heard me say it before, but it bears repeating here: "We rarely suffer from a shortage of good ideas. Rather, we lack the resources to deploy and implement all the good ideas we already have."

Here's hoping that your planning is fruitful and sets you up for your best year ever.

'Til next time...Onward and Upward! And oh yeah...Happy Holidays!

Ray Seggern is a Wizard of Ads Partner and Founder of The Brand Guys, Marketing Partner with Success Group International. He can be reached at info@TheBrandGuysMarketing.com. Or call 512-808-5775.

Invest in Your Success: Strategic Long-Term Planning for Small Businesses with Ambitious Growth Goals for the Next 3 to 5 Years!

You're likely reading this days before 2015, if not well into the New Year. With a New Year means new opportunities, a clean slate, and a time to reassess and refocus your goals, objectives, and vision. It's easy to lose sight of all of those over the course of a hectic year and when managing your full scope of responsibilities. That's why it's important that you take some time now to invest in a strategic-planning process for the rest of this year. It's the only way you'll "take your business to the next level of success."

Let me help you get started in creating your strategic plan for 2015 and beyond...

1. Articulate Your Vision: Your Purpose, Mission & Core Values

Creating, articulating, and sticking to your vision is the single most important job you have as a leader. A clear vision is needed to guide and influence your strategic-planning process. Have you ever asked yourself, "What is the purpose of my business?" If not, sit down right now and figure it out.

Once you've clearly articulated why your business exists, it's time to identify the concrete "what" behind it—the three- to five-year mission you're embarking on. Your mission should be bold, inspirational, compelling, and just gutsy enough to give you butterflies in your stomach.

With your purpose and mission in place, the last piece you need is core values. This is the "how" of your business. Core values should articulate what is already true about your business and culture, not describe how you want it to be:

- How do you go about your work?
- What do you value in yourself and your employees?
- What characteristics do you want your customers to experience?

These are your core values. Once you have your purpose, mission, and core values in place, it's your job to hire, train, and also fire employees that don't align to it. It sounds like extra work, but you'll actually discover that finding good people is much easier when you've clearly articulated all three to your team, and you'll find that they'll even attract the right candidates.

2. Understand How Strategy Drives the Plan

When you take the time to define the why, what, and how of your business, you're ready to identify strategies to achieve your mission. To determine what those strategies should be, examine the company strengths that you can employ to achieve strong results. Look for resources and capabilities you can leverage for maximum gain. Focus on no more than three to five core strengths.

I firmly believe that strategy is an exercise in saying "no." Focus is an incredible thing. Just think about the power that's achieved when you focus a magnifying glass on a very small area. By focusing your resources on a few core areas, you maximize your chances of success.

Remember: Identify three to five strategies that are borne out of your greatest strengths, all highly focused on achieving your mission.

3. Link Your Vision to Annual and Quarterly Priorities

It can sometimes be a challenge to bridge the gap between your long-term vision and the daily operations. The structure to bridge this gap is called a "Strategy Planning Methodology." It breaks down your current Mission into the annual and

quarterly priorities we need to complete in order to achieve our Mission. The work of the quarterly priorities then gets broken down into SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) objectives that are owned by employees and have deliverables.

Here's a closer look at the structure of our Strategy Planning Methodology:

- **Mission:** This is typically achievable in three to five years. It should be bold and exciting.
- **Strengths to Leverage:** Three to five key strengths you will need to use to achieve your mission.
- **Strengths to Develop:** Three to five strengths you will need to develop to achieve your mission.
- **Annual Priorities:** Three to five priorities you will focus on this year to leverage your current strengths or develop new strengths to get closer to reaching your mission. It's important to remember that annual priorities must support the current mission, be set annually by the leaders, and not become individualized by department or employee.
- **Quarterly Priorities or Tactical Operating Priorities:** Three to five priorities that support the annual priorities.
- **SMART Objectives:** Projects and/or tasks that are required to accomplish the quarterly priorities.

Using this Strategy Planning Methodology makes it possible to connect your mission to the annual, quarterly, and even daily operations of the business.

4. Establish a Rhythm for Success

Strategic planning isn't a one-time event. Once you've laid out your strategy, it's crucial to stay focused over the long term. It's vital to schedule a steady rhythm of productive meetings—annually, quarterly, monthly, weekly, and daily. During these meetings, evaluate the plan, what's working, and what needs to be adjusted. You may be tempted to skip these meetings, but don't do it. You'll waste a lot more time throughout the week, month, and quarter if you're not clear on your goals. Make this investment in regular meetings and you'll get the best thing to help you succeed—confidence.

I've always believed in measuring performance to help people and companies make steady progress toward their goals. One of my favorite quotes is: Where performance is measured, performance improves. Where performance is reported, performance improves dramatically. Where performance is reported publicly, performance improves exponentially.

At the end of every quarter, each department should go through a SWOT + exercise. During this time do a SWOT analysis where you analyze your strengths, weaknesses, opportunities, and threats. Take it a step further by evaluating the accomplishments, lessons learned, and strategic issues from the quarter. (How do we achieve X outcome, given Y situation?)

By doing this, you'll be able to make informed decisions about what the next quarterly priorities should be.

Effective strategic planning is the linchpin for your long-term-business success. Grounded in your purpose, mission, and core values, a solid strategy can help you develop a plan of action and maximize your likelihood of success in achieving your vision.

The Importance of Building Credibility

This may be a surprise to you, but I have discovered something about most of the people that work for you in your shop. That's right! I figured them out. I am sure that it is something you wish you could have done.

Riding along at multiple shops has proven a few key items to me:

1. You have some of the best technical people working for you.
 2. They take great pride in the level of work they do.
- This is amazing, and should be applauded. There are millions of homeowners in North America looking for these people to help with their issues, but....

The homeowners do not know this. Even many of the ones whose homes you have been in, do not know this information. Here is what I have figured out. Your technicians are the best out there and the people they visit with daily do not know this because no one ever told them.

I am not saying we should walk into the home and begin bragging about what we have done; I am saying that we need to step back and make sure we have a solid credibility statement about how we got here. I have seen homeowners physically relax after hearing a strong credibility statement, and I believe this is how we can increase your visibility in the marketplace.

Credibility is important in all walks of life. There is not a single industry that does not look for credible people to be leaders

in that field. Some fields, credibility is put right in front of the client to prove that they made a good decision. My doctor has his medical license hanging in his office. My mechanic has credibility hanging all over his walls, showing you all the courses that he and his colleagues have passed.

The system we train tells us that building credibility is important for three parties: you (the technician), the business, and *StraightForward Pricing*®. When speaking to a homeowner, the most important piece is **YOUR** credibility since you are there to do the work for them. Why do we do this?

In our principle of "like" and "trust" we have to be able to build the trust. Part of credibility is being able to share with homeowners how knowledgeable we are about the things we are offering to them. That is why we expect to see licenses from our doctors and diplomas in our mechanics' offices. These small visual pieces share with us that they know their field and can be trusted by their clients. Since it is not always possible to measure our technician's accomplishments this way, they need to be trained how to share this information. They should be able to step up and say, "Look at everything I have done before coming to your home! You want me to do this job for you!"

Get to training with Success Academy, where we will build these highly important credibility statements together!



PRO SERIES PUMPS

We're sitting here, waiting to take your call!

800-991-0466
(option 5 for Sales)

www.StopFlooding.com

Battery Backup Sump Pumps • Sump Pumps • Sewage Pumps



synchrony
FINANCIAL

Engage with us.

Think outside the toolbox.

Take the first step towards growing your business by visiting our Think Outside the Toolbox website at toolbox.mysynchrony.com. Earn a bonus* for completing your online training, but that's only the beginning. The real value will come when you start closing more sales and your business reaches its full potential. Visit toolbox.mysynchrony.com or call 1-877-891-9803 to learn more.

Built from GE heritage.

Credit is extended by Synchrony Bank.
©2014 Synchrony Financial.
All Rights Reserved.

DEFENDING YOUR RIGHT TO QUALITY PRODUCTS THAT LAST.

Bryant® products are built to last and easy to install, which means you'll experience fewer callbacks and your customers will enjoy long-lasting comfort.

- A full line of energy-efficient home comfort systems
- Top-quality engineering and manufacturing processes
- Extensive distributor network



With Bryant, reliable heating and cooling products are never out of reach.



888-994-7237

www.bryant.com

Increase Profit with
Extended Service
Agreements



Partnering with AIG can generate long-term service revenue and build customer loyalty. We will work with you to deliver the peace of mind your customers expect in an extended service agreement.

- Turnkey Partner – Single Source That Covers All OEMs
- Flexible Term Options – 5, 10 and 12 Years
- Commission Available
- Long-Term Service & Maintenance Revenue



Bring on tomorrow

Insurance and services provided by member companies of American International Group, Inc. Coverage may not be available in all jurisdictions and is subject to actual policy language. For additional information, please visit our website at www.aig.com.

Contact your corresponding program below for more information



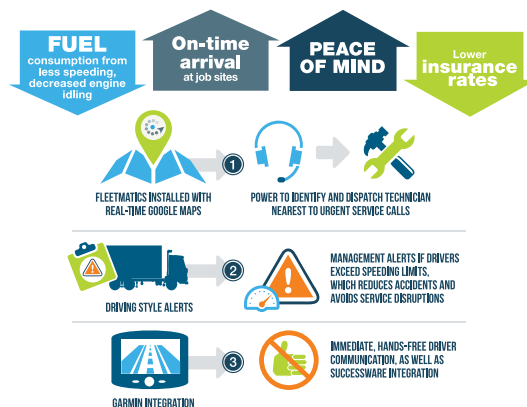
866-523-5015



866-522-8870



We're helping Success Group International members honor their goal of 100% customer satisfaction.



"In the first week, I found out I had been burned 42 hours in labor from my guys, in one week. That paid for the whole year in the first week."

-Frank Horvath
Customer Since 2012
Ocean City, New Jersey

Contact Paul Zaremba
704.716.7654 · Paul.Zaremba@fleetmatics.com
www.Fleetmatics.com/BuyMax
©2014 Fleetmatics Group PLC. All rights reserved.



The **BEST** MOBILE SOLUTION
in the Home Services Industry

#LessPaperMoreProfit



Use your real-time data >> to turn information into a **solid competitive advantage**

go to: SWRemote.com



My Professional Plumber Looks for a CCR and Finds a Superstar Office Manager

More than eight months ago, Jamie Foster, owner and GM of My Professional Plumber in Knoxville, Tennessee, was looking for the right person to answer his phones. Little did he know that he'd find his future office manager and a person whom he calls amazing.

"She's amazing at all of her duties," Jamie shared with me in an email. "She has a talent of making customers feel comfort in panicked situations, and she's helped us sell \$16,000 jobs."

"She's been such a tremendous help, and she's already a huge part of this company," Jamie shared with me to further emphasize the value with which he finds his still relatively new team member.

My Professional Plumber's new office manager is Nola Swarz. It would probably be safe to say she never expected to find herself in the plumbing industry. She was working in the investments industry recently and planned to eventually become a financial advisor. But when she witnessed some questionable activities by her employer, she chose not to ignore it and resigned.

Nola heard of the opening at My Professional Plumber from a friend; she applied and interviewed, and Jamie offered her a position as a CCR. The industry was completely new to Nola, but she quickly adapted. "Some of the business was completely new to me, but being a homeowner, I had experience with plumbing," Nola said. "And I certainly could empathize with someone when they called and said there was water going everywhere."

Jamie gave Nola a breakdown of her responsibilities as CCR, and she quickly excelled at the tasks. Before long, she started managing My Professional Plumber's books—something the company needed very much.

"When he hired me, I explained that I had a bookkeeping background, even though he was mostly looking for someone to answer the phones," she explained. "The books were five-months behind. Jamie had an accounting firm that was supposed to be doing them. When I started in April, they had gotten him through November. I'm not kidding, we're still cleaning up the issues they left."

For the most part, the financials are now in good working order and the phones are being properly managed. Jamie quickly discovered that not only did he have a CCR in Nola, but he also had an exceptional office manager whom will help his very young company reach his aggressive growth goals.

Read more about Nola's journey into the plumbing industry and her quick successes in this issue's "Learning from the Best!"



What kind of training did you do upon being hired at My Professional Plumber?

Jamie had given me the one-page script as to what to say when answering the phone, and then I figured it out. That was perfect for me. I'm a type-A (personality). I like trying to figure things out. I enjoy challenges and learning how to fix them.

I know one of the big challenges for CCRs is explaining the service fee. How do you explain it to homeowners?

Yes, it can be a challenge. We've had some issues lately with Angie's List callers. We ran a special for \$29. People assume that they get the entire service call for \$29. So, we've really had to deal with that. So many people are making their own assumptions, even though I explain that it's usually \$49, and for that \$49, they get a professional in their home with a fully stocked truck ready to do whatever plumbing is needed. People will then ask if that covers any of the repairs. I say no, it's like when you go to the doctor's office for a visit. You're paying that fee for a professional to give you a diagnosis. Then, the repairs are extra. People who aren't willing to pay that amount are generally customers we would prefer not to have.

I understand you do dispatching as well. How do you handle that responsibility?

I'm always looking to send the right technician to the right job. I've asked Jamie to teach me to do the estimating, and I'd go out and presell the jobs for him! But for now, I run the statistics on each of our technicians, so I know what their averages are. I know what they can do. And of course, I take the calls. I know what each of our technicians' strengths are. I really try to match the technician with the job if at all possible.

Do you talk to your technicians to see what types of jobs they prefer?

I do. I like for our guys to tell me what they're most comfortable with, too... Are you more comfortable installing toilets or water heaters? That's absolutely something you need to look at before

sending someone to a home. If you send the wrong guy, you're not maximizing every opportunity. You also run the risk of a homeowner getting a bad impression of the business if a problem develops with the repair.

You mentioned that you do some "preselling." Could you explain what you mean by that?

Sure. You know, a customer will call with a faucet issue. I'll explain the \$49 service fee, and that's for diagnosing the problem. I then go on to explain that while our technician is there, he can look at any other plumbing issue. I'll ask, is there any other plumbing issue that you may have that you'd like for him to look at? That's included with your \$49. Nine times out of 10, homeowners will mention something else. "Oh yeah, we have a slow drain..." or something like that. I'll even say, "Just think about any issues you may have been having but can't remember at the moment. If you recall any, be sure to bring them up with the technician when he arrives."

What's the most important thing you need to convey in that conversation with a homeowner over the phone, especially if he/she is a new customer?

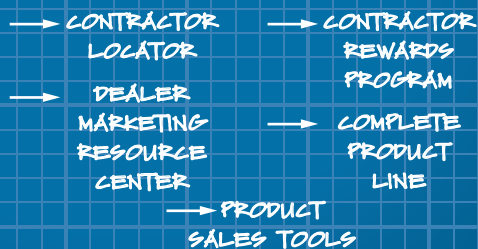
The most important thing I try to convey is we can help them with their issue. I understand they may have some hesitation with using a new company. It's also my job to presell them on the fact they're having someone trained and professional in their home—and also that our guys are clean cut. As a homeowner, I've had guys in my home where you don't want to let them in.

For someone new to answering the phones, which is what you initially started doing, is there something they can do to be better prepared to do a great job?

I would tell them to never take anything personal. Even if customers are rude or angry, it's not personal. You can't let it get to you because they're not attacking you. They're just frustrated about their situation and can't control themselves. That's a biggie any time you're in a job where you're dealing with the public. Remain calm. Remain professional. And don't take it personal.

EVERY CONTRACTOR'S SALES STRATEGY SHOULD BEGIN WITH A GREAT PLAN

WE PROVIDE THE TOOLS YOU
NEED TO INCREASE YOUR SALES
AND YOUR BOTTOM LINE



TO LEARN MORE VISIT CONTRACTORREWARDS.COM

MORE PRODUCTS. MORE TOOLS. MORE PROFITS.



IT MAKES SELLING AND
SERVICING AS EASY AS
DISPOSING FOOD WASTE.

REINTRODUCING THE PRO SERIES.® The redesigned InSinkEratPro® PRO Series features five new disposer models, including the new low-profile PRO 1000LP.™ Loaded with more power, better performance, longer warranties and a new look, they let your customers grind almost anything (including bones) while hearing almost nothing. And now, over-the-counter replacements are available for the life of the warranty. To learn more, contact your wholesale supplier or InSinkEratPro representative. Or call 1-800-558-5700.



ONE PIECE OF EQUIPMENT
CHANGES EVERYTHING...



855.378.4783
equipter.com
sales@equipter.com



STOP

WAITING TO BECOME THE
DEPARTMENT OF LABOR'S
NEXT TARGET!

PROTECT YOURSELF WITH
INDUSTRY SPECIALIZED
SOLUTIONS:

HR & SAFETY

PAYROLL SERVICES

EMPLOYEE LEASING



LET HRX HELP YOU PREPARE FOR WHEN
THEY TAKE A SHOT AT YOUR COMPANY!

WWW.YOURHRX.COM

INFO@YOURHRX.COM

(707) 395-0357

Who *do you* Trust *with your* Fleet Graphics?

Trust Sign Zoo.

Let SignZoo show you how to *maximize* your message by using the most effective advertising you can buy.

A nationally recognized provider of premier fleet wraps, SignZoo prides itself on it's industry expertise in designing high-impact, brand elevating graphics for companies across the country.



Visit our online gallery
www.SignZoo.com | 1.800.239.3815



Turn some heads.™ **signZoo**

WITH R-410A, SMALLER IS SMARTER!

WHICH TUBING SIZE OPTIMIZES R-410A REFRIGERANT? Today, you can choose from several HVAC brands that offer different sizes of condenser coil tubing. But which one optimizes the heat transfer properties of R-410A refrigerant... and your profitability? Introducing SmartCoil™, our 5mm copper tube, aluminum fin condenser coil. Our engineers are convinced that the thermo-physical properties of R-410A refrigerant match exceedingly well with regard to the heat transfer characteristics of 5mm copper tubing. Looks like we must have discovered another smart idea for our dealers. Think SMALL and look to Goodman for BIG profits. For complete product and warranty information, contact us at www.goodmanmfg.com or call us at 1-877-GOODMAN.

Goodman

Air Conditioning & Heating

Standard 3/8" Copper Tube

Goodman's New SmartCoil™
5mm Copper Tube

© 2014 Goodman Manufacturing Company, L.P., Houston, Texas. For complete product and warranty information, visit www.goodmanmfg.com.

Thank goodness for Goodman.®

Barnett



• QUALITY PRODUCTS • EXCLUSIVE PRIVATE LABELS • SOLUTION-BASED PROGRAMS

SupplywareSM

Improve Inventory Management with
New Technology from Barnett

ORDER NOW AND WE WILL WAIVE THE SET-UP FEE!*

- Increased Product Visibility
- Reduced Inventory and Administrative Costs
- Accelerated Inventory Speed & Improved Accuracy
- More Efficient Ordering for All Your Products...Regardless of Vendor



Call Us Today to Learn More
About SupplywareSM.
customercare@ebarnett.com

*Set up must be complete by 3/27/15.

eBarnett.com

800-288-2000

RHEEM KNOWS COOL



Our Coolest Outdoor Line Yet... Arriving Now.

Rheem's been leading the way in heating and cooling solutions for more than 65 years. From advanced energy efficiencies to industry-defining innovations to top-rated AC reliability*, Rheem delivers the superior products your customers expect. So keep cool, it's all here.

*Based on a survey of over 40,000 consumers by the nation's leading consumer product review magazine



The new degree of comfort.™

Rheem.com/NextGen

STAPLES Advantage

MAKE getting it all HAPPEN

It takes more than pens and paper clips to get your job done. That's why Staples Advantage® offers a growing selection of the products you rely on.

- Coffee, snacks and cleaners
- Technology
- Facility and safety supplies
- Custom print materials
- Furniture and space planning
- Promotional products

You'll also get all the perks that come with the program, like exclusive discounts, consolidated invoicing, free delivery and easy online ordering.

To learn more, visit StaplesAdvantage.com.

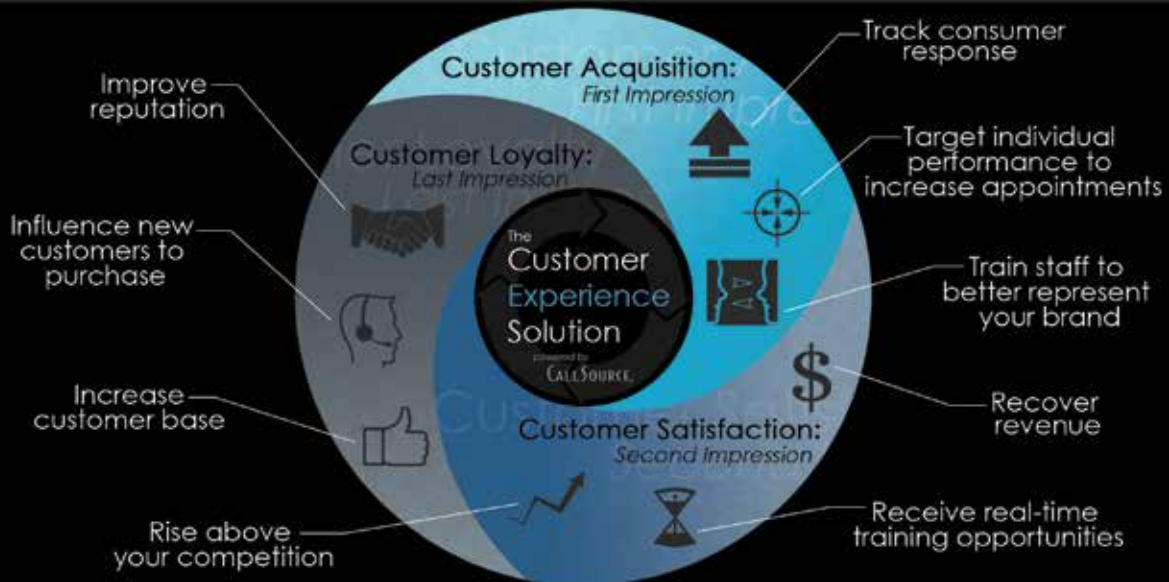


Easy Button is a registered trademark of Staples the Office Superstore, LLC.

Grow Your Business with The Customer Experience Solution

powered by CALLSOURCE.

A great customer experience begins with solid brand communications and ends with stellar service. We help you measure and improve all aspects of this experience so that you can spend more time doing the work you love – all while increasing your bottom line.



To see if our solutions can make running your business easier, call us at 818.596.6946 or email us at buymax@callsource.com
hi.callsource.com

DIVINE INTERVENTION, A STRONG Fortenberry



The Fortenberry Roofing Team...

Front row (from left to right, kneeling): Juan Alfaro, Carl Miller, Tommy Collins, and Brian Saenz.

Back row (from left to right, standing): Tammy White, Michael Saldana, Juan Vieytes, C. W. Crews, Mike Fortenberry, Juany Fortenberry, Joedy Keeney, Jesse Calloway, James Newsom, Dusti Kelley, and Chon Portillo.

TEAM & HARD WORK HELP Roofing Find Success

Michael & Juanita Fortenberry of Fortenberry Roofing struggled through the recent economic recession, but they've turned the company's fortunes around and are growing and profitable thanks to help from above, incredible employees, and passion for the business.



by Bob Houchin

I want to emphasize one thing," Michael Fortenberry stressed emphatically, stopping the interview before it even quite started. "I want people to know that this company is not mine. I mean, that's one thing I'm going to tell you right now. This is a Christian-based company, 100 percent."

"God has always provided for us," Michael stopped for a moment and said with a smile, "except for when I've gotten in His way."

Littlefield is a quaint west Texas town in the northwest panhandle of the state. An hour outside of Lubbock and an hour from the New Mexico state line, the city only amasses 6.3 square miles and the latest census states 6,300 peo-

ple call it home. It also happens to be the headquarters of Fortenberry Roofing, Michael and his wife Juanita's company for the last 19 years.

The relatively diminutive community hasn't inhibited the company. Mike and Juany have managed to grow Fortenberry Roofing to more than \$2.5 million in sales at a strong profit margin. "It's not just me. This company is impossible without every single person that's here," Mike clearly pointed out. "I don't own this company, we all own it. Every single person here. It's my job to explain to them their responsibility and help them maximize their capabilities so they can reach their full potential."

Mike passionately believes God and his team have put the couple and Fortenberry Roofing in its current good graces. However, it would be a disservice to Mike to say he didn't have at least a little to do with the success. As entrepreneur and statesmen Benjamin Franklin said, "God helps those who help themselves."

Mike Fortenberry has certainly helped himself. The man has worked hard. And he's worked hard all of his life.

Military Man Turned Oil Man

Out of high school, Mike entered the military and found himself stationed in Alaska. Most would think a thin-blooded Texan would count down the days until he could leave the cold, but that wasn't the case. Mike loved it, and he swore he'd never move back to the Lower 48, and following his military obligation, he seemingly was following through with his promise by taking an oil-field job in one of the most northern parts of Alaska, Prudhoe Bay.

Life always has a way of bringing you back home, and upon a return visit to Texas, Mike would meet Juany. Before long, the couple married, and Mike found himself commuting back and forth to and from Texas and Alaska. "I was working 14 days on, 14 days off, 12-hour days," Mike recalled.

Fourteen days not working is a long time for someone in constant motion like Mike. He invested in a few rental properties in Littlefield, which he found needed new roofs. An uncle referred him to a local contractor, Trellis Summers, a commercial roofer, but the company was backed-up with work for the next six months. The initial conversation sparked a friendship between Mike and Mr. Summers. Not long after, Mike started spending his off days helping him, a side job that lasted two years—until a life-changing event would alter his future.

Going into Roofing on Faith

"I was in Alaska when Juany's dad died. From the time she told me, it took me a little over two days to get home. Normally, it would have taken 22 hours, but I couldn't find a flight. I got home in time to go to the funeral," Mike explained still feeling the regret even after all of these years.

"My wife had to go through that whole ordeal without me, and she was very close to her father."

"That's when I said to myself, 'Mike, you're not being a good Christian leader. You need to go home. This is not the kind of a life for a marriage.' I decided I've got to do something else," he continued. "That's when I started praying hard and heavy. 'God, what do you want me to do?' I'm not kidding."

"I knew that my company was offering retirement packages to anyone interested in leaving the oil fields. They were very good packages," Mike stressed. "But I was 37 years old. You don't retire at 37, especially with the money that we were being paid at Prudhoe Bay."

"I was sitting and reading the Bible one night in Alaska when I stumbled upon a verse—God talks through verses—and instantly I called Juany, even though it was late. I asked her to read the same verse. We knew what I needed to do."

Mike would take his retirement package in 1995, and he would use the money to purchase the roofing company and change its name to Fortenberry Roofing. "He had talked with me about it in the past," Mike explained. "In reality, we went into this on faith."

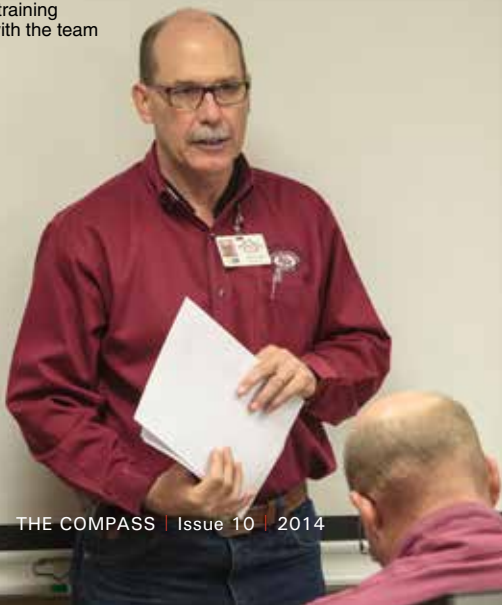
Mike Finds Guidance

Mike thought he had a good grasp of the technical nature of the roofing trade, until he learned what he had not learned during his brief apprenticeship—the company wasn't roofing according to specs. Mike did the only thing he could think: He joined the National Roofing Contractors Association, purchased all of their instruction manuals, and he taught himself the proper way to construct a roof.

For the next two years, Mike strictly stayed in the commercial game—and then his home needed a new roof. "I thought that would be a good way to get into residential, roof my own house," Mike laughed. "So, I bought a bunch more books about residential. I went on to learn more and more about residential and got into it, too."

One thing that Mike couldn't seem to find a book for was how to properly operate a roofing business to ensure

Michael Fortenberry
leading a training
meeting with the team



profitability. “I taught myself how to roof, but running a business was a different story. I was trying to keep up with the numbers. What’s overhead? How do I figure profit? How do I markup? I had all of these questions, and I didn’t know where to turn,” Mike revealed. So, he did some research and found assistance in the form of a consultant.

“I learned how to markup. I was at 25 to 30 percent, like everyone else. He told me to markup to 60 percent. I said, ‘no way.’ But he said to do it incrementally. So, I moved it up 10 percent every so often, and I still was getting jobs. Finally, I took it to 60. That was the first year I made money. I went from in the hole 22 percent to a 7 percent profit,” Mike explained.

How to properly make markups wasn’t the only thing Mike’s consultant taught him. He also learned how to departmentalize and analyze his numbers. To this day, Mike’s financials are carefully constructed and he knows exactly what each product and service generates in terms of sales and profit.

“That’s when I realized that my residential wasn’t making any money,” Mike said bluntly. “He actually told me to shut it down, and so I did. I focused 100 percent of my attention to commercial.”

Bad Economy Drives Fortenberry to RSI

Commercial contracting treated Fortenberry Roofing well for many years. Mike picked up two large, dependable contracts—one was with a local school system, the other was with a regional grocery chain. “We did all of their repairs. We did all of their reroofing,” Mike said. “We had other small businesses we were doing work for. We were making 10- to 15-percent profit, doing what I had learned.”

“Then the economy died in 2008. It didn’t hit our part of Texas until 2009,” Mike sighed. “The state took money away from the schools, so they weren’t roofing anymore. Then, the grocery chain changed management, and with



Michael Fortenberry and his stepson and residential field manager Brian Saenz go over some paperwork

the economy tanking, they started cutting back. They said we were a higher-end contractor, so we lost them when they went in a different direction.

“That Christmas was the first time ever that I had to lay people off. I had to lay off 50 percent of our employees—at Christmastime! Now, afterward, we got some jobs and I could bring some of the guys back on, but it was awful. It was the hardest thing I ever had to do in my life. I’ve had to fire plenty of people, but not lay good people off. That one hurt.”

Several months prior to that painful decision Mike and Juany found themselves attending a Profit Day in Houston hosted by Roofers’ Success International (RSI). Everything shared sounded good, and they joined that day. By that evening, the couple reconsidered. “We were a commercial company, not a residential. That wasn’t who we are,” Mike shared their rationale at the time. “The next morning we canceled.”

By September of 2010, the company was experiencing maybe its toughest year ever. Revenues plummeted to just \$1 million. Mike reached out to RSI this time, and he was invited to attend one day of an Expo in St. Louis.

“They gave me one free day. They didn’t give me any books or materials. And at the end of that day, we had to decide if we wanted to join,” Mike remembered the situation well. “Well, by the end of that day, they asked us what we thought. We said, ‘We’re not leaving.’”

Mike & Team Goes to Training

Mike laughed at the memory of his very first Expo and the decision to become a member. But he knew that Fortenberry Roofing’s financial status was no laughing matter. He desperately needed to turn the business’ direction around, and it had to happen quickly.



Several Fortenberry Roofing awards and accreditations hang on the wall in its offices next to the company’s insulation display.

When Mike returned from his very first Expo, he made a point to register for the very next Million Dollar Sales Factory and Professional Roofer courses offered by Success Academy. Not only did Mike attend, he took C.W. Crews (production service manager), Brian Saenz (Mike's stepson and residential field manager), and Manuel Roque (commercial field manager). Mike wanted them all to be knowledgeable of the RSI sales techniques and *StraightForward Pricing*®.

The classes paid immediate dividends. "I forget what my average repair ticket was before the class, but I think it was 250 or 300. Well, Brian comes back and starts selling these big numbers and he was getting Overhead Care Club members signed up... He had never sold a thing in his life!" Mike exclaimed with a chuckle.

"Manuel had never sold anything, either. He came back and start selling repairs and Overhead Care Clubs right away," Mike continued. "It made me a believer. I knew the system worked and it worked well."

Mike, C.W., Brian, and Manuel still train weekly over the lessons they learned in those Success Academy courses. They go over invoices, role-play, and work through various situations. Training is at the heart of their sales success today.

Revamping the Repair Philosophy

"I have to say, we used to never get any calls for residential work in the wintertime. I mean, people just didn't call us. And our commercial work had pretty much folded up, too, by that point. But as soon as we got back from those classes, our phone started ringing, and we hadn't started marketing

"After I finished that first Expo, lights and sirens went off in my head. RSI talks about residential so much, but I could see the lessons on repair pricing working in my commercial business, too," Mike explained.

"I was already doing repairs in the commercial field, but my mindset on them was wrong. We did the repairs inexpensively because I hoped it would mean that we'd eventually get the reroof.... Well, we weren't making a thing on repairs at all! Now, that all changed. Commercial had been what kept us alive all these years, and our commercial sales is the biggest thing we do, but repairs proved to be our lifeline in 2011. It helped pull us back out of a hole," Mike indicated.

Learning to Work with Insurance

Today, Mike continually explores new avenues with which to better work with insurance companies in order to maximize the value of any reroof or major repair. He discovered a critical tool to his success in talking with fellow members, in particular Randy Fern from the Roof Doctors in San Antonio.

"I was negotiating with insurance before, but on a very small scale. Well, I was talking with other RSI members, and I realized we were leaving a lot of money on the table. Randy directed me to this group called 3RS Profit. It was a very cheap deal," Mike explained. "It cost me 300 dollars or so, and I got a book, all of these documents, and other materials. I actually took the class to get certified through their system. It shows you how to take a \$12,000 insurance claim and turn it into a \$30,000 insurance claim."

"Well, the system works. I started using it on a regular basis, and I got better and better at it. Well in 2012, all of a sudden I got bombarded. I got so many jobs that I couldn't keep up," Mike said with exasperation. "We had a hail storm right smack dab in Littlefield. Knowing the RSI systems and everything else we'd learned, we made the most of it."

"We were killing ourselves, but thank the good Lord for it. With us using what we learned, we were selling a better quality roof and getting a higher dollar," Mike continued.

The hail storm combined with what Mike and his team had learned over the previous two years pushed Fortenberry Roofing back to where it had previously been before the economic recession and dramatic loss of commercial work. "We ended up 2012 at close to selling two and a half million," Mike said proudly. "We made it back. It was a good feeling."



HINT: Roof Coating Offers Big Opportunity for Fortenberry Roofing

"We've been doing a lot of coating of roofs. Man, it is good money. Our repair guys are selling it. I mean, it has to account for at least 10 percent of our repair sales this year," Mike Fortenberry shared.

"We haven't even really been trying to sell it. It's sold itself. Insurance will pay us to do an emergency coating on a roof to shut the water up," Mike added. "We have a ton of metal roofs around here that are old. We'll get the coating on them before they start rusting and breaking down. It's a part of the business I really want to keep pushing. I'm always looking for a way to increase profits."

yet either," Mike insisted and then paused momentarily. "I have to go back to God on that one. He helped us."

Roofs in the area had suffered from a great deal of wind damage that can often occur along the dusty, desert plains of Texas. As residents of Littlefield and towns beyond discovered, very few roofers wanted to deal with the perceived hassle of repairs. Mike and his team at Fortenberry Roofing were more than happy to take care of those homeowners' needs.



Tammy White (standing) and Dusti Kelley (sitting) go over some numbers with Juany Fortenberry.



Michael Fortenberry

Overhead Care Club Success

There is a collective opinion among many RSI members that the Overhead Care Club membership sales only benefit the company when selling them to a repair client. Mike Fortenberry is proof that is not the case. While his team will sell the memberships to repair customers, he's found a great deal of success and new business in selling them along with reroofs.

Fortenberry Roofing allows customers to choose between a 2-, 5-, and 10-year warranty when purchasing a new roof. Accompanying the warranty, Fortenberry builds in the Overhead Care Club for the exact same length of time—and he charges for it, too. It's not something simply thrown in.

"We tell people that for as long as you have your warranty, we'll come out every year. We're going to inspect your roof. We're going to clean your gutters and skylights. We're going to make sure you're in good shape," Mike explained. "So, they get used to seeing us. It's great rapport-building. At the end of the warranty, we'll sell them an extension. We have people who had two-year warranties buying the membership."

"When we call people, they'll forget they have it. They'll question why we're inspecting a new roof. And we'll explain that anything can happen over the course of the year, and it's free. So, people will say, 'Sure, come on out,' especially when you remind them we're cleaning their gutters," Mike continued.

"The big thing is it gets us back in their door. We do the attic inspection. We can offer new things to them like radiant barrier. And inevitably, people will want you to look at something or will ask something." And the effort being extending into that relationship-building could even lead to another roof in time.

Marketing & Growing the Business

Developing a rapport with a client can go a long way into creating new business, a fact not ignored by Mike. Little-



Michael Fortenberry going over a project with production service manager C. W. Crews

field, Texas, is a small town. So are the towns surrounding Littlefield. Everyone knows one another in the small town, and they all talk. If you do right by a person, the entire town finds out—and that means a busier phone.

Despite plenty of business generated by word-of-mouth, Mike hasn't relied upon it alone to continue to



Fortenberry Roofing service vehicle.



Fortenberry Roofing service vehicle.

grow Fortenberry Roofing. He's begun refining his image and, for the first time, marketing.

"We didn't even have a truck wrap until the end of last year, and they're expensive but they've been a nice investment," Mike said. "Just the other day a man from Muleshoe who drives through town stopped at our office looking for a bid on his roof. He said, 'With your trucks, how in the world can I not remember you guys? I see your trucks all the time, so I finally decided to come on in.'"

"He went on to say, 'Yeah, I hear you on the radio all the time, too, and I just keep laughing every time I hear that thing,'" Mike continued. Mike hired Wizard of Ads a couple of years ago to help promote the business, and he's seen a very good return on his investment. "They do all of our radio ads for us, and there are a lot of roofers in Lubbock, but we're even starting to pull customers there. It's really branding us."

Fortenberry Roofing runs spots on two local stations and the spots run continuously throughout the day. "Not long ago, there were two kids watching TV while I was

talking with the client. One of the boys, I want to say he was 10, said, 'Mom, he sounds like he does on the radio!'" Mike roared with laughter. "That really got me because here's a child listening to my ad and he knows who I am. I know he's not the only one paying attention. We get calls from it all the time."

Mike & Juany's Future for Fortenberry

Maybe those kids who recognized Mike's voice will be calling Fortenberry Roofing in 10 to 20 years to repair a leak in their home one day. However, when they call, it's Mike's goal that he isn't the one actively running the day-to-day operations anymore.

Mike fervently believes that God has given him the strength and wisdom with which to operate Fortenberry Roofing successfully these 19 years, guiding the business through tough times and economic hardship, only to help Mike, Juany, and their team find new direction and new opportunities. It will be Mike and Juany's team, whom they value so much, spearheading the company's future—and hopefully sooner than later.

"I've always been the type who's tried to do everything himself, but I've stepped back quite a bit these last five or so years," Mike explained. "I just turned 57 this year, and it's Juany's and my goal that within the next three years, I want to have everybody in place so what we can go somewhere for a month or two and not worry about the business. We can just look at my computer from somewhere and say, 'Hey, we're making money and everything is working out great!'"

"And this may sound crazy to some people, but by the time I hit 70, I want our crew to have the company and run it 100 percent. I'll get paid a royalty off of it," he continued. "I'll still have some skin in it, but it won't be mine to run every day. I love it too much to give up on it completely."

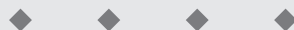
As long as Mike gets out of God's way, as he so puts it, and he continues to work as passionately as he has over these nearly two past decades, there's nothing standing in his way of accomplishing this last goal.

HINT: Big Towns Aren't Always the Best to Service After Storms

Fortenberry Roofing calls the small town of Littlefield, Texas, home. About an hour south is the largest, nearby metropolitan area of Lubbock. When storms hit their part of the state, Mike said it's a race for roofers from all over the region to descend on Lubbock in hopes of securing business, and in doing so, dozens of small towns on the outskirts are ignored, yet they too are in need of help.

"You'll have 40 roofing contractors in Lubbock. We prefer to go after all of the small towns," Mike Fortenberry explained. "For example, Levelland and Sundown were hit this year. We showed up with six trucks and start going around, fixing busted out skylights, closing holes, making repairs. We bring trailers and help people throw their branches in it."

"Everybody knows everybody in a small town. If you treat people right, it spreads like wild fire throughout the town. That doesn't happen in big cities. Most people don't even know their neighbors," Mike exclaimed.



Fuel for Your Success

The technology choice of over 1,000 plumbing, electrical, HVAC and roofing contractors.



SuccessWare[®] 21

learn more at:
SGIFuel.com




- ▶ New highest available SEER yet at 30.5 (for the MUZ-FH09NA)
- ▶ Triple-action filtration to help reduce allergens and odors
- ▶ New i-See Sensor™ 3D can measure heat signatures directing conditioned air to the human in the room
- ▶ Double-vane air delivery for enhanced circulation
- ▶ New multi-functional wireless controller



AMERICA'S #1 SELLING BRAND OF DUCTLESS



2014 Mitsubishi Electric US, Inc.



PRO SERIES PUMPS

PHCC

We're sitting here, waiting to take your call!

800-991-0466
(option 5 for Sales)

www.StopFlooding.com

Battery Backup Sump Pumps • Sump Pumps • Sewage Pumps

Increase Profit with
Extended Service
Agreements



Partnering with AIG can generate long-term service revenue and build customer loyalty. We will work with you to deliver the peace of mind your customers expect in an extended service agreement.

- Turnkey Partner – Single Source That Covers All OEMs
- Flexible Term Options – 5, 10 and 12 Years
- Commission Available
- Long-Term Service & Maintenance Revenue



Bring on tomorrow

Insurance and services provided by member companies of American International Group, Inc. Coverage may not be available in all jurisdictions and is subject to actual policy language. For additional information, please visit our website at www.aig.com.

Contact your corresponding program below for more information



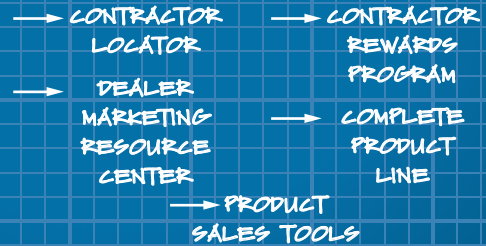
866-523-5015



866-522-8870

EVERY CONTRACTOR'S SALES STRATEGY SHOULD BEGIN WITH A GREAT PLAN

WE PROVIDE THE TOOLS YOU
NEED TO INCREASE YOUR SALES
AND YOUR BOTTOM LINE



TO LEARN MORE VISIT CONTRACTORREWARDS.COM

MORE PRODUCTS. MORE TOOLS. MORE PROFITS.



STOP

WAITING TO BECOME THE
DEPARTMENT OF LABOR'S
NEXT TARGET!

PROTECT YOURSELF WITH
INDUSTRY SPECIALIZED
SOLUTIONS:

HR & SAFETY
PAYROLL SERVICES
EMPLOYEE LEASING



LET HRX HELP YOU PREPARE FOR WHEN
THEY TAKE A SHOT AT YOUR COMPANY!

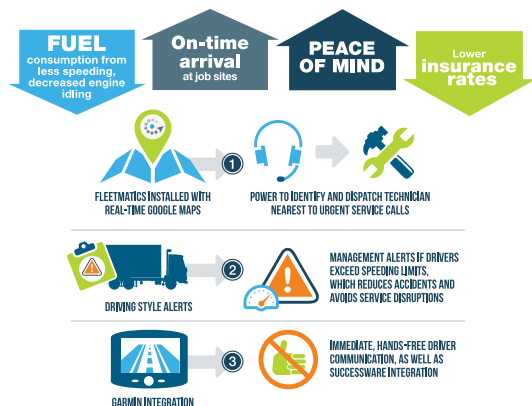
WWW.YOURHRX.COM

INFO@YOURHRX.COM

(707) 395-0357



We're helping Success Group International members
honor their goal of 100% customer satisfaction.



"In the first week, I found out I had been burned 42 hours in labor from my guys, in one week. That paid for the whole year in the first week."

-Frank Horvath
Customer Since 2012
Ocean City, New Jersey

Contact Paul Zaremba
704.716.7654 • Paul.Zaremba@fleetmatics.com

www.Fleetmatics.com/BuyMax
©2014 Fleetmatics Group LLC. All rights reserved.



The **BEST MOBILE SOLUTION**
in the Home Services Industry

#LessPaperMoreProfit



Use your real-time data >> to turn information
into a **solid competitive advantage**

go to: SWRemote.com



DEFENDING YOUR RIGHT TO QUALITY PRODUCTS THAT LAST.

Bryant® products are built to last and easy to install,
which means you'll experience fewer callbacks and your
customers will enjoy long-lasting comfort.

- A full line of energy-efficient home comfort systems
- Top-quality engineering and manufacturing processes
- Extensive distributor network



With Bryant, reliable heating and
cooling products are never out of reach.



888-994-7237

www.bryant.com

We're
**PROS LIKE
YOU**

*The Win Group of Companies are
BuyMax's Preferred
Distributor Partner.*

We Offer the Best Breadth and Depth of Plumbing,
HVAC and Electrical Products.

Try us on your next order and experience the Win
advantage!

We are Pros Like You!

Contact Us Today at

nationalsales@winwholesale.com

Scan with your mobile device



Winnelson™ **Winair™** **Winlectric™**
Winindustrial™ **Winsupply™** **NOLAND™**
A WinWholesale Company

WinWholesale®
THE WIN GROUP OF COMPANIES



Ask about our

*American
Standard*

AO Smith

Rheem RUUD

Rinnai

in sink erator

Burnham
AMERICAN BOILER COMPANY



**Double
Dips!**



Christmas WORD SEARCH

The first person to complete the trivia and word puzzle—and email them to bhouchin@yoursgi.com—will win a COMPLIMENTARY NIGHT'S STAY at your spring Expo!

Only answers that have been emailed to the above address will be considered—please, NO phone calls. Winners are determined exclusively by editor Bob Houchin. No appealing or complaints, please! Let's keep this fun! It's the "Happy Fun Page," after all! Thank you!

ICE
SLED
SNOWBOARD
MITTENS
SNOWMAN

SKI
HOT CHOCOLATE
WINTER
FIREPLACE
DECEMBER

VACATION
PRESENTS
KWANZAA
CHRISTMAS
CHANUKAH

E	Q	O	L	R	P	I	T	S	T	T	P	X	Y	S
D	T	S	E	X	M	S	H	N	N	G	A	R	O	I
J	D	N	U	A	S	N	O	W	B	O	A	R	D	P
F	Q	E	D	A	N	A	T	Z	K	B	W	G	G	N
S	N	T	E	Z	E	I	C	M	O	C	R	M	X	A
T	W	T	C	N	S	E	H	X	R	H	D	K	A	U
N	R	I	E	A	T	B	O	E	Y	A	I	S	E	N
E	E	M	M	W	U	I	C	E	M	N	S	L	E	D
S	T	S	B	K	L	A	O	I	A	U	C	Q	S	C
E	N	G	E	Y	L	I	L	W	N	K	M	N	B	V
R	I	K	R	P	V	K	A	H	S	A	Y	F	Q	E
P	W	T	E	U	R	S	T	M	Y	H	J	U	H	I
Y	P	R	L	T	Q	R	E	O	Z	G	K	A	A	X
P	I	S	J	N	O	I	T	A	C	A	V	D	O	H
F	G	L	A	J	E	C	H	R	I	S	T	M	A	S

Christmas TRIVIA

Your COMPASS Issue 10

- WHY DO WE HANG WREATHS?**
 - To protect against vampires
 - To welcome all that enter
 - To make our homes smell nice
- WHAT IS TRADITIONALLY SERVED WITH POTATO LATKES?**
 - Nothing
 - Maple syrup and butter
 - Sour cream and apple sauce
 - Fresh fruit and whipped cream
- WHICH HOLIDAY IS KNOWN AS THE FESTIVAL OF LIGHTS?**
 - Kwanzaa
 - Christmas
 - Chanukah
 - Winter Solstice
- WHAT DOES THE CHANUKAH GAME DREIDEL DERIVE FROM?**
 - German gambling game
 - Yo-yos
 - Poker
 - Pac-Man
- THE BIGGEST SELLING CHRISTMAS SINGLE OF ALL TIME IS:**
 - Mariah Carey's "All I Want for Christmas Is You!"
 - Bing Crosby's "White Christmas"
 - Alvin and the Chipmunks' "The Christmas Song"
 - Frank Sinatra's "Have Yourself a Merry Little Christmas"

- CONSIDERING TIME ZONES, HOW MANY HOURS DOES SANTA HAVE TO DELIVER GIFTS?**
 - 12 hours
 - 24 hours
 - 28 hours
 - 31 hours
- WHAT'S A TRADITIONAL WINTER HOLIDAY MEAL?**
 - Goose
 - Head of a pig
 - Latkes
 - All of the above
- WHAT'S THE MOST POPULAR CHRISTMAS PLANT?**
 - Pine trees
 - Poinsettias
 - Holly
- DURING THE HOLIDAY SEASON, HOW MANY CANDY CANES ARE MADE?**
 - 1,760
 - 1.76 million
 - 1.76 billion
- FOR HOW MANY DAYS AND NIGHTS IS CHANUKAH CELEBRATED?**
 - 6
 - 7
 - 8
 - 9

ISSUE 9 THANKSGIVING TRIVIA ANSWERS:

- B. THE MAYFLOWER
- A. ONE
- C. PIE
- B. SQUANTO
- B. HATS
- C. ZIPPER
- B. MASSASOIT
- B. MAKE BARRELS
- A. THE WAMPANOAG
- A. TOAST



PURCHASING: SYNCHRONY FINANCIAL'S (FORMERLY GE CAPITAL) INCREMENTAL GROWTH-INCENTIVE PROGRAM *by John Graves*

BuyMax is delighted to announce a new offering exclusive to BuyMax members from Synchrony Financial. All qualified dealers will earn a one percent (1%) Incremental Growth Incentive during the promotional period on qualifying Net Program Sales if Net Program Sales for the respective month in the covered period are the greater of ten thousand dollars (\$10,000) or one hundred and ten percent (110%) of the previous year's Net Program Sales for the same calendar month. The offering started on November 1, 2014, and goes through January 31, 2015. The additional one percent (1%) Incremental Growth Incentive will be paid directly to the dealer within 30 days of the end of the program, ending January 31, 2015.

EXAMPLE EXISTING DEALER:

Year	Month	Net-Program Sales
2013	November	\$20,000
2014	November	\$50,000
	Difference	\$30,000
	Growth Incentive %	1%
	Growth Incentive \$	\$300

EXAMPLE NEW DEALER:

Year	Month	Net-Program Sales
2014	January	\$0
2015	January	\$50,000
	Difference	\$50,000
	Growth Incentive %	1%
	Growth Incentive \$	\$500



When customers need to repair or make improvements to their home, they want to do all they can without delay or compromise. What better way to meet your customers' needs by offering financing? BuyMax offers members access to Synchrony's Royal Privilege consumer-credit card where you receive fast in-home credit decisions, a focused set of credit promotions, and access to promote your business on the Synchrony Business locator.

Additionally, the Synchrony Business Center allows you to view your customers' "open-to-buy" amount, which reflects the amount of available credit on their account and opens the door for you to provide the products and services they need. Synchrony's Business Center site explains that "Financing makes it easier for consumers to

make major household investments affordable. In fact, eighty-seven percent (87%) of home-improvement cardholders said that financing makes large purchases more affordable. In addition, forty percent (40%) of those polled said they would not have made a major purchase or would have chosen another merchant if financing had not been available."

In order to qualify for the incentive, your company must be an active authorized dealer with Synchrony Financial. If you are not set up as a qualified dealer with Synchrony Financial, there is no better time to start than today! Contact Greg Lowe at 651-286-5629 or via email at Gregory_Lowe@synchronyfinancial.com

NORTHERN DISPATCH: HOW DESIRABLE IS IT TO WORK AT YOUR COMPANY?

by Darrel Yashinsky

If there was a secret that would guarantee your success, would you be interested in using it? If there was a magic success formula, something you could bottle up and sell, would you work at building that magic formula? What would you do if you saw that magic formula working elsewhere, you would want to bring it to your company wouldn't you?

So where's the magic? What pixie dust can I sprinkle on my company to deliver what I want to see happen on a regular basis? It involves looking at your team in a different way. If your team is your most important asset, then you should look for the best possible return on that investment. In this "Northern Dispatch," we look at what could be the magic formula to create long-lasting success.

What I'm referring to is the people factor. You must have a strong team beside you; a team that knows what to do when they are in front of a customer. They know how to handle challenges and reach goals. So where are these miracle workers? Why don't I have many of them working for me?

The answer to that lies within you! You are the leader of your company and can decide your direction and the culture of your company.

Culture? What are you talking about? Culture is defined as "the beliefs, customs, practices, and social behavior of a particular nation or people."

Look at the top 100 companies to work for in the United States to gain insight on what creates a culture within a company. We have found that those companies that have clearly defined culture are identified as desirable places to work and attract employees! The reason they are desirable to work for is the environment they create. Almost all of them have a waiting list of people wanting to work with them.

According to a report from 2009, Google had 12,580 employees in the United States and 7,013 abroad—and they attracted 777,000 applications a year because of the environment of working with an Internet leader! Zappos.com, the online shoe retailer, offers free lunches, concierge services, and 100% coverage of health-insurance premiums. They offer five weeks of initial training, and at the end

of the training, potential employees are offered up to \$2,000 to not work there. They recognize that would be a small price to pay to not hire a bad apple.

We all agree that growing and developing our own team is the best method of having successful team members. Based on a mechanic's rate of \$25.00, taking a green apprentice through his entire apprenticeship will cost you \$150,000. That is before one additional hour of supervision, call-back, or mistake is made. I would suggest your actual investment will be close to double...

\$25/hr base-wage chart

Period 1 - 40% of base wage equals \$10.00 or \$20,000

Period 2 - 50% of base wage equals \$12.50 or \$25,000

Period 3 - 60% of base wage equals \$15.00 or \$30,000

Period 4 - 70% of base wage equals \$17.50 or \$35,000

Period 5 - 80% of base wage equals \$20.00 or \$40,000

Total investment in a singular apprentice is \$150,000

When you look at these costs, some of the points mentioned below begin to make more sense. But none of it matters unless you are making money.

Here are some of the benefits the top 100 provide for their team members:

- Health plans
- Performance bonuses
- Gift cards
- Fun environment
- Retirement plans
- Hiring of interns
- Paid maternity leave
- Fitness bonus
- Free lunches
- Concierge services
- Constant communication to employees' homes
- Corporate day care
- Training
- Short days with pay
- Sales contests
- Paid hours to volunteer for a cause of their own choice
- Opportunities to export good ideas outside the company

All these ideas require an investment of both time and money on your part. But recognize this: We are as strong as our weakest team member. Constant team evaluation is necessary if you are going to reach your goals. Now is probably a good time to begin! We need to create a culture of success inside our companies so that we become known as the go-to place for the best employees to work.

REWARDS PROGRAM



RESERVE YOUR CABIN TODAY!

January 26th-31st 2015

**Ocho Rios, Jamaica &
Private Island of Labadee**
5 night cruise aboard the Royal Caribbean
Liberty of the Seas

Departs from Fort Lauderdale, Florida

\$575 per person for an inside double occupancy cabin*

- Rewards Program is available to all **Success Group International®** Members
- 3% of your gross purchases on qualifying products is accrued towards the cost of the cruise, net of taxes, freight and special handling charges.
- Price per person subject to change. All reservations are on a first come, first serve basis.
- All products qualify except Universal Contactor and **Comfort Sentry™**- 5" media air cleaner.
- Applies to all purchases retroactive to January 1, 2014. Rewards Program ends December 31, 2014.
- Final cruise reservations MUST be confirmed by December 1, 2014 and MUST be accompanied with a credit card on file.
- Reward dollars are available for the owner to choose at their discretion who they would like to attend.
- Passports are mandatory for all passengers.
- Travel expenses: Reward dollars accrued do not cover travel expenses (including airfare, cab fare, car rental, etc.)

**For more information, please contact Stephanie Plesz at
941-893-6868 or splesz@4buymax.com**

**Rate subject to change. Upgrade options are available. Price includes all taxes, fees, and gratuities for an inside cabin. Price also includes complimentary social hour events held each evening.*

