

DOMINATE YOUR MARKET

**How to Take Your Radon Business
to the Next Level**



By: Curt Drew

If you're reading this, you've already taken the first step. You're thinking about it. You've probably been in the radon industry for a number of years and business is probably okay. Maybe even good. But it's not great. You've got valuable skills but for some reason you feel like you've hit a wall. In a niche market that is growing exponentially, you know you should be awash in profit, and yet your business isn't thriving the way it should be. The first thing you should know is that you're not alone. But more importantly, it doesn't have to stay this way. You can – and will – learn how to dominate your market.



WHY WE LOVE BUSINESS

Capitalism is a beautiful thing. It allows new jobs and industries to develop and thrive, it's the lifeblood of a healthy, booming economy, and it has the power to bring people together with the aim of strengthening our society as a whole.

"My name is Curt Drew, and I am what you may call a "serial entrepreneur." I truly enjoy entrepreneurship, learning from others, teaching others, and pushing myself and my businesses to be the best."

I am the President and CEO of National Radon Defense, the largest network of radon testing and mitigation companies in North America. As a licensed professional with the National Radon Proficiency Program and a multi-family specialist, I've been working with radon since 2007 and have personally installed over two hundred systems myself. Now, our network is fixing several thousand homes and buildings every year from radon issues. In addition to National Radon Defense, I also own the Breathe EZ Air Company, Radon Academy, and I am a top franchisee for the Fish Window Cleaning franchise. Before getting into the radon industry, I worked in the medical industry doing medical sales selling robotics technology to large healthcare systems and facilities in the United States.

Now, I'm not telling you this to brag. Trust me, I get how it sounds, but I'm telling you this to illustrate the power of learning and entrepreneurship. My medical industry experience helps inform the development of new and innovative air quality products that improve people's day-to-day lives and long-term health. The successes – and failures – that I've encountered throughout my career are opportunities for growth and better understanding. The part that makes me happiest is being able to share these experiences with others who are also passionate about entrepreneurship. I love seeing what better business ownership can do for people individually as well as the collective impact on communities. With National Radon Defense, we dug deep to find our purpose, which is building profitable and sustainable businesses that reduce the risk of cancer.

We love what we do. We want to share that with you.



FINDING THE WHY

The “why” of it all starts right at the beginning. Why does someone hire a Radon Testing and Mitigation company? Why do they choose that particular company to contact? What factors went into that person seeing or hearing about one company over another? Why does someone even know about radon in the first place?

To start with, the fact that the U.S. Environmental Protection Agency, Surgeon General’s Office, American Lung Association, American Medical Association, and the National Safety Council recommend everyone test their homes for radon means there’s no shortage of demand. Plus, the U.S. Department of Housing and Urban Development has also put apartments and other types of multi-family homes on the list of structures that need testing. It makes sense. So, with all this opportunity out there, how do you tap into it?

That brings us to the next “why” of it all, which is why someone learns about and chooses one company over another. The simple answer to this one: marketing.

There are a hundred ways to market yourself. Before it was mostly word of mouth and bringing donuts to real estate agents. Nowadays it’s a totally different game – websites, digital ads, paper ads, radio, television, canvassing, blimps... you get the idea. Investing in marketing makes a huge difference in your ability to grow your business, but you have to be a really good marketer otherwise you’ll probably spend a lot of money on things that don’t necessarily work. Advertising isn’t cheap, so it’s critical to have a strategy that’s tailored specifically to your market. Maybe you’ve even looked at hiring a marketing agency. While marketing agencies have their place, marketing for a very specific industry can be challenging when those putting the materials together don’t have working knowledge of your work and customers on a daily, monthly, and annual basis.

National Radon Defense is specifically designed to support marketing for a radon company. With all our experience creating materials nationwide, we know the exact messaging and media to use in order to be effective in marketing in your area. We have the inside knowledge that informs the messaging, as well as the strategy, and are able to support our businesses in delivering marketing that works. We have a process that successfully and efficiently generated the leads you need to achieve new heights.

Okay, now that you’ve got the leads, you can perform your testing and mitigation services, the customer is happy and you move on to the next, right? Not exactly. That’s the next part of finding the “why,” which is, “why is the

customer concerned?” They’re worried about the cancer-causing effects of radon, of course, but an important part of National Radon Defense training is identifying customers’ other air-quality needs and offering options that address them. It sounds simple but it’s an often overlooked step in further developing your business: diversifying. Radon isn’t the only air-quality health issue out there. Taking the time to have a conversation with your customers and getting to the heart of their needs – and then, critically, being able to address them – are invaluable skills that NRD trains its business-owners on. Growing isn’t always easy, but National Radon Defense takes the pains of guess-work out of the equation.

BE PROUD OF BEING PREMIUM



Another key aspect of success in our business is being the best. Sounds obvious? Maybe not entirely. Too often we’ll see radon mitigation and testing companies fighting for business by lowering their quotes to compete with others. It’s natural for homeowners to seek out multiple quotes and look for the best deal possible, but it’s important to understand that for us, the best deal doesn’t necessarily mean the cheapest.

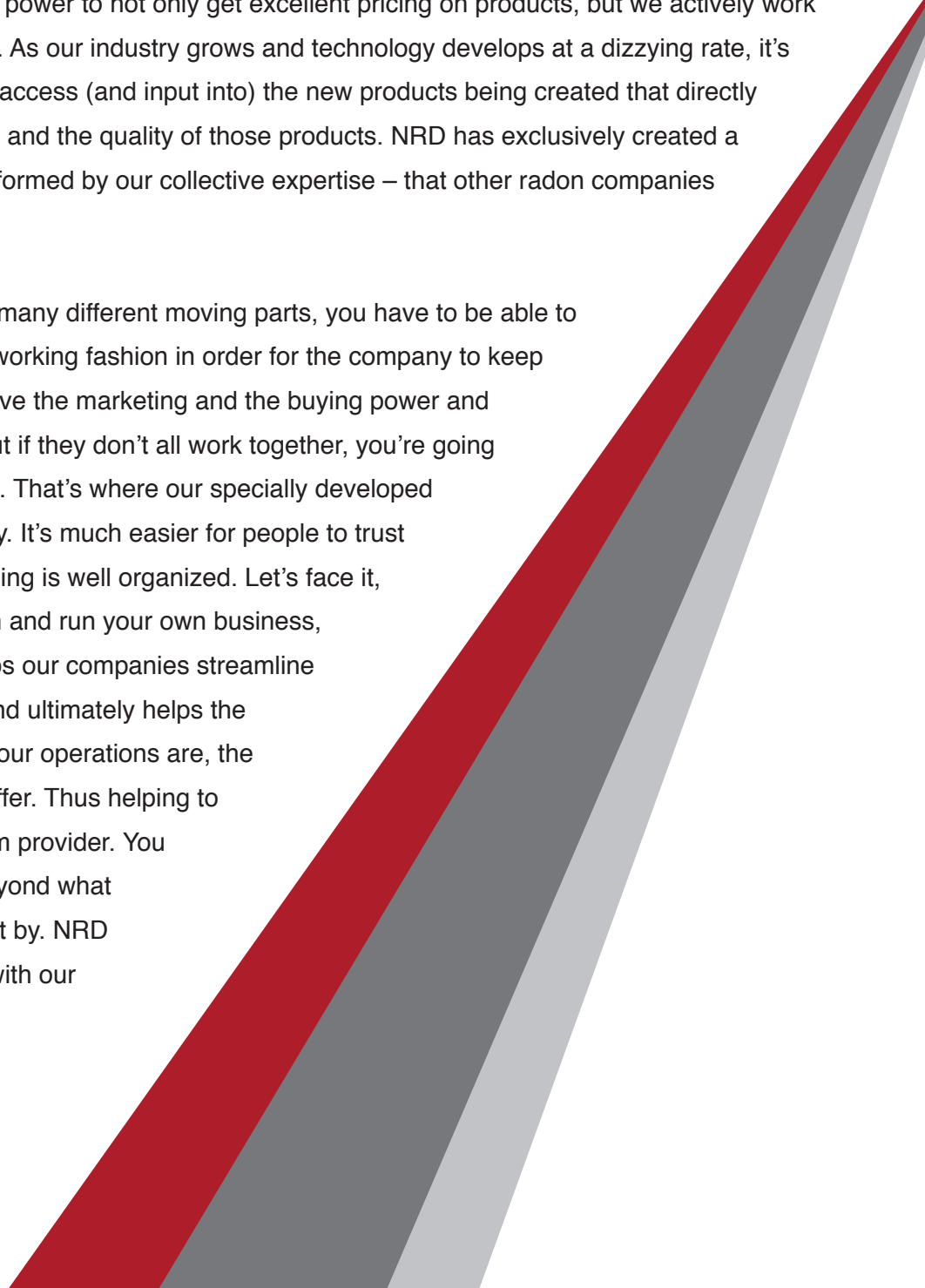
At National Radon Defense, we pride ourselves on being premium providers. That means that our customers get the absolute best service possible, at the price point that makes sense for both the business and the customer. In other words, they get what they pay for. And there are a number of good reasons people are willing to pay for the expertise, care, and technology that National Radon Defense is known for. If you’re interested in pushing beyond your plateau and getting your business into the big leagues, becoming a premium provider is a must. And I want to let you in on how we do it.

For one, we’re all about learning. All the time. NRD is a national network and when one of us runs into

an issue or a technical problem, all of us are there to help solve it. We're a collaborative group that is all about knowledge sharing, which means that both business owners and customers get the benefit of a collective set of experiences that inform our work. You've heard the saying "two heads are better than one." Try two hundred. Not all radon systems are easy. We get it, because we've been there. Our tech support for business owners is unrivaled because we value the knowledge gained from encountering difficult installs or situations and then passing that on for the good of the group. A rising tide lifts all boats – we're here to support each other, and we have a place people can go to get help that they trust, which makes all the difference.

Buying power is another aspect of National Radon Defense that makes a big dent in the bottom line. We are able to leverage combined purchasing power to not only get excellent pricing on products, but we actively work with vendors to create better solutions. As our industry grows and technology develops at a dizzying rate, it's valuable to be able to have affordable access (and input into) the new products being created that directly impact the services we're able to offer, and the quality of those products. NRD has exclusively created a number of private products – again, informed by our collective expertise – that other radon companies simply don't have.

Because a business is made up of so many different moving parts, you have to be able to align them all and keep them in good working fashion in order for the company to keep moving in the right direction. So we have the marketing and the buying power and the products and the tech support – but if they don't all work together, you're going to find yourself right where you started. That's where our specially developed Radon Shield software comes into play. It's much easier for people to trust a business when they see that everything is well organized. Let's face it, organization, especially when you own and run your own business, can be challenging. Radon Shield helps our companies streamline operations, operate more efficiently, and ultimately helps the client because the more streamlined your operations are, the higher level of service you're able to offer. Thus helping to position you, once again, as a premium provider. You shouldn't have to lower your prices beyond what makes good business sense just to get by. NRD values the services you provide, and with our help, your customers will, too.



MEASURING SUCCESS

It's all well and good to talk about success and learning in theoretical terms, but when we get down to business, we need to know numbers.

There are certain key performance indicators in our industry: profit, naturally; leads generated; R.O.I. on marketing; systems installed. The list goes on. Keeping track of your metrics (and deciphering what they're telling you about your market) is going to help you break through that wall and dominate your market the way you want to. Now, numbers don't lie, but they're also not as always cut and dry in terms of the story they tell. NRD helps you look at how you analyze the numbers and read between the lines, so that when you're recording and reviewing your metrics, you have an understanding of what you need to do to adjust, adapt, and proceed to reach your goals. Without that, it's more of a guessing game, and what we do at NRD is aim to make your success a guarantee, not a gamble.

To that point, we also hold you accountable. National Radon Defense is a nationally recognized premium provider of air quality services, and it's important to us that our businesses maintain a certain standard. Our systems are all designed to support you in that effort, which is why we have business coaching to go over what's going well, what could be going better, and answer any questions or help with any issues you may be encountering. These regular check-ins help keep our business owners focused and on task to ensure their success. It can be tough talk from time to time – growing your business isn't a walk in the park. It takes work, but it's worth it. Plus, with National Radon Defense, you're not going it alone.

The NRD Difference

There's more to National Radon Defense than just radon. If you've read this far, you're well aware of that. At the end of the day, helping people improve their lives through their business and changing lives through radon mitigation and excellent air quality solutions are what drive our strategy, our approach, and where we spend our energy. Think of it as getting all the benefits of a franchise, but at a fraction of the cost. With NRD you'll find community, leadership, and innovation. Ultimately, your success is up to you, but we're here to show you the way.

