



# SHEAR BULL



Palm Beach County Roofing & Sheet Metal Contractors Association

Affiliate of FRSA and NRCA

September 2013 Volume 26 - 9

September Program

## OSHA Fall Protection Regulations

Vergie Bain,  
Dept of Labor, OSHA

Sept 25, 2013

COME JOIN US FOR THIS  
MEMBER MEETING!

6:00PM-7:00PM - Networking  
6:30PM - Check-In  
7:00PM - Dinner Meeting

Place: Holiday Inn  
1301 Belvedere Rd  
(At I 95 Exit 69)  
West Palm Beach, FL 33406

Contact: Ron Frano 655-5393  
rfrano@pbcroofer.com

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## Maximized Marketing Efforts

By Greg Ettling

A house across the street from mine was badly in need of a roof replacement. You could see more of the bottoms of the shingles than the tops; it looked like a cross-section of a dried-up pine cone. The neighbor told me the name of the contractor that was going to do the job, and I assured him he made a good choice. This outfit has been around a long time, and enjoys a solid reputation.

What happened soon after got me to thinking about some of the challenges contractors face regarding their marketing efforts.

### Front-line Marketing

Let's take it for granted that you have all the right materials and equipment at the jobsite. Now the crew must put the whole thing together using proper procedures and techniques, and in the right sequence. This same logic applies to your front-line marketing, as well.

Back to the reroof project: The crew showed up ready to rock. Unloading began and a company yard sign was stuck in the ground. A sudden storm hit, and the crew packed up and left, leaving the yard sign in the front lawn.

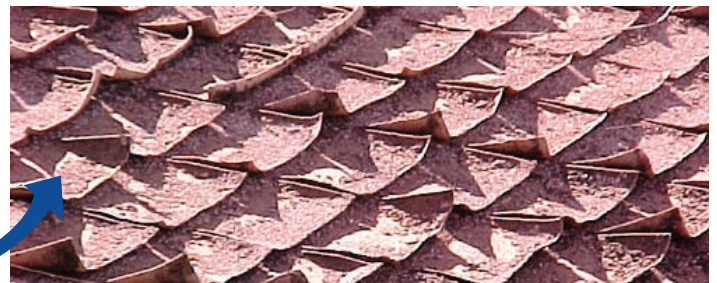
If you or I passed by that house with the ugly roof and the contractor's sign, we'd know what was going on. But can we trust that Mr. and Mrs. Neighbor (who just might need some roof repairs) will look at the dilapidated roof, see the contractor's name on the sign, and not walk away with negative connotations? In and of itself, it wasn't that big of a deal, but nothing good can happen from having your company's name associated with that roof in that condition. Who's to know it wasn't a callback situation?

The job was completed the next day, and the company's flyer was waiting for me when I got home – and it was in Spanish. *Me habla Español no bueno.*

It's pretty obvious what happened – the crew simply did what it was told to do with the promotional materials. Put up the yard sign. Check. Set up the brochure stand near the curb. Check. Go door-to-door with the flyers. Check.

And this firm does a smart thing – in my neighborhood, it's a good idea to have information available in Spanish, Polish and Russian; these guys even have large-type versions for the ever-growing senior population. So when it was time to go door-to-door,

**Want your company's name associated with this roof?**



(Continued on page 3)

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## MESSAGE FROM THE PRESIDENT

We are pleased to mention that our July membership meeting drew 24 attendees to hear Cara Barrick Esq. from the law firm of Loren Law/Construction discuss issues relating to employees and other Human Resources concerns. In August we had 30 attendees to hear Steve Weagle, Chief Meteorologist for WPTV Channel 5 discuss methods of predicting weather including the contribution of the weather data center. He reviewed the named hurricanes listed for 2013 and gave some insightful information on the business of meteorology.



We want to thank all those who attended these meetings for your support of your association. Without your support the association would cease to exist.

Good attendance at our meetings keeps us a vibrant representative of the roofing industry. We ask you to attend those meetings that you can include in your busy schedules.

We also ask for your input in scheduling speakers and or programs for next year. If you have a speaker or a company that can contribute an article for our Shear Bull, let Ron Frano our Executive Director know. We want to keep the information about our industry fresh and up to date. We want to provide information that will help you in the operation of your business.

For 2014 we have a tentative schedule that includes the following:

January, Building Officials; February, Hands On Metal Roof installation at the local tech school; March, New Building Code update and FRSA's new Tile Manual; April, Golf Outing; May, Speaker on the use of Social Media in your business; June Attorneys in Construction Law; July no meeting because of conflict with FRSA Convention; August, Stave Weagle, Meteorologist; September, Rob Foote, Furman Insurance; October, Social Gathering; November open; December Christmas Party.

For this year we are still waiting for confirmation from OSHA to supply a speaker for our September meeting. Mark your calendars for our Christmas Party, December 13, 2013 at Duffy's in Greenacres.

We welcome your suggestions and input.

*Respectfully Submitted*

**Daniel Stokes**

President

*Holiday Party*

Duffy's Restaurant

December 13th,  
2013 at 6:00PM

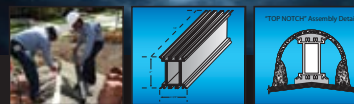
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→ *Continued...* By Greg Ettl

a crew member just grabbed the closest stack of flyers, and got the task over with as fast as he could.

Again – not a huge deal, but certainly not the best implementation of a simple, yet powerful (and relatively inexpensive) marketing instrument. All the tools were in place, but the execution was wanting. This is an all-too-common malady afflicting contractors. So much time, effort and resources go toward getting the job done right and on budget, other things – important things – can get relegated to ancillary status, and they suffer as a result.

This contractor also has special door hangers for Saturdays. Neighbors are invited to come over while the job is in progress, and a salesperson is on hand to talk about both that particular job and roofing in general. On a residential project, he'll have a cooler full of soft drinks and popsicles, and maybe a popcorn machine. On a commercial job, he might even fire up a grill (and if you dig deep enough into the cooler, you'll probably be able to locate a stronger, foamier beverage).

Take the few minutes necessary to explain to your front-line employees the company's front-line marketing strategies, and how they are properly executed and why, as they can be among your most cost-effective efforts. So instead of blindly following simplistic orders, the crews more fully understand the big picture, and can act accordingly. Too often, the only marketing coaching roofing crews receive is to wear their company shirts and mind their language on the jobsite. Get them to understand – and buy into – your marketing plans; explain to them how it can translate into more money in their pockets.

## Random Thoughts on Websites

Who are you trying to impress? What are you trying to accomplish? Of course it's important to present your firm in the best possible light. But before you scour your thesaurus to come up with chest-beating, back-slapping superlative descriptions for your industry-leading business model and your walks-on-water workforce, ask yourself this: Am I nominating myself for a Chamber of Commerce award, or am I trying to sell roofing systems? Every single page and every single section on your site should be selling your products and services in some way. Go through your site and find places that are denying prospects the incentive and opportunity to buy from you. They're nice-enough folks – go ahead and make it easy for them to spend their roofing funds with you by letting them know what's in it for them, how they'll benefit.

About those pretty pictures you post of your completed projects – sure, they sure look great. But if you really want to make an impression, don't forget the "before" pictures; they provide the drama. Viewer reactions can change from "yeah, that's nice" to "holy \*&%, what a difference!" And remember: Sometimes less is more. You really only need a couple examples of the different types of work you do. If you have 38 shots of residential tile roof jobs, the impact becomes diluted to the point of being tedious. Use the best two or three, and make them as big as you can within your format; the story they tell will be more compelling. And do make it a story. It doesn't need to be an epic saga, but give a brief description of the situation and how you took care of it – all the better to draw the building owner in. You don't just provide attractive products for your customers, you solve their problems – and that carries far greater value.

Be vigilant when it comes to having a "News" section. If you promise me news, and I click on, and the most recent item is about your donation of 100 turkeys to the local food pantry last Thanksgiving, I'm not a happy camper (your generous charitable spirit notwithstanding). If you can't keep the news section reasonably up-to-date (think monthly), consider changing that section's name to something like "Bulletin Board" so as to remove the potential stigma of untimeliness.



### ***Increase the comfort level of potential clients.***

Have a project FAQ section. Addressing frequently asked questions on your website can go a long way toward making customers and prospects more comfortable with your firm and what you do. Walking people through typical project scenarios – from start to finish – is especially useful in making the customers feel confident they are making an educated decision and smartly putting their faith in you and your firm. Properly engaged customers not only are much easier to deal with, you get a bonus: These people will be happy to tell family, friends and colleagues all about their knowledge of the roofing process and how smart they were to hire your firm.

Make sure all the links on your site are working. Links are wonderful things on several levels; you should include all you can come up with. But again – you're promising something, and you don't want to disappoint. Example: I'm involved in another trade industry, and both a major supplier and an association have notoriously problematic websites. I don't link to them because I don't want their problems to become my or my customers' problem. Maybe a web address changed or became corrupted on your end; maybe an institution shut down – these types of things happen. Double-check those links once in a while.

## A Parting Thought

Marketing is so much more than simply increasing the volume of your customer base. Take it a step further and steer your marketing efforts toward increasing the quality of your customer base. Which jobs are more profitable? Which types of projects can you claim as a specialty of your firm? Which markets are pointing up? Concentrate on securing the most desirable projects for your company so you can take a pass on those that can be politely described as disadvantageous. After all, the trunk slammers have to eat, too.

SB

*Greg Ettl is a freelance journalist with 27 years of experience covering the roofing industry.*

## General Membership Dinner Meeting



August 2013

*From networking events, informative meetings, and website listings,*

***membership has it's benefits.***

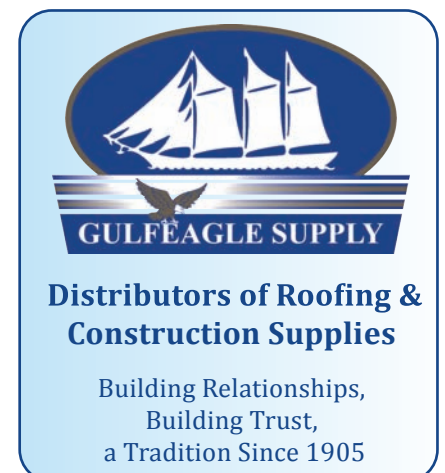
*Invite your friends, colleagues and acquaintances to join.*

## Industry Websites

- ASTM - [www.guidance-inc.com/~roofroof/](http://www.guidance-inc.com/~roofroof/)
- American Consulting Engineers Council - [acec.org](http://www.acec.org)
- American Institute of Architects - [aia.org](http://www.aia.org)
- American Society of Civil Engineers - [asce.org](http://www.asce.org)
- Building Officials Association of Palm Beach County - [www.boapbc.org](http://www.boapbc.org) & [www.boapbc.org/links](http://www.boapbc.org/links)
- Cedar Shake & Shingle Bureau - [www.CEDARBUREAU.org](http://www.CEDARBUREAU.org)
- Construction Industry Management Council (CIMC) - [www.cimcpbc.com](http://www.cimcpbc.com)
- Construction Specifications Institute - <http://www.csinet.org>
- Copper Development Association - <http://www.copper.org>
- Division of Workers' Compensation - <http://www.wc.les.state.fl.us/DWC/>
- Florida Roofing, Sheet Metal & Air Conditioning Contractors Association - [www.Floridarroof.com](http://www.Floridarroof.com)
- Galvalume Sheet Producers - [www.steelroofing.com](http://www.steelroofing.com)
- National Roofing Contractors Association (NRCA) - <http://www.nrca.net>
- National Society of Professional Engineers - [nspe.org](http://www.nspe.org)
- Roofing Contractors Association of South Florida (RCASF) - [www.rcasf.org](http://www.rcasf.org)
- Roofing Industry Education Institute - <http://members.aol.com/RIEIROOF/classes.htm>
- Roof Tile Institute - [www.rooftile.org](http://www.rooftile.org)
- Sheet Membrane & Component Suppliers to the Commercial Roofing Industry - [www.SPRI.org](http://www.SPRI.org)
- Sheet Metal & Air Conditioning Contractors' National Association - <http://www.smacna.org>
- The Council of American Building Officials (CABO) - <http://www.cabo.org>



President Danny Stokes, Advanced Roofing  
& Steve Weagle, Chief Meteorologist WPTV  
Channel 5





# October 2013

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
			CIMC 7:45 AM			
6	7	8	9	10	11	12
13	14	15	16	17	18	19
			BCAB 2:00PM			
20	21	22	23	24	25	26
			General Member Meeting 6:30 PM			
27	28	29	30	31		

## October Program

# John Barbar, Barbar Financial Solutions

## October 23, 2013

*Holiday Inn  
(At I95 Belvedere exit 69  
in West Palm Beach) at 6:30 PM*



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