



This Issue

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Basic® Coatings Contractor Toolkit

Reach your customers with customized marketing tools that are designed to perform!

The Basic® Coatings' Contractor Toolkit portal is a marketing program that provides several different opportunities for you to create custom marketing resources. Marketing tools include custom brochures, yard signs, door hangers, direct-mail, postcards and mail stuffers. Visit www.basiccoatings.com and click on Marketing Shop/Contractor Toolkit for more information on this exciting program today!

With multiple tactics to attract new clients you will be able to turn prospective customers into actual customers. Your custom marketing collateral will assist in making you the homeowner's first choice for refinishing or maintaining their hardwood floors. With Basic Coatings' Contractor Toolkit you can choose what options you want to use to market your business as well as the messaging. Basic Coatings' has made it easier for you to take your business to the next level and beyond. So what are you waiting for? Log on to www.basiccoatings.com to start growing your business!

Door Hangers

Door hangers are impossible to ignore and they're extremely cost effective to print and distribute. Next time you are sitting around waiting for the finish to dry between coats, walk around and place door hangers on the neighbor's houses.



Sell Sheets

Flyers are effective tools to educate your customers on the services that you will perform. These customized tools can be manipulated to feature the products or services that you offer your customers.



Mail Stuffers

Use these informative pamphlets to market your services either by inserting them into your bills, receipts or company newsletter. These inexpensive tools could be used as a leave behind after bidding jobs.



Yard Signs

Increase visibility and referrals with a customized yard sign for your job sites. This simple tool is easy to use and it will advertise your services to other homeowners in the neighborhood.



Van Decals

This simple and effective tool turns your work van into a mobile billboard. Every morning you drive to the job site is a chance to market to potential customers. Outfit your vans or trucks with this customizable signage to help get the word out about your business.

What is your Marketing Plan?

Our goal at Basic® Coatings is not only to provide the best waterbased wood floor finishes and products but also to provide value added services like excellent sales representation and customer service. This edition of WaterWorks is dedicated to helping you generate more sales and becoming more profitable. Answering the questions below may help you determine your focus and set a strategy for your business.

- Where do you want to take your company? What does your business look like in the short and long term?
- What benefits do you offer your customers that your competitors don't? Why should a homeowner choose your company?
- Do you have a customer list? Would you like new customers? How do you plan to reach out to your target customers?
- How would you like to be perceived by your customers?
- Do you focus on the high end and highly profitable jobs or do you focus on obtaining lower margin and high volume jobs?

Finally, you should track and measure the results of a plan. It can be as simple as counting the inquiries you receive. By tracking and analyzing your results, you'll see what's working and can make adjustments to future programs. The beginning of the year is a great time to spend planning how to grow and manage your business. Get started planning now to make 2011 your best year ever!

Website, Photo Album & Testimonials

Research shows that a majority of consumers search the web before making a purchasing decision. Does your company have a website? If not you should. This is a relatively inexpensive investment that shows the professionalism of your organization.

Be sure to fill your website with before and after photos of your work and customer testimonials. If you don't have a website there are several companies offering customized website design templates and hosting.

Adding links from your website to the Basic Coatings' products and services you provide would be helpful to customers as well. Basiccoatings.com offers answers to questions frequently asked by the homeowner as well as videos that demonstrate the services you will be performing on their floors. Creating your own company's website is simple, especially when you have access to tons of resources on www.basiccoatings.com. Basic Coatings encourages you to **start building your own site, to start building your business.**

One of the **best tools that you could use for bids is a photo book** that shows your past work and customer testimonials. Easily create one of these books through the many websites that offer custom photo book printing. Give this photo book to every employee **doing bids** and make sure to **stress the quality of your work** to the homeowner. Mypublisher.com, lulu.com, snapfish.com, shutterfly.com are just a few examples of websites that offer these services.



How to Get More Customer Referrals

Customer referrals are a great way to obtain new business. These new customers have already received positive feedback on your business. So what can you do to get more referrals?

- First and foremost make sure you do a good job and make the customer happy.
- Be creative by offering the customer a discount on their next recoat for every referral that mentions their name.
- Start a Facebook page and ask the homeowner to "like" your page. This information will automatically be distributed to the homeowner's Facebook friends. Visit the Basic Coatings' Facebook page to find examples of how some contractors are using Facebook as a marketing tool.

Contractor Toolkit Testimonial

"We encourage all of our customers to create a data base of installs and then mail to them once a year. Our contractors that have done these reminder mailings have found the return on investment to be very beneficial."

- Liz Grohn Andert
(Lon Musolf Distributing - Minneapolis, MN)

Customer Database

Are you collecting information about your customers? This information is a valuable asset that you should be using to increase retention of repeat customers.

At the very least **start a spreadsheet of the customer's name, address, phone, email address**, the service performed and the date of the last service. An example of how you could use this information could be to sort the spreadsheet by floors that you sanded 3 years ago. Then send these customers a **direct mail postcard** through the Basic® Coatings Contractor Toolkit portal reminding them that it is time for a recoat.

Recoats are **very profitable** and these homeowners are already your customers. Your customer database is one of your most valuable assets. Another option for obtaining customer lists is to purchase mailing lists. These lists can be very specific for **targeting a specific neighborhood or a particular demographic**. Learn to work smarter not harder, the return on investment from a direct mailing can easily be paid for with **one profitable job**.

Name	Address	Phone	Email	Job Date	Work Performed
Bill Hanson	501 Green Ave Santa Fe, CA 95075	(925) 345-2010	billhanson@earthlink.net	10/20/07	Level and Finish
Paul Harper	454 N. 12th St. Butler, WI 53007	(262) 453-3456	pharper@earthlink.net	10/20/07	Tyflite Recoat
John Mills	87 South Bay Rd Hicksville, NY 11801	(516) 345-4054	johnmills@earthlink.net	3/17/2007	Interior Cleaning
Larry Pether	471 State Hwy Raleigh, NC 27610	(919) 785-5744	lpether@earthlink.net	3/12/2007	Sand and Finish
Karl Sowell	8194 South Rd Lorton, VA 22079	(703) 678-4555	ksowell@earthlink.net	5/17/2007	Sand and Finish
Bill Stevers	6839 Front Road Livermore, CA 94550	(925) 574-7852	billstevers@earthlink.net	6/9/2007	Tyflite Recoat
John Whiting	989 Truck Drive Tallahassee, FL 32309	(904) 588-5844	johnwhiting@earthlink.net	7/20/07	Sand and Finish
Debbie Neuse	43 Rose Dr Manchester, CT 06040	(860) 458-6877	dneuse@earthlink.net	7/20/2007	Sand and Finish
Tony Leonard	8249 Wood Dr St Louis, MO 63144	(314) 958-5885	tonyleonard@earthlink.net	8/17/2007	Sand and Finish
Nate Cotton	985 Bere Ave Saint Paul, MN 55110	(651) 568-7955	natecotton@earthlink.net	9/9/2007	Tyflite Recoat
Eric Parkins	153 Supply St. Richmond, VA 23220	(757) 488-8138	eparkins@earthlink.net	9/17/2008	Interior Cleaning
Joe Parks	2342 South West Salt Lake City, UT 84115	(801) 498-7387	jparks@earthlink.net	7/9/2008	Sand and Finish
Don Steger	1142 2nd Avenue New York, NY 10035	(212) 377-7848	dstege@earthlink.net	7/4/2010	Sand and Finish
Cardine Warner	2342 N Milwaukee Ave Niles, IL 60714	(847) 375-9899	cardine@earthlink.net	1/12/2011	Tyflite Recoat
Kelly Harper	12343 Liberty Ave Jamaica, NY 11423	(718) 375-4888	harper@earthlink.net	1/5/2007	Interior Cleaning
Brian Davis	4633 Hubbard St. Emeryville, CA 94608	(910) 494-8488	bdavis@earthlink.net	3/12/2007	Sand and Finish
Carrie Lyons	4872 Alex Ave Pompano Beach, FL 33064	(954) 844-8844	carrielyons@earthlink.net	4/4/2007	Sand and Finish
Mike Harris	9834 Cobble Ln Coatesville, PA 19380	(610) 377-5855	mharris@earthlink.net	4/27/2007	Tyflite Recoat
Lynn Miller	4544 87th Ave Chatterbox, TN 37407	(423) 257-5555	lmiller@earthlink.net	5/25/2007	Interior Cleaning
Steve Spencer	34524 N Beck Detroit, MI 48202	(588) 585-6444	spencer@earthlink.net	12/26/2007	Sand and Finish
Stoney Mitchell	454 Vermont St. Pasadena, CA 91107	(818) 444-8888	stoney@earthlink.net	6/9/2008	Tyflite Recoat
Andrea Brown	2345 Hills Ave Dallas, TX 75252	(214) 444-5555	abrown@earthlink.net	3/18/2008	Interior Cleaning
John Roberts	3454 West Dr. Fairfield, CA 94534-4259	(707) 565-5558	johnroberts@earthlink.net	10/28/2009	Sand and Finish
Paul Harper	454 N. 12th St. Butler, WI 53007	(262) 453-3456	pharper@earthlink.net	11/20/2009	Tyflite Recoat
John Mills	87 South Bay Rd Hicksville, NY 11801	(516) 345-4054	johnmills@earthlink.net	12/13/2009	Interior Cleaning
Nate Cotton	985 Bere Ave Saint Paul, MN 55110	(651) 568-7955	natecotton@earthlink.net	1/3/2010	Tyflite Recoat
Eric Parkins	153 Supply St. Richmond, VA 23220	(757) 488-8138	eparkins@earthlink.net	12/14/2010	Interior Cleaning
Joe Parks	2342 South West Salt Lake City, UT 84115	(801) 498-7387	jparks@earthlink.net	11/22/2011	Sand and Finish
Don Steger	1142 2nd Avenue New York, NY 10035	(212) 377-7848	dstege@earthlink.net	10/30/2012	Sand and Finish
Mike Harris	9834 Cobble Ln Coatesville, PA 19380	(610) 377-5855	mharris@earthlink.net	11/22/2012	Tyflite Recoat
Lynn Miller	4544 87th Ave Chatterbox, TN 37407	(423) 257-5555	lmiller@earthlink.net	12/15/2012	Interior Cleaning
Steve Spencer	34524 N Beck Detroit, MI 48202	(588) 585-6444	spencer@earthlink.net	7/26/2013	Sand and Finish
Nate Cotton	985 Bere Ave Saint Paul, MN 55110	(651) 568-7955	natecotton@earthlink.net	8/18/2013	Tyflite Recoat
Eric Parkins	153 Supply St. Richmond, VA 23220	(757) 488-8138	eparkins@earthlink.net	7/7/2014	Interior Cleaning
Joe Parks	2342 South West Salt Lake City, UT 84115	(801) 498-7387	jparks@earthlink.net	7/9/2015	Sand and Finish

Expand your Professional Network

Are you networking with colleagues in the construction industry?

Be sure to always have **business cards** and brochures at your disposal. It's a good idea to introduce yourself to several of the real estate agencies in town as well. Show them the Basic® Coatings' recoating sell sheets and explain how you can spruce up the wood floors in their listings.

Wood floors are one of the **top factors for increasing value** when purchasing a home but the owner may not want to go through the expense of a sand and finish. Tell the real estate agents about your value priced service of cleaning and refinishing the floor to extract dirt and bring back protection and shine.

Some other ideas for networking include; remodeling shows, home shows and maintenance demonstrations on hardwood floors at a lumber yard. **Network and stay in contact with your professional connections** even when times are slower because they will remember that when things do pick up.



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For more information, contact your Basic distributor.
Visit our website at www.basiccoatings.com or call us toll-free at 800-441-1934.

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1001 Brown Avenue • P.O. Box 3126
Toledo, Ohio 43607