

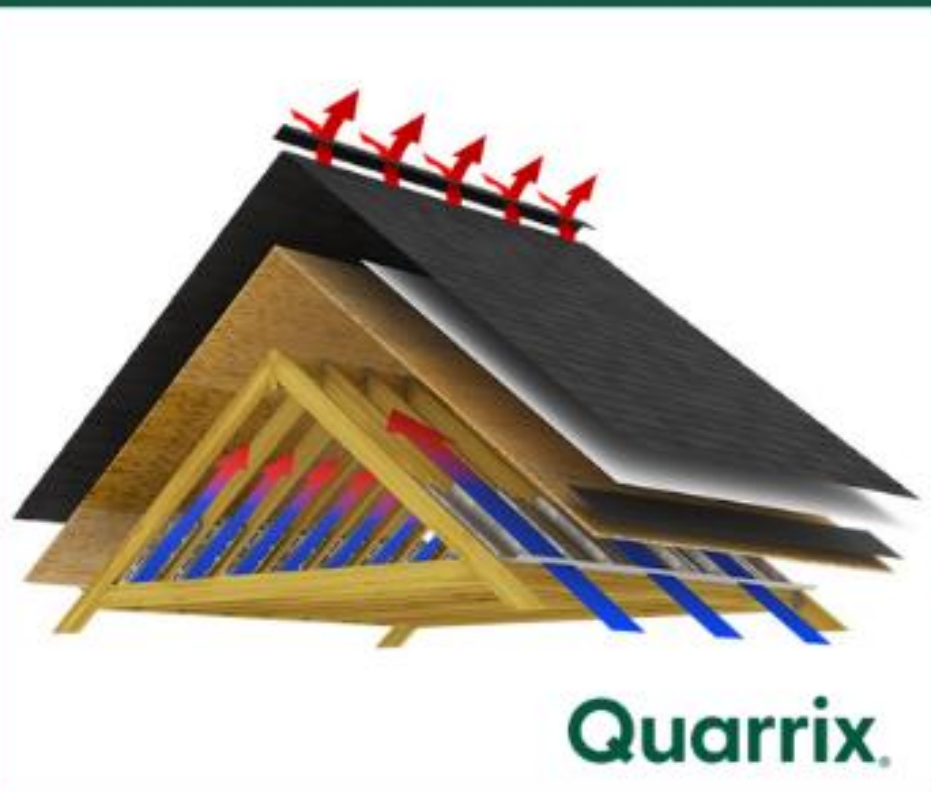
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Know More, Sell More:

*"Selling Beyond
the Shingles"*

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Know More, Sell More: "Selling Beyond the Shingles"

MODERATOR:

- Heidi Ellsworth, RoofersCoffeeShop®, Partner

PANELIST:

Nick Nobbe, Quarrix

Heidi Ellsworth:

Good morning and welcome. Thank you for attending this month Read, Listen, Watch RLW on RoofersCoffeeShop. My name is Heidi Ellsworth and I am the owner of RoofersCoffeeShop and so excited to have you all here today, watching this webinar. I have to tell you, this webinar today is going to be so important, not just for your overall roofing company, but for your sales team. And there may be a few of you out there that are like, "Ventilation, sales teams, how does this work?"

Well, the experts at Quarrix are going to share that with us today. And I have to tell you, I've had a sneak peek and it's really interesting, and it's going to be very important. But before we get started, I always like to go through, making sure we have our housekeeping in order. So this is being recorded and it will be on demand under the Read, Listen, Watch section of RoofersCoffeeShop later on today.

If you have any questions, we are going to have some Q&A time at the end of this webinar. So please put those into the chat box or the question box, Megan Ellsworth is in the background and she'll be chatting with you and getting those questions in line. So please ask questions as we go along. I am very, very proud to introduce today Nick Nobbe. Nick Nobbe is a project manager or product specialists managing the ventilation with Quarrix. So as we're looking at ventilation, Know More, Sell More "Selling Beyond the Shingles", Nick is really the key to this. He has been working on this with focus groups, with surveys, really starting to understand what's important to homeowners and what's important overall. So Nick, welcome to the show.

Nick Nobbe:

Thanks Heidi for having me, I'm excited to be here.

Heidi Ellsworth:

We are so excited to have you. Just again, so everyone knows Nick Nobbe has been working at Quarrix building products for over five years. And he is the senior product manager with a huge focus on growing ventilation and helping roofing contractors, homeowners, everyone to have safer and stronger buildings because of using the right ventilation in the right area. So Nick, I am really excited to get going and hear what you've been doing because you've really been looking at this for a while and doing a lot of great research. Can you tell us about that survey that you did with Quarrix and what were some of the results that you found?

Nick Nobbe:

Yeah, so we were just really curious and interested to know from the homeowner's perspective, like what do they know about ventilation and what are the questions that they have. And particularly we were really interested to know the people who had just been through the process or were actually in the midst of going through the process too. So we didn't want just people maybe who were 10 years out from a roofing project. So what we did was we set up a series of focus groups in several markets across the United States and myself and someone from our marketing team, we actually hosted focus groups and then we administered surveys too.

And these were people who had either gone through a roofing repair or replacement within the last six months prior or were going through one at that moment. So these were people who were in the midst of it, going through the

process. And so this was, it was great information that we got because they were literally going through it. So there were a lot of really interesting things that came out of it. And I would say one of the biggest summary points was that homeowners don't know a whole lot about roofing. And it probably doesn't come as too much of a surprise to especially contractors who are selling it day in and day out.

But some specifics around that, a quarter of homeowners couldn't even tell us what type of roof covering they had, whether it was shingles or metal or wood shakes, they couldn't even name the type of material on their roof. 75% of homeowners could not name the brand of shingles that was on their roof. And about 60% of homeowners did not know the type of ventilation on their roof, whether it was a ridge vent or static vent or mechanical ventilation, they didn't know. So really we just found that homeowners didn't know a whole lot about what was on their roof. And then the other big takeaway too, was that when we asked these homeowners, "Why did you pick the contractor that you did and what were the important factors?"

And we did this both through surveys and in the focus groups, the overarching theme that came out was, it was not just because of price. Price was actually almost never chosen as the number one factor. It always came down to knowledge. And then that really was... They wanted to make sure that they had a contractor who knew the products, knew the installation techniques and the science behind roofing and also some of the details around like warranties and things. So the more knowledgeable the contractor was, the more likely the homeowners were to choose them. And that really played out in every single market. And again, price was never the top choice or reasoning for any of these homeowners.

Heidi Ellsworth:

You know, so often contractors get into this price war or they're thinking [inaudible 00:05:55], which you're showing through [inaudible 00:05:58] research, surveys, focus groups that they don't have to show how knowledgeable they are and the quality of a great system that's going to fit the house or fit the building.

Nick Nobbe:

Yeah, for sure. And again, we had a lot of data from people who had already gone through the process and they told us how many bids they got and they told us, "Did we pick the low middle or high bids?" And so we have the data to show that rarely did homeowners ever pick the lowest bid. And really, it came down to that trust and comfort with the contractor and that trust and comfort was built through just being knowledgeable and having an understanding of, "Okay, here's what's actually happening in my roof. And here's why this contractor is recommending these products." And so it comes down to knowledge of your products, knowledge of roofing, knowledge of ventilation, and that built that trust. And that ended up being the reason why so many homeowners chose the contractors that they did.

Heidi Ellsworth:

And when you think about it across the country, there are some places that due to weather are replacing roofs yearly sometimes unfortunately for them, but in a good part of the country, you may only do one or two or three roofs in your

lifetime where you're actually buying them. And so that trust is so important. And a lot of the homeowners, what they're seeing is they're meeting the sales team. So they correlate that trust with that salesperson. So having a really well-trained sales team is so important. And so I'd like you to talk about that, why is it so important that of course the roofing company overall, but also the sales team understand ventilation?

Nick Nobbe:

Yeah. They're really the touchpoint between you and your customer, like as the company and the customer those homeowners are going to evaluate your roofing company based on the interaction with that salesperson. So if that sales person gets a question about ventilation that they can't answer, then that homeowner is going to assume that they're going to apply that knowledge level to the entire company, even if your installers are really knowledgeable on ventilation or any other part of the process. They don't trust you as much. So it's important to have your sales team trained. It's important to have your installers trained. Everyone from top to bottom, who might ever interact with a customer, it's important.

And then also it speaks to then making sure that the product is done right from top to bottom. And ultimately that's going to help you as a roofer, as a contracting company to put on better roofs. You're going to have better educated homeowners, but happier customers. And it just helps you position yourself a little bit better against your competitors who may have that knowledge, but they don't know how to convey it to homeowners. So that's why it's critical to have your people up front, have that knowledge

Heidi Ellsworth:

And getting them trained in that whole process and really understanding it. I think that makes such a big difference. And one of the things that I know you do with contractors all over is you really talk to them about attic and roof inspections and how important that is in building that trust with homeowners. So maybe you can talk a little bit about why it's important and what they should be looking for around ventilation.

Nick Nobbe:

Yeah. No, and this is a great thing to build into your process really. It's important because you want to identify potential ventilation issues obviously, and it's important to know what issues and problems you're going to have to solve just from a technical and installation standpoint. So obviously you want to make sure the job is done right. And that way then you aren't having any reputational harm just because you have failures down the road. But also it's important to do those inspections just because then you might be identifying opportunities to upsell homeowners and provide additional value during the project. So like one common example is you can do that inspection and sit down with that homeowner and say, "I see that you have six static vents on your roof right now. Well, I can come back and replace those six static vents, or I'll give you this other option too, and I'll upgrade you to ridge vent and you're going to get more ventilation. It's going to be a more in balanced system between the intake and the exhaust.

So during those inspections, you can identify some opportunities to say, "You know what? Here are some ways we can improve what you have today." And

ultimately, you want to be looking for things like making sure that they have enough intake because again, you might be pitching an upgraded intake system. If they have blocked intake from inside the attic with insulation covering those vents, you might be proposing that, "You know what? I'll install attic baffles that hold the insulation away and ensure that this ventilation system works." And you can also be identifying any of those, I would say issues that could potentially cause this roof to fail earlier than it should. And ultimately again, it's opportunities for you to provide more value and to give those homeowners some different options and upgrades that, especially when they see an inspection report, they'll understand, "Okay, this is an issue and I would like to solve it. And it's more valuable to me to actually spend the money to solve those problems right now."

Heidi Ellsworth:

Yeah. And I think it's really important too, because I love how on your last slide you had no callbacks or you don't want... Nobody out there with a roofing business wants callbacks. And so by really treating the inspection like you're talking about here as also that educational opportunity, I know that a big problem is the blocked intake vents. And so if you aren't educating the homeowners, they may do something after the roof is done, they're going to mess up the ventilation. So how do you... That's something you talk about a lot, right?

Nick Nobbe:

For sure. Yeah. Because again, a lot of times, you are only there for a set period of time during the project. And again, homeowners love to come through and yeah, they'll do different things. They might paint the outside of their house and paint right over those [inaudible 00:12:34] vents. Or they might say, "You know what? Our house is kind of leaky and I want to put in some more insulation in the attic and they come in and even if they do it themselves, or if they have someone else come in, they don't even know to check that or mention that. So it is important to know of that. And at the end of the day, one of the findings too, from our surveys was the top reason homeowners chose the contractor that they did in their projects was because of knowledge, usually number two was referrals from friends, family, and neighbors. And so if you have issues that come up, whether it's during the project or six months later, a year later, I can say with a lot of certainty that you're probably not going to get that referral because they had those issues. So it's important to know that that's something homeowners are factoring in. And if you have that reputational harm from not doing things right upfront or not doing the inspections, then it's going to diminish the amount of referral business you get.

Heidi Ellsworth:

Exactly. And I think it's also, the more you can educate them the less later on, they're going to blame the contractor and then it right goes to those referrals. So as you're looking through some of the common problems that you really should be not only training your sales team, your whole company about, but also how is your sales team now carrying that on and educating the homeowner. Maybe talk through some of those common problems.

Nick Nobbe:

Yeah. So I've covered the country and I've done my fair share of attic inspections and been on a lot of roofs. And it's the same handful of problems comes up in most scenarios. The first one being not having enough intake. Intake is such a critical part of any good ventilation system and so not having it, and so these are the things, again, when you do those inspections, or even when a sales person's first going out, if you walk around that house, you can usually get a general sense for, "They only have the rectangular gray intake vents. And I only see about 10 of them all the way around the perimeter of this pretty big house that looks like a problem."

You can usually identify things even before you ever even do any calculations or get into the attics. So making sure that there's enough and obviously you want to do the calculations, but identifying that upfront. And if you, at least, as a sales person can communicate that early in the process to a homeowner, then they start to have their expectations set of like, "You know what? We're going to have to spend a little bit more money to upgrade this."

And better yet if you bring that up, and then the next three contractors come in to bid that job don't mention it, it makes you look a lot more knowledgeable and it makes them look a lot less trustworthy. So that's something, having the installation blocking the intake vents from the attic spaces is not a really common one, mixing different exhaust vent types on the roof is something I see a lot. So you might have a Gable vent paired with a ridge vent, or you might have a turbine paired with some static vents. And what can happen then is you can have those vents interacting with each other and not excluding the intake vents. And then they start, one acts as intake for the other. And then you get all kinds of issues that arise from that. So things like that, venting bath fans into the attic, that's been the source of a lot of problems that I've seen over the years and probably one of the worst practices that I unfortunately still happens today. So there's lots of different things that come up, but ultimately, if your team is primed to look for these types of things, then again, you're identifying issues that not only can you make the homeowners' life easier and solve a problem for them, but again, if it's anything another contractor who's coming in and bidding that job, doesn't catch those, then you are appearing more knowledgeable to that homeowner.

Heidi Ellsworth:

And I think that's so critical because if you, especially as you're trying to sell that project, and you're saying, "Well, you need all new ventilation." But you haven't taken the time to point out why. That, "It's venting into the attic or you have mixed types of vents." Whatever that may be. So again, that education upfront of what's happening right now, what is the best solution really can help a salesperson differentiate their company and close the deal. And I think as you're looking at that Nick too, when you really start looking at how to do better, once you identified it, now you can talk to them about what you're going to do to solve it. So this is it right here, how to do ventilation better.

Nick Nobbe:

Yeah. So I think the companies that do this really well and the ones that from our focus groups we were finding were winning the jobs a lot more it's the ones who do all the things you need to do with this process. So really do the math upfront because ventilation comes down to some simple calculations and there

are resources online that we'll talk about towards the end of this to help with that. But generally doing the math and making sure that, "Okay, here is what this attic space or this roof configuration requires by code." And then you can take that and show that homeowner, "Here is what is required by code. And here's what you have today and actually you fell short in this. So here's how I recommend upgrading that."

But at least I'm doing that math. And so you have that basis to say, "You know what? You have a functional ventilation system from both the math and the code perspective, but also just from the inspection perspective." So doing that upfront, that builds a lot of trust and credibility with the homeowner. Doing an attic inspection you'd be surprised. I've talked to a lot of contractors and a lot of homeowners too, who prior to a roofing project did not inspect the attic and you can identify a lot of issues there that could be solved. And again, those come in the form of upgrades then potentially to those homeowners too. So doing that attic inspection I can't stress enough how critical that is. Checking both the intake and the exhaust too. I think I've gotten a sense over time that sometimes there's a feeling of, especially in a re-roofing project, in that new construction the roofer is like, "Hey, that's off the roof. That's not my role that the siding guy put that on there, that was installed decades ago when the house was built. And so unless the homeowner tells me about their issues there, that's not my problem."

But I always tell contractors that if that roof fails seven, eight years down the road because of moisture problems, because you didn't have enough intake to support the exhaust, that is your problem. And whether it's fair or not, ultimately you are responsible for that roof and the performance of that ventilation system. So making sure you're addressing both intake and exhaust with every project and not just going in and just replacing what vents are there, or replacing the system as is. I see that happening a lot where it's like, "Here's what you have today."

I don't know what line item [inaudible 00:20:03] quote exactly what you have today, but take a step back and actually say, "Okay, this is what they have today, but what is the best actual system for them?" And you can give them some options too. You don't need to go the whole nine yards and present them with the 100% best perfect because obviously cost is always a consideration, but there are ways where you can provide good, better, best options and let that homeowner be the one to decide, "You know what? We want to go all the way and make it the best system, or we just want to improve it some percentage over what it is today."

So doing that, aiming for that balance system, that's so critical with any good ventilation system is that equal parts in-taking exhaust. And I would say one of the most missed opportunities and one of the more important parts about how to do ventilation better really is explain it to the homeowner then. So you're going to say, "Okay, here's, what's going on in your attic and your roof, here's what the code say." But then actually take that to them and say, "I'm going to walk you through not only all my recommendations and what this is..."

But under explain to them the why behind it and really what this is and how it works. So explain to them, "Okay, your attic ventilation system is two parts. It's intake, fresh air comes in from the outside. It leaves out the exhaust vents at

the top via the stack effect of hot air rising. And when you have intake and exhaust points you get air movements and air circulation. And so this is why it's important."

One example, I always tell homeowners or contractors do you use with homeowners, I always say, "Explain to them, like, think about when they're in their house and they open up a window on one side of the room, and then they go and open up the window on the other side of the room and you feel that air rush through, that is ventilation in a nutshell." And so if you can use an example like that, homeowners are like, "Oh, okay. That's why it's important for me to have really good static vents. And that's why I should spend this money upgrading because way more air moves when I have both intake and exhaust." So it's really translating and conveying that to homeowners that is doing ventilation better. If they can pair it back to like, "This is what ventilation is and how it works and why it's important." Then you'll know that you and your team are doing a good job. And last is just giving homeowners options too. I alluded to that good, better, best model earlier.

So again, you don't necessarily need to push them and say like, "Okay, you have to do ridge vent." Or, "You have to do some high-end mechanical ventilation system." But give them some options and say, "You know what? Here's what you have today. You're a little short on the exhaust side. And I think there can be some improvements. So you know what? I'll add a couple more static vents, and that'll be the better version, or I'll give you the best version and we're going to upgrade you to a high-profile ridge vent. And here's all the benefits of ridge vents."

And so then they have three different options and they're going to compare those options and a lot of research over a lot of time and including our focus groups. So what we found is that homeowners don't want to pick the worst option. They don't want to have the worst price for their roof. So giving them those options helps drive more sales and more margin ultimately for the contractor.

Heidi Ellsworth:

And I think too, I know some contractors out there might right now be a little timid about getting into the attic due to COVID, but there's so many ways of doing that with masking up and just communicating well with the homeowners and explaining to them how important it is to really get that view and get that look. And one of the other things that I think too, as you're talking about doing it better and giving them those three options is really looking at what is going to do for the life of the roof. And also for just the overall energy efficiency of the house that your heat pump or whatever you may have in the attic, the house, nothing's going to have to work as hard with good ventilation. So sharing those kinds of things outside of things from the better options, I think helps also with homeowners.

Nick Nobbe:

Yeah, for sure. Actually, over the last three weeks I've been looking at houses. And one of the first things I look at is the roof. And when you think about the cost of a roof and compares to the big investment you're making in the house, I'm like, it's a huge selling point to me, if that roof is less than five years old. And I'm like either adding a lot more to my budget or taking off a lot, if it's going to

be done, because it's a huge investment to redo our roof. So if a homeowner knows that they're going to be putting on a healthy, long lasting roof, it eases so much more of their worries. And then they're a lot more likely to pay 3% more by putting a better ventilation system, because when you factor in upgrading to ridge vent in the scope of a large roofing project, it's a pretty small percentage of the budget.

And so, again, especially when homeowners can think, "You know what? I'm not going to have to worry about moisture issues or heat build up in the attic and issues over the life of that roof." That makes them so much, I would say more comforted and like, "You know what? I'm willing to spend that extra three to \$5,000."

Heidi Ellsworth:

Right. To do it the right way. Now, I know both [inaudible 00:25:57] and homeowners have a lot of misconceptions about ventilation. And so as the salespeople are out there and as you're training, how can they address some of these misconceptions to make sure that the homeowners really have the best information to make those decisions?

Nick Nobbe:

There are definitely some common misconceptions out there around ventilation, especially if you as a homeowner, if you start going and reading on blogs and things online, a lot of people who are not educated on the topic start sharing those opinions. It's like the whole web MD phenomenon where people can diagnose their own problems and then they go see their doctor and they find out it's completely wrong. So a lot of misinformation out there. One of them that I see a lot, and this one actually is in practice, like when you go out. It's just more ventilation is better. I see a lot of times homeowners who just thought that if I saw more vents on the roof, that that is a better vented roof. And if I see more ridge vent along all the ridges, that means that that one is better than the house next to it that doesn't have as much vents on it. And really it's definitely not the truth at all. It's not about getting the most ventilation on a roof. It's about getting the right amount of ventilation. Because ultimately if you have too much exhaust ventilation and there's not enough intake to support it, then you're going to have an imbalanced system that doesn't have those nice air exchanges that happen within the attic space. And you don't have that nice convection effect. What ends up happening is it's so overloaded on one side of the system that it becomes a lot less effective. And in some cases you actually can start to get a reverse effect where air is coming in because there's so much exhaust. So again, it comes down to doing the calculations and making sure you have the right amount of ventilation. Because one thing I also tell contractors too, I'm like, "The more ventilation you put on the roof, the more holes there are cut in the roof and those are just more fans for moisture to get in."

So you want to get the right amount. Obviously there's a degree to which you want to go in terms of getting the right amount of ventilation. But if you're going far past that, you're not really doing much to help that roof then. So getting the right amounts versus the most is critical.

Heidi Ellsworth: Nick just real quick, let me ask you because I live up in the Pacific Northwest and so I grew up working with contractors on ventilation and how important it is because there's so much moisture, but one of the things you've talked about too, and I'm jumping on your next misconception, but is that ventilation isn't needed [inaudible 00:28:48] it, but that's not true, right?

Nick Nobbe: You're right on. It's needed really everywhere. I think it's critical. And for, I would say slightly different reasons in different places. So up in the Pacific Northwest, the relative humidity and the moisture in the air is so high. So it's really, it's about moisture. And so you want good ventilation systems to keep air moving and keep things dried as best they can. Because you don't want moisture sitting for long periods of time in the air and in enclosed spaces. But if you go down to Arizona or Texas, where they get tons of sun throughout the year, all that UV exposure and all the heat, if you don't have an effective ventilation system then those attics build up so much heat from beneath. And it basically becomes like a little oven that's baking your shingles from beneath. And that's when you start to see in those markets, you'll see the curling of the shingles on the corners of them or you're going to see them cracking. So that can happen way earlier than it should. And then snow and ice damming up where I'm in Minneapolis. That's a huge problem that we're trying to solve is keep the snow out of your attic. Keep the snow melting evenly across your roof, and actually try to get your attic ventilation systems to the point where when it snows in the winter, that attic is close to the outdoor temperature. So that way, when the snow lands on your roof, it doesn't melt, trickle down to the bottom, freeze and then creates the ice dams. You want that roof deck nice and cold. So that way then you don't have those ice dams building up. So we've all gathered, and in different geographies we have our different challenges, but at the end of the day, ventilation is basically the conservative measure to mitigate all those problems. So regardless of where you are, it's always a good idea to have a good ventilation system.

Heidi Ellsworth: Yeah. That is really cool. And again, really understanding that it's not all about cost, it's about performance.

Nick Nobbe: Yeah. And at the end of the day, like I said, consistently homeowners told us they did not pick the lowest bid. They were actually nervous about that. And they didn't want the cheapest option. So, just because you might think that homeowners are scrutinizing and it's always going to come down to the pennies, if you can convey to them that you are providing the best solution for the long-term health of their roof and that you are a trustworthy contractor who is going to stand by your work and it's going to be there not just for the next three months when you're leading up to the project and doing the project, but also three years after if they do have any questions. If they have that, they're more willing to spend money and to spend money not only with you, but to also spend money then upgrading within that project too.

Heidi Ellsworth: Exactly. So, okay. Let's talk about that a little bit. We've got these misconceptions and you've talked about the whole ventilation then as you are,

as your sales team is really going out there incorporating ventilation in the process, in the sales process over pretty much the whole experience of this new roof. Talk a little bit about the importance of that and how they can do that.

Nick Nobbe:

Yeah. So, again, making it part of the inspection process is critical. And it doesn't necessarily have to be that you have to go out on a separate day or spend an hour doing a separate ventilation inspection. It's just, it should be a standard part of the inspection that you're doing prior to quoting that project. And then educate those homeowners too, just again explained to them. I think the process always works best if you first explain to them, "Here's what a good ventilation system is, equal parts intake and exhaust. The codes require you to have one square foot of ventilation for every 300 square feet of your attic space."

Just give them the high level points of what it is and why it's important, and then walk them through the results of your inspection and say, "Okay, here's what we found. We told you about that one in 300 rule where you want one square foot of every 300 square feet of attic space. Well, you have seven bucks fence on your roof right now. And based on our calculations, you are short. So, here's our recommendations." And when it comes to the recommendations, I think really presenting homeowners with good, better, best options goes a long way because it gives you a couple of benefits.

One is you're not locking yourself into one number that another contractor can come in then it goes a \$100 dollars under and then you lose the job. So you're giving the homeowner options two, I think you're building some trust then with the homeowner too, because you're not just forcing them into options. You're giving them options and they feel like they have more control over the process. So we found that homeowners just felt a lot more comfortable when they could pick the different options. And the third benefit of doing those multiple option bids is that you're giving yourself an opportunity to upsell again, because a lot of contractors just missed that opportunity. Because even again, like to my point of no homeowner wants to put the worst roof on. And so when they see three different choices, they're going to either go to the middle or the higher one, just depending on what their budget is.

And I would say in most cases now, obviously some cases that doesn't always play out, but more often than not, homeowners want to go at least to that middle number. And that's again where you can gain a little extra margin by installing some more vents or upgrading to a ridge vent or upgrading from organic asphalt underlayment to a synthetic underlayment. There are a lot of ways you can do it, but giving those good, better, best options I think helps go a long way in just winning those jobs and ultimately winning some more revenue and margin dollars.

And ultimately to train your team again, salespeople all the way to anyone who is going to interact with that homeowner, if everybody is more educated on the products that you're recommending on how ventilation works on just roofing in general, the more educated you are. And the more that your team is comfortable talking to those homeowners about any technical questions they have, I can guarantee you, it goes a long way in winning jobs with homeowners. Because again, I talked to enough homeowners through our focus groups where

it was like, if they felt like the sales person couldn't answer a technical question, they just wrote those companies offer. They said, "You know what? I don't trust them because they're not very knowledgeable." Even though the salesperson's not going to be up on that roof doing any installs, they wanted that comfort. So those are some critical things to take into the process that you have with the homeowner.

Heidi Ellsworth:

I really liked too, how you say train the team because you want a consistent message all the way through, from the people who are answering the phones to the sales people. If someone calls in with a question too. There's a lot of times, especially now people are at home, they may come out and ask the crew some questions about the ventilation and the crews give me a different answer than the salespeople then that can cause problems too in the experience and ultimately in the referrals. So I love that, that you talk about that. And when you're really looking at it that ventilation knowledge does close more sales. So let's talk about that because everyone wants to close more sales.

Nick Nobbe:

Yeah. Well, again, like I said at the top, it was funny how little homeowners knew about ventilation accessories, just roofing in general. Like most of them I'd say over this period of months that we were doing these focus groups and from the surveys is they could tell us about that they had two or three different options of shingles, but when we asked them, did you have more options? They were like, "No, we didn't choose between any underlayment, pipe flashings or vents, they weren't given any other options and they didn't even know that they had other options. So homeowners just didn't even know. If they know that, you know what? There's more than just box fence or like the whirlybirds, they were like, "We didn't even know that there was other kinds." Like when we would show photos of homes with ridge vents, they had no idea what that even was. Or if we said like, "Do you see the ridge vent?" They're like, "What is that?" Or, "What does that even mean?"

So if you could even just educate them on, like, "Here's what this is." Or like, "Here's asphalt or organic underlayment or tar paper and here is synthetic underlayment. I want you to hold these two in your hand and see how they feel and how do you feel like this would hold up over 20 years?" If you educate them on the options that they have, they're a lot more likely to want to choose the better thing. So really educating them, that'll help you close more sales. And again, we found time and time again, when they told us that they were shown more options and when they were given more information, that they trusted that contractor more, they viewed that contractor as more knowledgeable and they ended up choosing those contractors a lot more. So it really came down to information provided and knowledge that really drove the trust between them.

Heidi Ellsworth:

Yeah. And I just think, as everyone knows, there's a lot of competition and homeowners are being told all the time, "You should do more than one bid, two or three bids." And so if you are looking at a bid, like you said, that doesn't give them any options or even talk to them about the accessories, whereas another company and that sales person really goes through it and respects them with

that knowledge, it's such a differentiator to make your roofing company stand out in the sales process.

Nick Nobbe:

Yeah. And one funny anecdotal thing that came up many times too, and I was actually surprised at this is homeowners when they got single bids, because you're right, we always asked, "How many bids did you get?" And the average was three. But many I would say at least in a third of the cases, they got more than that. But what they always get a lot when they saw single number bids and weren't given options, they always thought, "You know what? I don't know if I necessarily trust that number and why are they choosing the price that they are? Are they getting kickbacks from the shingle manufacturer or are they getting kickbacks from the dealer that they're buying it from? I want to be the one to drive a little bit more of what gets put on.

And so there was some skepticism around like, "I feel like I'm being forced into this bid and this package of products, why did they choose this CertainTeed shingle over Owens Corning? Or why did they choose this vent over another manufacturer's vent?" Like, once they started to really scrutinize the bids, they were actually skeptical about that. But when there was multiple options in front of them, then they're like, "Okay, I at least have a little bit more control over it." So that trust was alleviated. And it builds a little bit more of that too.

Heidi Ellsworth:

Yeah. And really taking the time to package that knowledge to really explain. I love that explain, like why. We believe in this roofing product, because it does all these great things for you. And so being able to really package that and put that in the hands of your sales team and work with your manufacturers and your distributors to put all that together, I think is critical. So let's talk a little bit more about how do roofing contractors do this? How do they get the knowledge, the information to really package it in a way that help to close more sales?

Nick Nobbe:

Yeah. So I think just having the right content a lot of times too, because you're not going to be able to sit down with a homeowner for two hours and walk them through all the nuanced details of every product that you're going to be putting on that roof and explaining to them how shingles are built and structured and how they last over time and the features of this shingle over the next and same with ventilation, you don't have the time to do that.

So having the right literature and website content is critical, as far as leave behind literature, homeowners love that. One of the things that we actually talked about with them was, "If we, as a..." Because Quarrix, we are a ventilation manufacturer and we make some other products too. We said, "If we were to mail you guys, some just helpful ventilation information, would you read it or would you just throw in the garbage?"

And the second question was, "Okay, if your contractor gave you this exact same piece of information or brochure, would you read it?" And the overarching sentiment was, about 100% of the time, if it came from us, they're going to throw it away. But if their contractor left it behind after that meeting, they would definitely read it. So having the resources and that can help you with explaining ventilation or explaining the difference between different types of

shingles. Well maybe it's like an architectural versus like a three tab. Like if you have those pieces of literature, like the homeowner, because they're spending so much money in this project, they're going to read that. And so I think that helps convey a lot of the knowledge too, without the whole burden falling on that salesperson to explain every bit of that.

Heidi Ellsworth: And then doing research ahead of time too, the homeowners are researching

Nick Nobbe: Well, that's where website content and social media content becomes big. Because homeowners more and more these days, before you walk in that door, I can almost guarantee you, they at least tried to look you up on social media or on your website or in the yellow pages.com or like Angie's List or something like that. I went back, they tried to search you and tried to get some reviews. So that's where having this content on your website, again, it lends to that credibility. It shows that you are knowledgeable. If you post a blog post or something, and maybe you have like wildlife infestation issues in your region, some markets have huge problem with squirrels chewing on lead pipe stacks. And so maybe you do a blog post on that. It shows that you care about the details and that you want to solve the problems that come up in your area. And if you have information about ventilation on your website, it shows that you care about the details and you care about education and being knowledgeable. So having that on your website and any social media you might have is really critical.

Heidi Ellsworth: Yeah, it really is. It is so important. And to be able to give them that chance to research, to be able to find the information, to be able to confirm it by a third party, that the contractor believes in it, because again, that trust of the contractor is so important. So as you're looking at this training and help, how do contractors move forward? Taking this information from your studies and then working with you and their shingle manufacturers, other folks on getting training and help.

Nick Nobbe: So a lot of the manufacturers for all the products that you're using and installing, in a lot of cases they are hosting trainings and seminars. I know in the ventilation industry, there's a lot of that happening. And it might be just individual events hosted by those companies. It might be hosted through the building products distributors, or they might be taking place at trade shows. But there's a lot of educational opportunities. And especially now in this digital virtual world, we're living in, I know there's a lot of opportunity for even just distanced online trainings. So there's lots of resources out there for that. As far in the ventilation side of things, there are calculators online that help make this process a lot easier. Specifying ventilation and getting the numbers right. All you have to know is the square footage of the attic space. And you can go on like on quarrix.com, we have a ventilation calculator and you just punch in the square footage of the attic space and it'll tell you exactly how much intake you need, how much exhaust, and then they'll even tell you how much product to use, whether you're using a ridge vent or something else.

So utilize the online resources, leverage ventilation experts too. I always tell contractors, it's always good to have a go-to person for every project you have or every specialty area, because ventilation, especially like there are some very strange cases out there. And those are some of the funniest and weirdest projects that I get, but those are the ones where contractors just call me up and they have me on speed dial and like, "I've got a really weird scenario." So have that resource, I guarantee they're out there. So if you talk to the local manufacturers reps, they will be able to get you in touch with someone like myself who does this on a day in day out basis. So find that go-to person and leverage that.

And ultimately, I think the biggest one is just invest in your team's education. Like spend the money to send your team to trainings or spend the time to reach out to a ventilation company and say, "Hey, can we set up a training with my team? And I want to train the sales team, the customer service or whoever it might be. I want to get everyone trained up on ventilation and how to talk about it with homeowners." So if you invest that time and it can be done at really low cost too, especially now in the virtual world, it's pretty easy to do. So that can help you win more projects and ultimately have happier customers too.

Heidi Ellsworth:

Yeah. What I loved, and I know this is about ventilation and ventilation selling, but what I really appreciated, what you said earlier, and it goes along with this training is looking at all the different parts of the roof and really taking if during the time for the salespeople to differentiate your company is taking the time to talk about all the different types of underlayment that are out there, and what's going to work best with which products, all of those things that go together [inaudible 00:48:49] accessory. Sometimes we get so caught up on the actual roofing products that you forget about the things that make the system and that system education to a homeowner or to your team can really make a huge difference.

Nick Nobbe:

Yeah, for sure. And again, homeowners, a lot of times don't know anything beyond the shingles. They'd see the shingles. That's the thing that's right in front of them when they pull into their driveway at the beginning and end of every day. But once they understand, well, there's unrelated behind or underneath there to protect the roof decking. And there are flashings all around the high moisture spots and there's a flashing over at your pipe stacks to make sure, because that's the most common area where water leaks happen. And there's vents up there to keep all that hot air and all that moisture buildup from causing problems in your attics. So once they see that it's more of a system and less of a product, then they're going to be a lot more willing to make better decisions and potentially upgrade to some better products too through that process.

Heidi Ellsworth:

Yeah. And we see a lot of the manufacturers out there who do a great job explaining that system and putting that whole system together. So there's a lot of places where you can get that information and help, especially from [inaudible 00:50:12] seasoned sales teams, more seasons companies, they pretty much got this. But if you're starting out in roofing or if you just haven't taken the time to do these kinds of things, Nick is the type of person that can

really bring that next level of quality into your sales programs. So Nick, this has been great. I love sales, I love having how to incorporate all this. But we do have some questions. We have some really good questions that are coming through here. And so one of the first questions, really we want to go back to the survey and your focus groups that you did. And one of the questions was if 90% of the roofs are not adequately ventilated, then why aren't we seeing more roof failures? And so I'm thinking too, if you could explain how you gathered that information and that percentage, that would help understand that no, not all the roofs are failing. But we're seeing this as an area for great improvement.

Nick Nobbe:

Yeah. No, it's a good question. I've gotten that question a lot before. And if you ask a lot of the companies out there in the industry, this number is the consistent number. So it's not just generated by us internally. But generally yeah, you might be thinking, "Okay, so why are we seeing 93% of roofs failure?" I think a lot of the issue is that it's not manifesting itself in the moment. Like you don't necessarily... Because issues sometimes take years to permeate down to the building, the inside of the building itself.

So you might not necessarily see like that molding and the water spots on the ceiling, but I can't tell you how many times in most of the cases actually, where I see ventilation issues, the homeowner didn't even know about it until they had a really bad hailstorm or a leak happened. And then once you get up into that attic, you see, "Whoa, this decking is completely rotted out."

So a lot of times, the issue is there and it might not necessarily cause that roof to fail or it might not cause an issue to have the point where the homeowner has to call up a contractor. But what it is, is it's shortening the life of that roof. Now, in some cases, like a slightly imbalanced system, it might take off a much smaller percentage of the life of the roof. But then there's broader issues too, that will shorten the roof by about half of its potential life. So it's degrees of issues within that 93% of roofs. That is to all of the specifications. So it's degrees within that, but ultimately when those issues and when ventilation isn't done right, then you're just taking off years of that roof and shingles life and the underlayment life and everything else.

Heidi Ellsworth:

And really for those who are doing service and maintenance residentially, which is really starting to take off, checking that attic and checking the ventilation and making sure things haven't gotten painted over or whatever may have also, it's part of that too. Because sometimes it's not the contractor, it's later on the homeowner and what they've done afterwards. I'm guessing a lot of the time that that's the case.

Nick Nobbe:

Homeowners modifications are a big one or again like the existing intake which was already there, and when you re-roof a house, if you don't do any attic, a lot of times it's you just might not even be up to code either. You might have like 30% intake and 70% exhaust, and that is not vented properly and that's not done the code. So a lot of times too, it's not even meeting the requirements of the codes.

Heidi Ellsworth: We have another question. And this is from Joe Hoover. Thank you, Joe. I was wondering about the importance of insulation levels and how they will affect your ventilation system.

Nick Nobbe: Yeah, that's a good question. And I always tell people ventilation and attic ventilation, it's a system and not just a product. So as part of that system installation is very critical. You need to have the right levels of insulation in your attic between the attic space and the conditional living space, because if it's inadequate and that's where you're getting more heat transfer from the condition living space and more moisture leakage through and into the attic, which is going to cause more problems. So, codes vary in terms of what are values you need to achieve by region. But generally if you are meeting or exceeding those code requirements, your attic in your ventilation system is going to perform a lot better and you have a lot less risk of problems than if you are under insulated.

Heidi Ellsworth: Yeah. Perfect. I was just checking here to see, I think we have time for one more question and let me just pull this up here. The question was, "Hello, and thanks to both of you for the very useful program." So thank you. And the question is, "I am in Miami and we have the very strict hurricane code. Ridge ventilation is not used much, but I like it. Could you give some more advantages and talk on turbines and [inaudible 00:55:50]. That's the question. [inaudible 00:55:54]."

Nick Nobbe: Yeah. So Florida is a very unique market. They have a lot of very stringent code requirements there because of the hurricanes they see. There is actually some specific product testing done in the industry, and then you have to test and pass that if you want to sell in Florida. So I can just speak from the experience that I've had with our products, we've tested our products to the Miami Dade and Florida building codes to meet those requirements. And basically what they do is, they put your vent through a class two hurricane, and you can only allow a very minimal amount of water to come in into the vent over a period of about an hour, hour and a half. So there are vents that do test and pass that. At Quarrix, we actually do have ridge vents that have that rating. And actually, ours has a weather protective membrane. It's called our StormStop Membrane and it's the StormStop ridge vent and it's designed for those areas. So that way you can keep the crazy hurricane force with water from getting into your attic. But more broadly just about Ridge vents in general, I think the benefits you're getting is you're venting at the highest point of the roof. So box fence, and those other types of vents sometimes can't be installed right at the ridge and hot air wants to travel and collect at the ridge. So it's important to vent at the highest point. You're venting continuously across the entire space of that roof versus just in areas wherever you install individual vents. And it's just better curb appeal too. Because you're getting all that ventilation benefit, but you're hiding it beneath the ridge caps. So it's not nearly as noticeable. As far as the questions about turbines and solar vents, the turbines obviously like the whirlybirds with those spinning mechanisms, the idea with those is you use less of them. And once the top turbine mechanism starts

spinning, then the idea is that it pulls air out of the attic. But I can tell you from our focus groups, is that homeowners do not like those at all. Sometimes you feel like that be the only choice, but from an aesthetic standpoint, a lot of times they squeak and they get rusty. And so sometimes if those turbine mechanisms stops spinning at any point during the life of the roof, then it just basically becomes a glorified, static vent. And you usually don't have enough of them on a roof. So I tend to steer people away from those if possible. Solar vents, those can work and those are fine. They're definitely a little bit more expensive. So you're definitely going to want it back to that end of the budget. And usually you're going to need a couple of them because they usually have pretty weak fans in them. Since they're solar powered are hardwired vents like they're very similar except they're just hardwired those generate a lot more air movement and they pull air out. But the solar vents, I think they're a good option. But again, just it usually stretches a lot of homeowners budgets.

Heidi Ellsworth: Well, thank you. Wow. Last question. How do people get ahold of you, Nick? When they're looking for that ventilation expert, how can they get more information and get ahold of you?

Nick Nobbe: Yeah. First you can just go to quarrix.com and there's a lot of information on there. Not only about some products solutions that might be a good fit, but also just resources in general. There's the ventilation calculator or other things. So check out us at quarrix.com, but also you can email me directly at nicknobb@quarrix.com. That's N_-I-C-K N-O-B-B-E@ Q-U-A-R-R-I-X.com. And I believe this presentation will be made available. So my email is in there as well. But I'd love to be a go-to ventilation resource for a lot of people. And this is the fun part of my job is just talking with contractors and solving ventilation problems. So anybody can definitely reach out directly to me via email.

Heidi Ellsworth: That is awesome. Thank you so much. And I want to thank Mark Oakland and Gabrielle. Gabrielle, I can't see your last name right now, but thank you for your questions along with Joe, that just makes such a difference. And we so appreciate that. And Nick, thank you. Thank you for your time today and thank you for sharing your wisdom.

Nick Nobbe; Yeah. Thanks Heidi.

Heidi Ellsworth: So I want to thank all of you for attending. As always, as we talked about at the beginning, this is being recorded and it will be on demand on RoofersCoffeeShop under the Read, Listen, Watch section. So be sure to share it with your other folks in your company, with other roofing professionals or with some homeowners, you never know. This would give them all kinds of great information. Also, please be sure to look up Quarrix in our directory. So Quarrix, and Nick's information is all under RoofersCoffeeShop directory and great information, great articles, some video. You can really find a lot of answers in that section. We appreciate having Quarrix on here. They are a great partner with RoofersCoffeeShop. I would like to invite all of you to join us again at the end of April. In fact, April 28th, Georgia Pacific is going to be here.

And I'm really excited about this. The experts at Georgia Pacific are going to be sharing another study that they've done on extending the longevity of flat low slope roofs with cover boards. So the name of the program is The Proof Is In The Roof. It's a great information that is going to be backed by some long-term couple years studies that have gone on by Georgia Pacific. So please join us April 28th. And again, thank you, Nick. And thank you all for watching. Join us again the next time on our Read, Listen Watch program. Have a great day.



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