

Expanding Your Residential Service Department



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PRODUCTS.

grow your
SERVICE DIVISION.

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Titebond.
THE PRO'S ADVANTAGE

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why create a **SERVICE PROGRAM?**

Residential service programs often go unnoticed in the roofing industry. This is unfortunate because great service programs can garner referrals and create a dependable year-round income for contractors and their employees.

Additionally, many homeowners do not have the time, tools or experience to completely take care of their homes themselves. Regular checkups on their roof, siding, flooring, etc., are necessary to ensure a house is properly functioning and to avoid costly damage that will often go unnoticed unless inspected by a professional. Creating a service division addresses this consumer need and is a simple, yet effective way to grow your business.

“I always think of home maintenance as being like a dental checkup,” Darci explained. “You need it at least annually, maybe even six months, to catch and address maintenance issues.”

Whether your roofing business is commercial, residential or a combination of both, a successful service division will add profitable dollars to your bottom line. Cotney Consulting Group CEO John Kenny even stated: “A well-executed service division will perform with a clear net profit of 20% to 30% on the commercial side, with residential contractors seeing a return of 30% to 40% clear net, which will substantially boost your company’s overall financial performance.”

meet

DARCI KUNARD

Darci Kunard is an experienced marketer with a demonstrated history of success in the building materials industry. In a Roofing Road Trips podcast from RoofersCoffeeShop® Darci shares how contractors can utilize products, such as Titebond® Ultimate PVC Trim Adhesive and Sealant, to enhance their residential maintenance and service divisions. She also illustrates other ways contractors can expand their service programs.

Darci wears many hats and is skilled in many areas of business. While her focuses are on marketing management, sales, life sciences, strategic planning and business development, she also has a proven track record of successful product launches in the industry.

Currently Darci works as the senior product manager of DuraMaster. She is also involved in sales and business development with Titebond products at Franklin International.

In this podcast, Darci talks about her process of launching a new product, such as the DuraMaster sealant: “I really delve into the research on the field side, figure out what kind of products customers are using now, see if there are there any issues. Would their lives be better if they had a new solution?” says Darci. “My philosophy has always been: What do the users need, or what do the customers need that would make their work easier? Are there problems they’re having now?”



A man with a beard, wearing a yellow button-down shirt, is looking down at a tablet computer he is holding. He is in a warehouse or industrial setting, with metal shelving units filled with materials visible in the background. The entire image has a yellow tint.

products to expand a

SERVICE DEPARTMENT

Now that we've discussed all of the benefits of having a service department, you're probably asking yourself where to start and what materials you need to have on hand to ensure each project is a success. Or perhaps you already have a service department and are looking for products that can enhance your level of professionalism. Luckily, starting a service program, or making one better, is a simple process that requires only a touch of research.

Next, are a few essential products, recommended by Darci, that will help you create a high-performing service department.



TITEBOND ULTIMATE PVC TRIM ADHESIVE AND SEALANT

Titebond Ultimate PVC Trim Adhesive and Sealant is an advanced polymer, one-component, adhesive sealant that can be installed with a variety of materials.

This product adheres and seals PVC trim to virtually any material including wood, metal, masonry, other PVC trim and more. Ultimate PVC Trim Adhesive and Sealant is white in color to match the trim boards and can even be applied in extreme weather conditions.



WEATHERMASTER ULTIMATE MP SEALANT

This premium-grade, superior polymer, multipurpose exterior sealant offers matchless adhesion to the most common building materials you use every day. It has been engineered specifically to outperform current sealant technologies, including VOC solvent, silicones, tripolymers and urethanes.

Like the Ultimate PVC Trim Adhesive and Sealant, the Ultimate MP can be extruded in extreme temperatures and remains permanently flexible with no shrinkage. The MP can also adhere to damp surfaces and still provide the weather-tight seal you're looking for.



TITEBOND DURAMASTER SEALANT

This impressive sealant is the first of its kind. Completely elastomeric, water-based sealant with nearly 100% joint movement, this revolutionary sealant offers 4X durability compared to other high-performance acrylic latex sealants.

Other benefits of the DuraMaster Sealant include its flexibility and resistance to cracking, along with its ability to adhere to vinyl, metal, glass, wood, PVC, concrete, aluminum and all types of siding. It's ideal for both interior and exterior applications.



TITEBOND ULTIMATE TITEGRAB™ ADHESIVE

Titebond Ultimate TiteGrab Adhesive is an advanced polymer formula, designed to decrease installation time of vertical applications. This adhesive has twice the initial bond strength of most other similar adhesives. It reduces the time allotted for bracing by grabbing heavy materials and achieving a strong, permanent bond to porous and non-porous substrates quickly.

In fact, the bonding power of Titebond® Ultimate TiteGrab™ Adhesive can support one insulation pin holding three pounds of weight in 17 minutes, five pounds of weight in 35 minutes and the pin can be bent after two and a half hours without any loss of adhesion. This product's stand-out feature is its ability to bond to vertical surfaces without slippage, putting an end to secondary support additions for many applications.



TITEBOND ROOF PLUS SEALANT

This water-resistant, solvent-based, elastomeric rubber sealant is designed for asphalt, metal, solar, aluminum and most general roofing applications.

TiteBond Roof Plus Sealant is resistant to dust, dirt and stains. This product is completely paintable and can be applied to itself (resealable).



WEATHERMASTER GUTTER & SEAM SEALANT

This weather-resistant, long-lasting, superior polymer sealant is designed to expand and contract with the change of weather conditions, so you and your customers can rest assured that it will not crack. This product's flexible, yet resilient seal protects against water, wind, dust and dirt and is a perfect match for gutter cracks and mild roof punctures.



current contractor residential
MAINTENANCE PROGRAMS

Across the country, homeowners and business owners are all in search of good, dependable contractors. Contractors with residential service programs are seeing backlogs – people need help maintaining their homes and there is no better time to start a maintenance program than now.

“[People] might have a small roof leak, might have some problems with [their] gutters getting clogged or a vent that is not working. You never know,” said Darci. “[People want to] make sure that their house is in working order.”

So much of current service programs involves fixing the small problems that show up in a house, such as a broken skylight, a clogged or punctured gutter or a random leak. Sometimes after inspection, contractors find the issue to be larger than what the homeowner anticipated. With the right products and training, you and your company can give homeowners the professional service they need to keep their homes in good condition and circumvent more expensive maintenance issues.

darci's

ADVICE FOR CONTRACTORS

Excellent customer service is essential for residential service programs as it creates the best form of advertising for a service business: Word of mouth.

“It’s just that nice circular touch point with your regular customers, so they know that you’re really going to take care of them. It’s about building a long-term, mutually valuable, relationship,” said Darci.

Darci also mentioned that it’s important to consider which customers you develop your initial relationships with. It’s more than likely you will be working with these customer for years down the road, so knowing their character is worthwhile.

“I know there are some [homeowners] out there, who, for the good or the bad of it, want five to seven quotes on a roof repair,” said Darci. “That to me is unnecessary, and that’s probably not the customer you’re looking for when you start to develop your residential maintenance program. You want to have someone who’s reasonable, who knows that you’re being fair with your pricing and trusts you to have their best interests in mind.”

Having a service and maintenance program and building referrals leads to increased profits and traction for your business. To start off, Darci recommends keeping it small and growing naturally before expanding your services.

more
RESOURCES

Now is the time to start your residential service division.

For more information, visit

<http://www.titebond.com>

Learn more about Franklin International in the RoofersCoffeeShop® Directory.

<https://www.rooferscoffeeshop.com/directory/franklin-international>

Listen to Darci Kunard's Roofing Road Trips podcast on RoofersCoffeeShop.

<https://www.rooferscoffeeshop.com/podcast/darci-kunard-color-matching-and-metal-roof-sealant>

