



A Division of  U.S.  
LBM

# ADVANTAGE+ *PROGRAM*



***YOUR BUSINESS BUILDING RESOURCE***

BUSINESS MANAGEMENT | FINANCING | MARKETING | STORM RESPONSE | TRAINING & EDUCATION



# WELCOME

Welcome to our ADVANTAGE+ Program. ADVANTAGE+ offers a variety of tools and services to help set you apart from your competition, maximize efficiencies and grow your business. We understand your challenges and the solutions you need to be successful. Our program has been developed specifically with you in mind.

**Resources Available To You:**

**Lead Conversion** - Capture and convert new leads into customers.

**Project Management** - Track your workflow from anywhere with our online tool.

**Financing** - With our financing options you can increase your sales, close larger deals and get paid faster.

**Website Development** - Ditch your outdated website. Get an online showroom! We offer industry specific web design & maintenance.

**Grow & Manage Your Business** - Our program includes tools for customer communications, team management, lead generation and reviews.

**Estimating Solutions** - Use our estimating solutions to create fast & accurate bids.

**Storm Response** - Ensure your project isn't going from a repair to a whole home replacement with our key questions and available resources.

**Training & Education** - Our ADVANTAGE+ training program is a customizable resource for educating you and your crew.

Partner with us and take your business to the next level.

At your service,

*The Lampert Lumber Team*



# RENOWORKS

Renoworks is the trusted visualization, design and measurement platform for the building construction and remodeling industry. Showcase your favorite products, win more bids, generate leads and streamline your workflow with intuitive software that allows clients to see exactly what their project will look like when complete.

**The Renoworks Advantage:**

**Powerful Visualization Platform** - Earn more business and create better expectations by showing your customers exactly what their project will look like with photorealistic building products from top manufacturers.

- Brand the platform for your website or showroom
- Show before and after images with real photos, graphic renderings or blueprints
- Include specific building products you carry

**Renoworks FastTrack - Fast, Accurate Measurements** - Generate accurate measurements and 3D building models effortlessly, simply by entering an address.

- Calculate roof measurements including area, squares, length and pitch
- Produce accurate siding and opening measurements
- View and design with detailed 3D models for a complete 360° picture



**Lead Capture & Customer Engagement**

- Generate leads and increase your closing rates up to 60%
- Boost engagement rate on your website by up to 10X
- Increase upsells by up to 300% by showing customers exactly what they will get

► **Begin Today**

[www.renoworks.com](http://www.renoworks.com) • [sales@renoworks.com](mailto:sales@renoworks.com) • 877-980-3880

*Use code ADVANTAGE+ to receive your discounted price.*



Project Map It

## PROJECT MAP IT

Consumers want visual proof of your track record and proof you understand their needs and have worked with people like them. Project Map It combines local maps with real customer testimonials and photos right on your website building your trust factor and boosting conversions.

Make it easy for new clients to find the answers they're looking for... you! Embed your digital portfolio on a map directly on your website. Map your sales with Project Map It.

### How Project Map It Works:

**Pin It** - Harness the power of social proof & trust by showing projects on a visual map.

- Drop a location pin
- Upload your project
- Smart filter search
- Embed on your site

**Snap It** - Create a visually stunning portfolio that will help drive sales.

- Galleries for each project
- Easily upload on the go
- Mobile friendly display



**Review It** - Create, collect and display reviews from happy customers.

- Customize customer surveys
- Reviews can be private or public
- Reviews from major social review websites will be imported
- Facebook recommend and Google review integration

### Search Engine Optimization (SEO) Integration

- Organic lead generation
- Highly configured SEO pages
- Increase your online presence

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[www.projectmapit.com](http://www.projectmapit.com) • [sspence@pmi.team](mailto:sspence@pmi.team) • 443-845-0992

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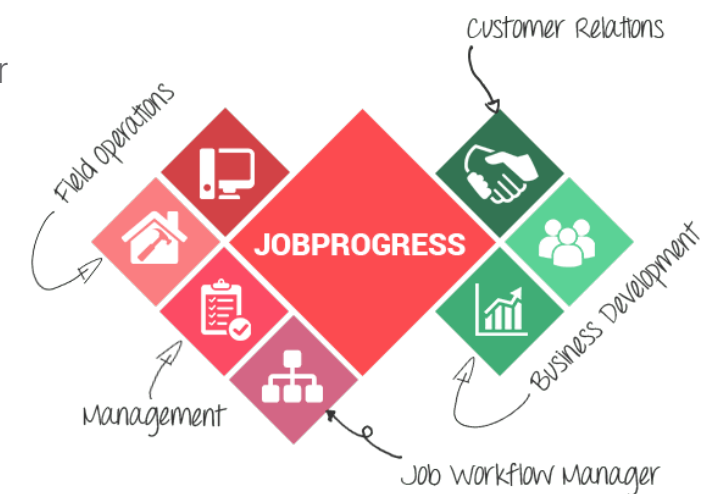


## JOBPROGRESS

JOBPROGRESS is an easy to use mobile app to track your workflow from anywhere. The all-in-one, cloud based business platform is flexible and highly intelligent. It supports the ability to build and grow a profitable business. Yielding the quickest time to value ratio, JOBPROGRESS allows contractors and their teams to meet their business, strategic and personal goals in a simple, easy to adopt format.

### Features:

- Fully customized job & workflow manager
- Paperless mobile app
- Customer relationship manager
- Online sales & marketing
- Quick estimating, quoting & scheduling
- Remote business control
- Dashboard work centers
- Safe cloud storage & access
- Employee and subcontractor manager
- Instant proposals & contracts
- Office, field & operations manager



### Benefits:

- Seamless teamwork - Energize the collaboration process with anywhere, anytime information and knowledge sharing.
- Earn more money - Reduce the complexity and effort associated with running a successful home improvement business.
- Remote access to your business - Remote access makes it easier for you and your employees to work effectively when away from the office.
- Easy to use mobile app - Take advantage of the power of mobility to run your business smoothly in the field and on the job.
- More productivity with less effort - With our software, you can ensure job progress is made on multiple projects, satisfy more clients and be more productive with less effort.
- Amaze customers - Amaze customers with increased speed, accuracy, improved communications, clearer paths to a successful outcome and consistent overall customer satisfaction.

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[www.jobprogress.com](http://www.jobprogress.com) • [info@jobprogress.com](mailto:info@jobprogress.com) • 844-562-7764

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## FINANCING THRU MOSAIC

Mosaic provides financing options for all types of budgets on roofing, windows, doors or HVAC projects. With homeowner financing, you can increase your sales, close larger deals and get paid faster.

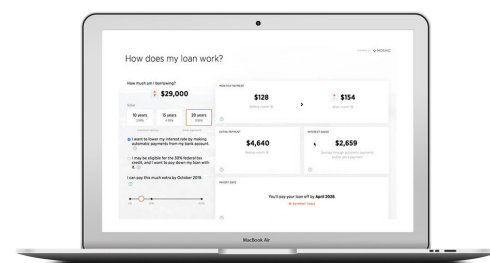
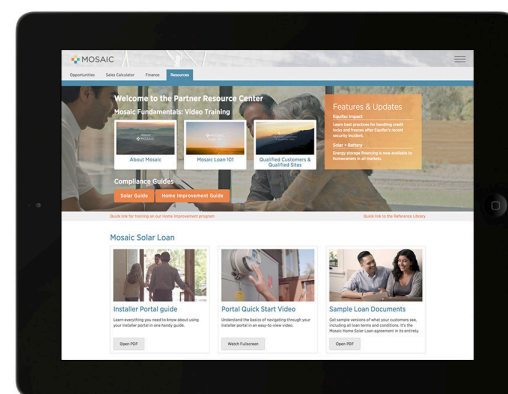
Mosaic offers a variety of user-friendly, professional tools to streamline in-home presentations, ensuring a fast, seamless process. Their easy to use online portal and software was developed specifically to meet your needs.

### Features:

- Built for all mobile devices
- Simple process with clean design
- Eliminates paperwork
- Interactive payment estimator
- Instant credit checks
- Online document signing
- Best-in-class support and training

### Benefits:

- Use anywhere
- Focus on the proposal, not the process
- Helps you stay organized
- Make a compelling offer
- Close deals faster
- Easily help homeowners understand their options



**76% of consumers are more likely to make a purchase if a simple and seamless payment plan is offered\*.**

► **Begin Today**

[www.joinmosaic.com](http://www.joinmosaic.com) • [learnmore@joinmosaic.com](mailto:learnmore@joinmosaic.com) • 855-746-7849

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All Home Improvement Loans made by  
WebBank, Member FDIC



*\*BusinessWire, November 8, 2018*



## YOUR WEB PRO

For over 30 years, Your Web Pro has consulted, designed, and maintained websites exclusively for general contractors, making them industry experts in web creation.

### Why You Need A Website:

- Build your brand in your community
- Target a wider market
- Generate leads
- Save time and money
- Increase your reach
- Showcase your work
- Improve customer service

### Your Website Will Include:

- Full product catalog & warranty information
- An "About Us" section for your company
- Meta tags for your business city
- Unlimited storage and bandwidth
- The ability to easily archive job pictures
- Client testimonials area
- Contact us form
- Estimate request form
- Image gallery for your project images
- Unlimited management & support



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[www.yourwebpro.com](http://www.yourwebpro.com) • [uslbm@yourwebpro.com](mailto:uslbm@yourwebpro.com)

866-414-5775

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## PULSEM

PulseM is a dynamic, mobile and web-based application that includes a variety of tools designed to help you grow and manage your business. These features seamlessly come together to form a customer communication, team management, lead generation and review software that is second to none.

PulseM helps you gain leads, reviews and more.

**Two-Way Text Messaging Platform** - Reach your customers on their favorite communications channel. 41% of consumers say text message is their preferred choice of communication.

**Reviews** - The fastest and best way for customer to give you 5-star reviews. PulseM is at the forefront of Google Guaranteed Local Services Technology.

**Lead Generation** - Allow consumers to reach you from Google, Facebook, etc with all messages coming into one place where you can assign leads and gain potential customers.

**Team Management** - Employee accountability & performance dashboard. See how your team ranks based on customer sentiment. Incentivize and retain top performers.

**Web Presence** - Improve your SEO. We push all of your reviews through Google Structured Data, increasing your organic search results to help customers find you.



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[www.pulsem.me](http://www.pulsem.me) • [sales@pulsem.me](mailto:sales@pulsem.me) • 855-866-3253

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## EAGLEVIEW

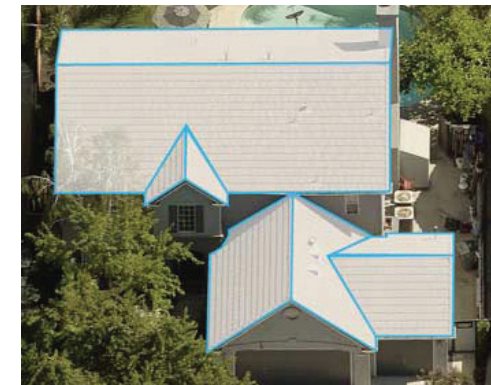
EagleView's aerial imagery, data analytics and property data provide detailed 3D diagrams that calculate roof length, pitch, waste calculations and additional information.

Create fast and accurate bids to stay ahead of the competition. EagleView's guaranteed, accurate roof measurement tool can increase sales closing rates and profitability through time savings and precise material ordering.

### Features & Benefits:

**Faster Bids** - EagleView reports enable you to compile fast, competitive bids. Delivered in just one hour, the report lists the number of squares and predominant pitch for a residential roof.

**Greater Profitability** - With EagleView reports, you'll receive highly accurate roof measurements and diagrams. The precise details result in more efficient material orders and production plans, leading to less waste and increased profits.



**Superior Accuracy** - Reduce material redeliveries and increase gross profit.

**Professional Estimates** - Reports are delivered with a customizable cover page at no additional costs. Present customers with estimates in a professional document that showcases your company's name and logo.

**Increased Wins** - Contractors who use EagleView reports win more bids and have higher closing rates.

Receive a discount by ordering your EagleView reports through Lampert Lumber. Save additional time by calling or texting the job site address to your sales rep. Lampert Lumber will order the EagleView report for you and the cost will be added to your account.

► **Begin Today - Contact your Lampert Lumber branch**

[www.eagleview.com](http://www.eagleview.com) • [customerservice@eagleview.com](mailto:customerservice@eagleview.com) • 866-659-8439

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## STORM RESPONSE

### DO YOU KNOW THE CODE?

There are key questions every contractor should have answers to. Your potential project can go from a simple repair to an entire roof replacement.

#### Key Questions:

- What qualifies as storm damage?
- How do I navigate with the insurance company?
- Why repair and miss a 25 year opportunity when I can replace?
- Were the laminate shingles installed prior to 2010?
- Does this repair require a code upgrade?
- Are there granule loss issues at points of impact?
- Are there cracks in the granule-asphalt surface?
- Can I see exposed fiberglass mat?
- Is the self-seal integrity loose?
- Are there multiple missing shingles?

#### Resources:

Roofwriter.com

Roofwriter is very simple roof estimating tool that uses Xactimate. All you need to do is submit your choice of aerial measurement platform via email, answer a few quick questions and bang, you got an estimate for \$99.00 in a matter of minutes. Ready to use.

SupplementPro.com

Finally, a full service boutique estimating service that uses Xactimate and not an estimating mill. With Supplement Pro, you actually get a full estimate with codes and manufactures bulletins which is written by strict code of do it right or don't do it.

Supplement Like a Pro

One of the nations best, real life Xactimate training, Supplement Like a Pro is taught by an industry leader who shares secrets of how to write. You no longer need to use the antiquated methods taught in the past. Bring your computer and write in the program during training. The classes are offered throughout the country or if you choose, they can come straight to you.

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See your Lampert Lumber Rep for additional details

## ADVANTAGE+ TRAINING

Empower your team and promote a culture of learning by participating in our ADVANTAGE+ Training. We offer sales and management education, as well as product and installation training for your entire team in English and Spanish. Our training program provides you and your employees with industry specific training that addresses your day-to-day challenges in both classroom and hands-on professional seminars.

### Overview of Course Topics:

- Bilingual Spanish training available
- Installation best practices
- Property estimating new material and systems
- Avoiding common mistakes
- Selling roofing systems
- Shingle systems
- In-home "show and sell" techniques
- Low-slope self adhered systems
- Liquid applied roofing systems
- Manufacturer certification

### Why Participate:

- Employee development
- Minimize expensive trial and error
- Improve customer service
- Run your company more efficiently
- Increase profitability
- AIA accredited courses



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See your Lampert Lumber Rep for additional details



## VEHICLE GRAPHICS

Vehicle graphics are a great way to promote your business everywhere you go. Take advantage of your truck space to market your company, increase your visibility, and stand out on the road and at jobsites with this rolling billboard. As a full-service custom graphics company, you can count on unmatched design quality, meticulous attention to detail, and durability ensuring a vehicle you'll be proud to drive.

### Advantages:

- Boost brand recognition
- Effectively advertise your business
- Creates memorability
- Quickly let everyone know of the services you offer
- Economically reach thousands of people
- Create a positive impressions with clients and observers
- Engage a captive audience effective, economical results



### Options Available to You:

- Full vehicle wraps
- Partial vehicle wraps
- Trailer wraps & graphics
- Door graphics
- Window graphics
- Tailgate graphics
- Hood graphics
- Magnetic vehicle graphics



## CABINETS, DECKS & RAIL

### Cabinets: Style, Quality, Selection That's What We Are All About!

Designers to help you design kitchens, mudrooms, office spaces, bathrooms and more for your next project. We work with the top quality cabinet brands that bring an incredible array of choices in color and style.

- Quartz, granite, laminate and marble countertops.

We take care of your every need from design to delivery!



### Decking:

#### Quality Brands:

We have top brands for your composite decking or wood deck needs. We carry both in stock for fast delivery service and special order for your custom needs.

#### Quality People:

We have experienced sales associates to assist you with design for any space or size deck.

#### Quality Service:

We make sure that you have service from the design, to ordering, to material delivery.

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# VISUALIZER

## Why Use a Visualizer?

Over 80% of consumers cannot picture your products on their home before construction begins. A visualizer changes that.

## Get on the Same Page

Help customers picture the final result in advance and align on the project vision.

## More Leads. More Sales.

Create new leads to deliver to your sales network and increase your qualified sales.

## Access Analytics

Get detailed analytics and data on customer behavior and product selections.

We have partnered with Renoworks Web Visualizer to help enhance our Website with an interactive and engaging tool that helps our customers see your products in their homes.

Renoworks is working to add more manufacturers and products to the Visualizer to create an even better product selection.

Check out our Visualizer and browse through our gallery of homes or upload your own home photo to see how it works.

Contractors can use the Visualizer to showcase product choices and colors for their customer's home. There is a gallery of homes and room scenes available, or you can upload a photo to create realistic changes to help customers make their purchase decisions faster and with confidence.

**From shingles and siding to countertops and paint!**

## Interactive Visualizer



Browse through our gallery or upload your own photo to visualize your space with a brand new design, using our Interactive Visualizer.

[LEARN MORE](#)



# LAMPERKS - CONTRACTOR PERKS PROGRAM

## LamPerks Points:

Rewards earned for your purchases from Lampert Lumber. You choose how to redeem your LamPerks Reward Points.  
1 Reward Point = 1 Dollar

## Eligible Purchases:

Any purchase made by enrolled contractors from any Lampert Lumber location during the program period. Purchases must be invoiced and shipped between January 1 and December 31.

## Participation Requirements:

Minimum purchase level of \$25,000. Current customers must re-enroll before April 15. Once you meet the minimum of \$25,000, all purchases qualify to earn points. New customers to Lamperts may enroll anytime during the program and will receive credit beginning with the month of enrollment.

## Earning Reward Points:

LamPerks Reward Points are earned at .5% of purchases, provided the contractor is enrolled into the program and the account is within terms and in good standing.

## How to Redeem Reward Points:

- In-Store Merchandise From Lamperts
- Cabela's Gift Cards
- Travel
- Purchases From Other Retailers\*

\*Absolutely NO reimbursement will be made to customers for any type of purchase from Lamperts' competitors, including big box stores such as Menards, Home Depot, Lowes, etc., or competitive products from other retailers. See full rules for more details.



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