



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:

**Apps** - Use our app for real-time delivery tracking, see photos of delivered items, access invoices and more.

**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**Website Development** - Ditch your outdated website.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.

**Visualization Tools** - Make new home and remodeling decisions easier for everyone! Use home visualizer software to let your customers see before they buy.

**Marketing** - Our turn-key advertising program provides professional, customizable postcards, brochures, folders, wearables & more.

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

At your service,

*The Universal Supply Team*



A Division of  **US LBM**



# APP

With our app  
**WORK CAN HAPPEN  
ANYWHERE.  
ANYTIME.**

**DOWNLOAD THE APP TODAY!**

Download on the  
**App Store**

GET IT ON  
**Google play**

GET THE APP ON  
**DESKTOP / LAPTOP**



Anytime access to the things you need to get the job done!



ACCESSIBLE ON ALL DEVICES!

With our app you can keep your jobs moving even when you're not on-site. With quick access to the things you need the most, you'll be able to focus on some of the more important things in life.



## BILLING

Instant access to invoices & monthly statements



## PROMOS

Stay up-to-date on promotions & special offers



## DELIVERY

Real-time delivery tracking



## PHOTOS

Proof of delivery including item list & photo



## ANY DEVICE

Works on phones, tablets, desktops & laptops

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[www.universalsupply.com/app](http://www.universalsupply.com/app)



## 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

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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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## ROOFSCOPE

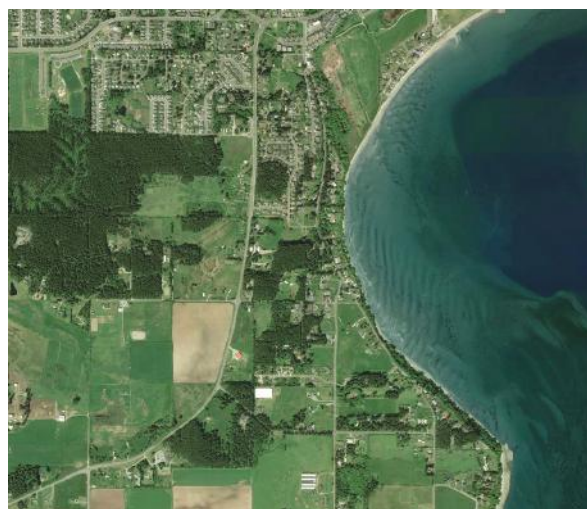
RoofScope streamlines the roofing and siding measuring and estimating process by providing a suite of aerial measurement reports and services. They provide all the tools you need for effective in-person and virtual selling.

### How They Do It:

Each report is drafted by a team of highly trained, experienced technicians, goes through a quality control inspection, and is then compiled into detailed yet condensed report with all the essential measurements & images. Their measurement takeoff reports are generated using the latest in aerial satellite imagery and software.

### What Sets Them Apart:

- More details and data points in fewer pages.
- Services like Text-to-Scope for easy ordering, updates & our ProDocs tool.
- 95% accuracy rate or better.
- 24-hour processing guarantee with 3-hour delivery available for most reports.
- Unbeatable customization options for your business.
- Report data ensures you are compliant with IBC, IRC and OSHA standards.
- Ability to upload blueprints for new construction and remodeling takeoffs.



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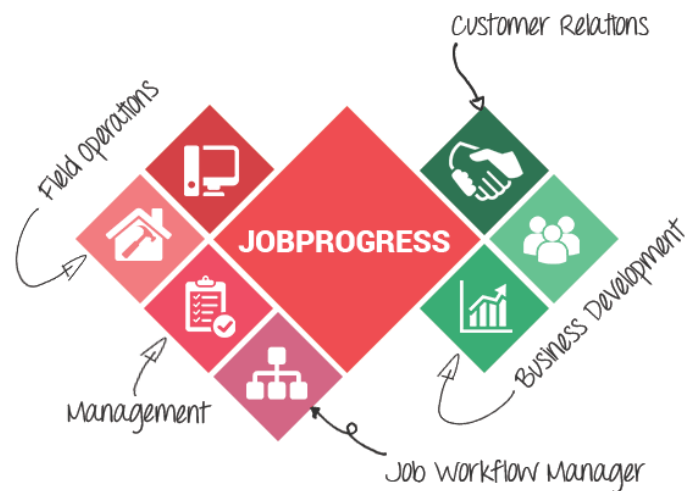


## JOBPROGRESS

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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## 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/advantage](http://www.YourWebPro.com/advantage) • Brian Fontana  
brian@yourwebpro.com • 847-884-7400 x103

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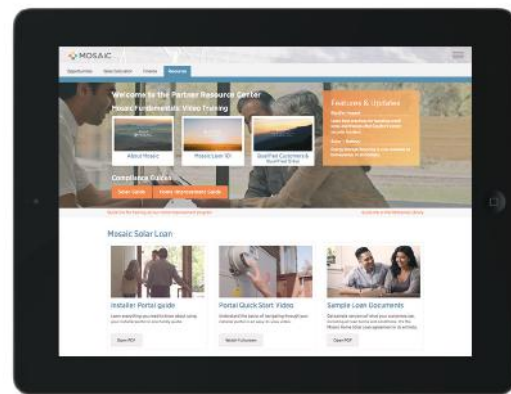
## FINANCING THRU MOSAIC

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.

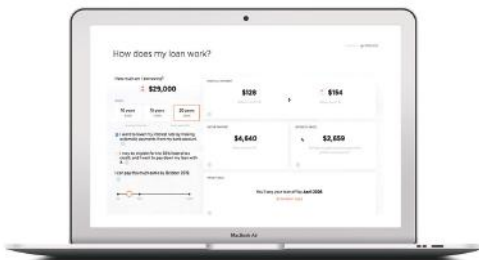
### Features:

- 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\*.**



All Home Improvement Loans made by  
WebBank, Member FDIC

*\*BusinessWire, November 8, 2018*

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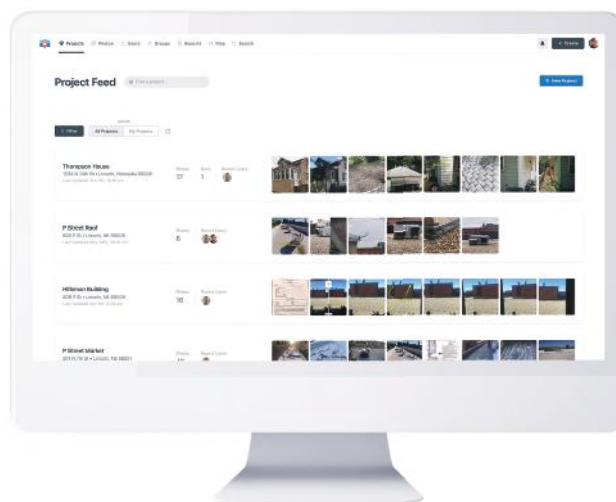
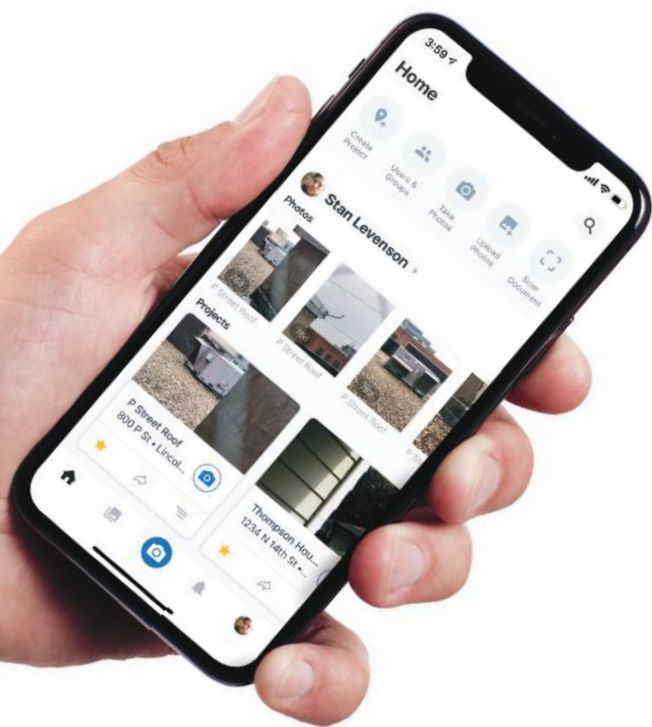


# CompanyCam

## COMPANYCAM

CompanyCam is a photo-based solution and a smart way to document your work. We know you are always on the go which makes communication even more crucial. Taking photos can help you write bids, coordinate with your crews, and handle customer disputes, but getting them organized can create headaches. CompanyCam makes it simple to organize all your job site photos and files, allowing you to focus on what matters most – the work.

- Automatically organized by project - We group all photos taken by your workers at a job site into its own project.
- Know who took it & when - Each photo is timestamped along with the name of the user who took it.
- Add tags to them - Make photos easier to search for & filter through later on.
- Draw on photos & add captions - Easily highlight areas that need attention.
- Have inline conversations - Comment, leave a voice note or tag people on any photo to start a conversation.



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# ONE CLICK CONTRACTOR

One Click Contractor is the only platform you need to run your entire sales process remotely from the comfort of your home office. Transform your business to meet the needs of the new normal way of selling home improvement jobs by using technology to measure, estimate, sell and get paid — all done virtually.

**Measure** - Immediate measurement. Immediate satisfaction. For more flexibility, manually enter or import measurements and push them to estimates with one click.

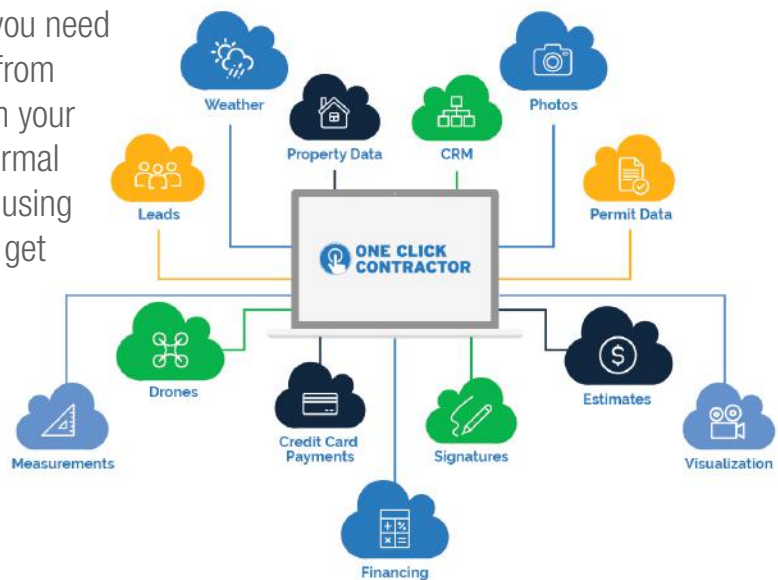
**Estimate** - Clear estimates anytime, anywhere. With your product list, pricing, and brand at your fingertips, you can spend less time estimating building costs and more time selling.

**Present** - Transparency. Flexibility. Convenience. Incorporating product, pricing, visualization and estimation allows you to be clear throughout the process, building trust and reliability.

**Contract** - For today's fast-paced world. Offering the immediacy required to meet customer needs, you can move quickly from estimate to contract with custom-tailored agreements and documents.

**Finance** - Wait no more. Integrated financing from LightStream, a division of SunTrust Bank, allows customers to be approved quickly, with the complete project being funded within 24 hours.

**Visualize** - From conception to reality. Robust visualization tools allow you to work with homeowners to help them visualize and immediately shape their dreams into actuality.



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[info.OneClickContractor.com/universal](http://info.OneClickContractor.com/universal) • 877-320-2391

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## LEAD SCOUT

### Fast Scouting. Smart Marketing.

Lead Scout is the easiest, fastest, most affordable prospecting platform. And you can send targeted postcards, handwritten notes, and digital ads too!

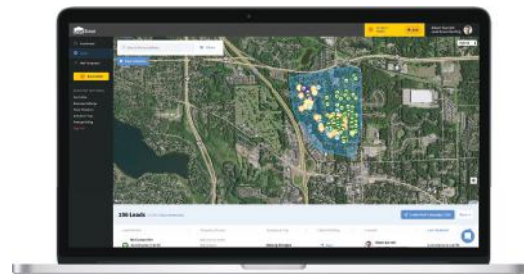
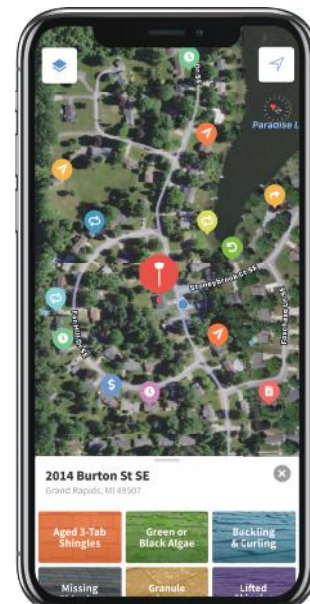
#### Scouting:

- Fast & Targeted Canvassing - Efficiently flag homes that need your service with specific symptom tags.
- Storm Swath / Quick Canvassing - Quickly add homes damaged by storms to your prospects list.

#### Marketing:

- Customized Postcards - Send symptom-specific mailers to your list on-demand or in bulk campaigns.
- House-Specific Digital Ads - Deliver ads to each prospect. Starting at \$1 per IP address for 30 impressions.
- Storm Swath Marketing - Target specific storm areas with postcards and digital ads.

**Track Lead Status** - When you send a postcard, Lead Scout will provide any available data including homeowner names, phone numbers, and email addresses - for free!



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**11** [LeadScoutApp.com/advantage](https://LeadScoutApp.com/advantage) • Chris Hofstra • [chris@leadscoutapp.com](mailto:chris@leadscoutapp.com) • 616-690-7162

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## BOOSTPOINT

You're an expert in your field. You don't have time to become an expert in social media marketing too. Boostpoint helps you instantly level-up and start advertising your business like a marketing pro.

Cost effective, high-performance social ads are just a few clicks away. Boostpoint allows you to take social advertising into your own hands. They offer a variety of Facebook & Instagram templates that include industry specific stock photos & professionally written ad copy for customization.

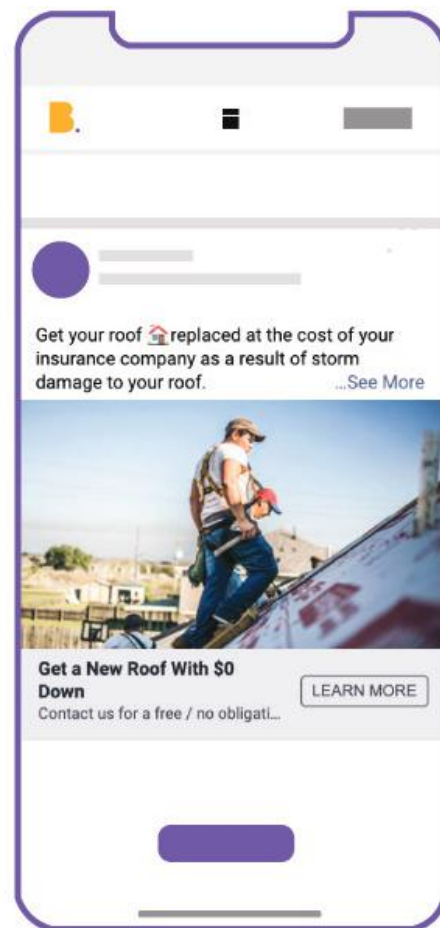
Create high-performance social ads in minutes. Everything you need to produce attention-grabbing ads is all in one place.

- High-quality, industry specific stock photos and videos
- Professionally written ad copy you can personalize for your business
- Target audiences and put your ads in front of the ideal customer
- Easily manage your campaigns with the ad performance dashboard and template library

**Get More From Every Ad Dollar** - Contractors report that they are able to generate 5 times their return on investment in company profits from their Boostpoint ads.

5<sub>x</sub>

### RETURN ON INVESTMENT



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[info.Boostpoint.com/advantage](http://info.Boostpoint.com/advantage) • Sam Beiler • [sam@boostpoint.com](mailto:sam@boostpoint.com) • 717-696-6652

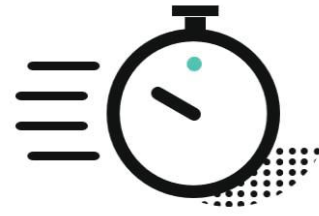
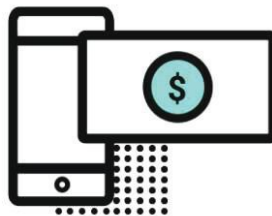
Use code **ADVANTAGE+** to receive your discounted price.



## POWERPAY

### INCREASE YOUR AVERAGE JOB SIZE & CLOSE FASTER

PowerPay offers you the best consumer financing options on the market to help you grow your business. The facts are in. 50% of all home improvement investments over \$5,000 are financed and over 30% of all homeowner's research financing options before making a purchase. By translating a project into a low monthly payment, you're less likely to lose sales and be haggling with customers over costs.



#### Key Benefits:

- NO Contractor Fees: the average from other financing companies is 7.5% of the project cost
- NO Credit Cards or Prepayment Penalties
- Longest Terms: PowerPay offers the longest payment options – up to 15 years.
- Lowest Rate & Payments: rates start as low as 6.99%.
- Maximum Loan: up to \$100,000 loans with staged funding for qualified contractors.
- Higher Approval Rates: highest industry instant approval rate to customers with FICO scores of 600 or greater.
- Fast & Direct Payments: funds are wired fast direct to via ACH to your bank account.

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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 Universal Supply. Save additional time by calling or texting the job site address to your sales rep. Universal Supply will order the EagleView report for you and the cost will be added to your account.

► **Begin Today - Contact your Universal Supply 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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# 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 Universal Sales Rep for additional details



# PROMO ITEMS

Keep your name front and center with our variety of promotional materials. We can provide everything from hooded sweatshirts to custom post-it notes.



T-shirts



Sweatshirts



Hats



Pens & Pencils



Tablets



Travel Mugs



Padfolios



Safety Wear



Safety Gear

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# MARKETING

Our marketing program offers high-impact, turnkey marketing solutions to help you reach homeowners with your message. Completely customizable, every marketing piece is polished, professional and a great way to increase brand recognition and gain additional business.



Business Cards



Door Hangers



Flyers



Pocket Folders



Bi-Fold Brochures



Tri-Fold Self Mailer Brochures



Postcards



Yard Signs



Custom Logos

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# LOCATIONS

**1. Cape May Court House, NJ**  
1135 Route 9 South  
Cape May Court House, NJ 08210  
P: 609-465-8787

**2. Egg Harbor Township  
Cabinetry Design Center, NJ**  
3168 Fire Road  
Egg Harbor Twp, NJ 08234  
P: 609-569-1400

**3. Gloucester, NJ**  
1331 Crescent Blvd.  
Gloucester, NJ 08030  
P: 856-742-0200

**4. Haddonfield Cabinetry  
Design Center, NJ**  
50 Tanner Street  
Haddonfield, NJ 08033  
P: 856-428-4411

**5. Lakewood, NJ**  
945 Airport Road  
Lakewood, NJ 08701  
P: 732-363-6111

**6. Manahawkin, NJ**  
1015 East Bay Avenue  
Manahawkin, NJ 08050  
P: 609-597-4141

**7. Headquarters & Millwork  
Distribution Center, NJ**  
582 South Egg Harbor Road  
Hammonton, NJ 08037  
P: 609-561-6300

**8. Hammonton, NJ  
Location & Cabinetry Design**  
851 South White Horse Pike  
Hammonton, NJ 08037  
P: 609-561-1213

**9. Newark, NJ**  
275 South Street  
Newark, NJ 07114  
P: 973-679-4450

**10. New Brunswick, NJ**  
1002 Jersey Avenue  
New Brunswick, NJ 08901  
P: 732-519-6767

**11. Pleasantville, NJ**  
816 Doughty Road  
Pleasantville, NJ 08232  
P: 609-569-1300

**12. Fasteners Division, NJ**  
1331 Crescent Blvd.  
Gloucester, NJ 08030  
P: 856-764-4411

**13. Ship Bottom Cabinetry  
Design Center, NJ**  
2500 Long Beach Blvd.  
Ship Bottom, NJ 08008  
P: 609-494-5050

**14. Trenton, NJ  
Location & Cabinetry Design**  
292 Third Street  
Trenton, NJ 08611  
P: 609-394-4949

**15. Vineland, NJ**  
2005 South Delsea Drive  
Vineland, NJ 08361  
P: 856-690-1700

**16. Columbia, MD**  
9645 Gerwig Lane # Suite 200  
Columbia, MD 21046  
P: 410-715-8122

**17. Easton, MD**  
28370 Saint Michaels Road  
Easton, MD 21601  
P: 443-746-2185

**18. Edgewood, MD**  
1506 Quarry Drive # Suite A  
Edgewood, MD 21040  
P: 410-417-5100

**19. Salisbury, MD**  
32188 Beaver Run Drive  
Salisbury, MD 21804  
P: 410-992-6200

**20. New Castle, DE**  
70 McCollough Drive  
New Castle, DE 19720  
P: 302-327-4141

**21. Kimberton, PA**  
629 Pike Springs Road  
Kimberton, PA 19442  
P: 610-482-4685

**22. Yeadon, PA**  
6250 Baltimore Avenue  
Unit 1, Yeadon, PA 19050  
P: 484-521-2233

**23. Newington, CT**  
36 Holly Drive  
Newington, CT 06111  
P: 860-956-6904

**24. Manchester, CT**  
166 Colonial Road  
Manchester, CT 06042  
P: 860-288-5296

