

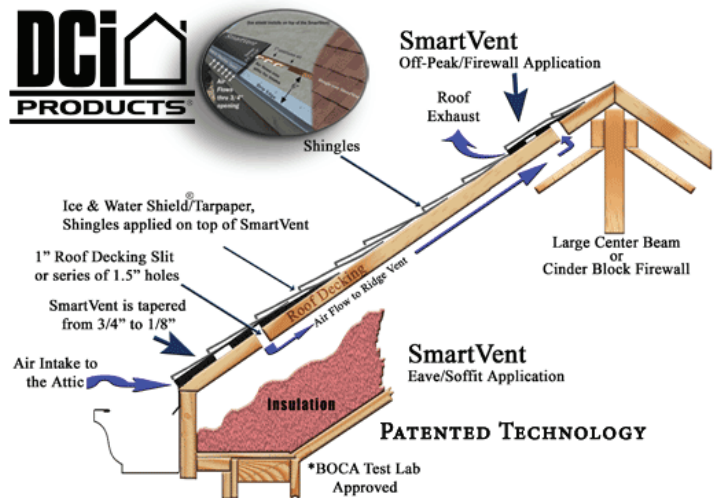


INCREASING YOUR SALES!

STEP 1

Include with your shingle proposal a separate ventilation proposal under the same form and under the same dollar amount.

Do not separate the costs but separate the description of what work you will perform to get the proper soffit to ridge ventilation.



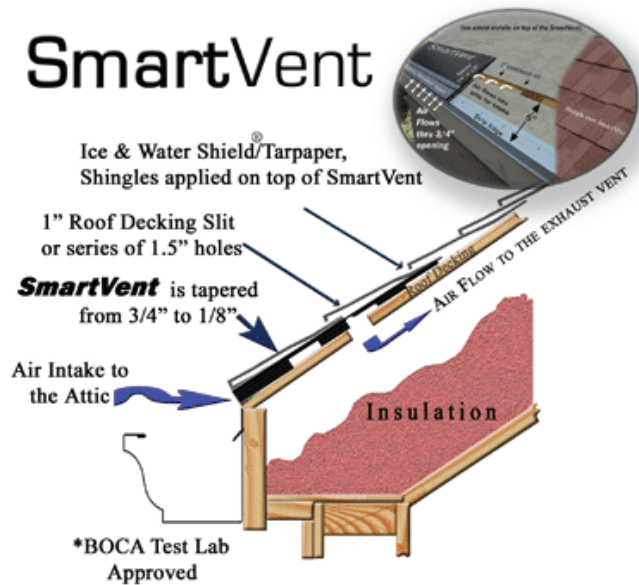
Explain to the homeowner that when no intake is available no air comes out of the ridge area. It is like sucking on a straw with your finger blocking the bottom of the straw.

STEP 2

Discuss the warranty and that each shingle manufacture requires for proper attic ventilation.

Explain the need for intake and exhaust and use physical samples to get your message across.

SmartVent



Talk about validating the homeowner's shingle warranty, the lifetime energy savings on their future monthly utility bills, the comfort level they will feel and experience in their rooms adjacent to the attic, the substantial drop in temperature during the hot

summer months regarding storage of seasonal items, etc.

STEP 3

Closing the sale will be easy at this point.

Explain that after knowing what happens when the proper ventilation is not present, the installation of our vent system must be done during the re-shingling process. The reasoning is that it gets installed under the shingle components.

If you want to install it after the shingles are completed it is virtually not possible. By not choosing the ventilation system, your shingle warranty will be invalid no matter which contractor installs your shingles.

To verify this fact you can call the shingle manufacturer and ask for the technical department. Ask about the shingle warranty regarding soffit to ridge air flow.

By following these 3 proven sales techniques, your firm will successfully provide an environmentally friendly, 'state-of-the-art', attic ventilation system to your customer while substantially increasing your closing ratio. In addition, your company will be validating the shingle manufacturer's warranty for proper soffit to ridge air flow and be considered an 'environmentally friendly' contractor.



P.S. The SmartVent/SmartRidge II Attic Ventilation System qualifies as 'Green' Technology because it does not use electricity, and it decreases the attic temperature as much as 40 degrees. The SmartVent/SmartRidge II Attic Ventilation System is equally important in the summer as it is in the winter.



To learn more about all the ventilation products that DCI Products has to offer, please visit our website at

<http://dciproducts.com>

or call our office at 1-800-622-4455