

# Achieve Real Success TODAY!!

RETAIL RESIDENTIAL SERVICE • RESIDENTIAL REPLACEMENT • COMMERCIAL/INDUSTRIAL SERVICE • JOB TRAINING • MUCH MORE...

## Ready-Built Plumbing Contractor

Take action today with the industry's lowest cost way to achieve success!! Implement proven **Ready-Built<sup>SM</sup>** retail residential or commercial service websites, **business systems, processes and forms** – and do so for less than the cost of a cup of coffee a day!!

### Make the phone ring more with our:

- Best-practice plumbing contractor website
- Seasonally timed proven lead generation campaigns

### Make more money with our:

- Service & installation flat rate price books
- Professional service/sales call handling processes & forms
- Efficient written work delivery standards & forms
- Effective labor productivity management processes
- Benchmark & KPI rules based management
- Right at your desktop training & unlimited support

### Make more FREE time with our:

- Management of processes – not people

### Achieve Real Success TODAY!!

Visit us at [GrowMyPlumbing.com](http://GrowMyPlumbing.com) or call 800-240-2823 for more details about our step-by-step plan for achieving real success.

#### Stop Missing Your Opportunities

*"We doubled our revenues and profits with your proven pricing & selling systems. We thank you!!"*

**HENRY HALEY**  
Halley Mechanical & Plumbing, MI

Sponsored by:



# About Our Company

GrowMyPlumbing.com was founded in 1998 to provide plumbing retail residential and commercial/industrial plumbing companies with proven residential/commercial ready-built website, business processes, methodologies, governances, and associated delivery forms within each of their service, replacement, and or design-build/retrofit departments. We ensure our clients' success by providing your staff online job training and by assigning a FREE expert business coach to help our clients implement process improvement changes that immediately increase profitability and customer satisfaction.

## Ready-Built Plumbing Contractor Growth Coaching Program

Discover how the Ready-Built Plumbing Contractor Growth Coaching Program's website and online plumbing departmental job training tracks are fueling contractor success, even in these recessionary times. The Ready-Built Plumbing Contractor Program's online education offers you more than just plumbing business-focused programs on your terms. We give you and your staff the control to schedule your business improvement work. There are no job interruptions, travel expenses, or hours spent searching the campus map. Attend classes online anytime, anywhere 24/7. See our Training Center at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com).

**For a FREE pre-recorded Ready-Built Plumbing Contractor Growth Program overview of our program visit us at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com).**

We offer a best practice consumer friendly website with built-in search engine optimization and six complete plumbing departmental tracks and associated business forms. Each department track provides a set of proven business processes, methodologies, and governances for a successful Retail Residential or Commercial Plumbing business, designed to FAST TRACK your business growth and development efforts. Our program also includes unlimited expert implementation support coaching and mentoring. See detailed descriptions on the following pages of our best-practice plumbing departmental tracks and associated business forms.

**Ask us how our plumbing distributor partners are paying up to 100% of the Ready-Built Plumbing Contractor Business Growth Coaching Program.**

## Why Ready-Built Plumbing Contractor?

**It's Affordable: Just \$1.38 A Day Per Website/Dept.**

**We encourage you to take advantage of all that we can do for you TODAY.** In times like these, every dollar counts. Due to our leveraging web-based technologies, our Ready-Built Plumbing Contractor Program is the most efficient step-by-step means to transform your business to a lean mean profit making machine. It's also the most affordable at only about the cost of a cup of coffee a day per website/department. That's cheap enough for even a one-man truck company to afford. That's right! You could be getting a proven lead generating website or any of the six best practice whole department staff job training tracks and unlimited expert general manager, service manager, sales manager and operations manager support for just \$42/month per website or department.

**We 100% Guarantee your Success**

**We are so sure of our program and its ability to have proven positive results that we include a written 100% absolute money back guarantee!** With our guarantee, your financial risk of loss is greater by not working with us on your business. All that we require from your company for this guarantee is that you participate in the program.

**We Customize our Ready-Built Plumbing Contractor Business Growth Program to Your Unique Business Needs**

We provide you with a **FREE no-obligation online Plumbing Business Evaluation and Improvement Action Plan and upon completion receive a FREE no-obligation 1-hour telephone consultation** to design a program for your unique business needs and to help guide your business quickly towards the 3 key plumbing business success objectives: (1) make the phone ring more, (2) make more money, and most importantly (3) make more FREE time for you and your family. When you visit our website at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com) we will make efficient use of your time via our 77-point "yes/no" business operating performance questionnaire. That same day you will receive a 29-page customized Business Evaluation and Improvement Action Plan, sent to you as an email PDF attachment. **Take advantage of your FREE Business Improvement Action Plan at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com).**



# Open up a World of Opportunities

The Ready-Built Plumbing Contractor Program provides more than just online training and expert coaching – it also opens up a world of opportunities for you and your plumbing company. It is powered by Building Services Institute’s 12-year history of success in plumbing business development, professional development, and staff education. It is the Ready-Built Plumbing Contractor Advantage.

This catalog is a comprehensive listing and description of all the Ready-Built Plumbing Contractor’s websites, marketing, lead generation, selling, business delivery, education, training, products and program support services, as well as, our on-site/off-site support coaching and mentoring program offering. It includes detailed instructions on how to obtain and leverage them to meet your growth, profitability and business objectives.

Since each contracting company is unique in its people, business opportunity mix and goals, our Business Fitness Coaches stand ready to help guide you through all of the program benefits as well as to help expedite implementation of our proven processes within your business. Join us today and outperform the competition within days of enrollment.

It is your future. Take charge. Take your plumbing business to the next level. To get started, call us toll free 800-240-2823 to speak with an Plumbing Business Fitness Coach today.

## CONTENTS:

---

It’s all about Managing Processes – Not People . . . . .	4
The Keys to Plumbing Success is Training Your People on Proven Processes . . . . .	4
<b>Proven Lead Generation Plumbing Website/Bi-Monthly Blogging Services . . . . .</b>	<b>5</b>
<b>Retail Residential Service Department Training Track . . . . .</b>	<b>6</b>
<b>Retail Residential Equipment Replacement Department Training Track . . . . .</b>	<b>7</b>
<b>Commercial/Industrial Service Department Training Track . . . . .</b>	<b>8</b>
<b>Design-Build/Project Department Training Track . . . . .</b>	<b>9</b>
<b>Financial Management Department Training Track . . . . .</b>	<b>10</b>
<b>Human Resource Management Department Training Track . . . . .</b>	<b>11</b>
Ready to Become Our Partner? . . . . .	12
Ready-Built Plumbing Contractor Program Selection Agreement . . . . .	13
Staff Training by Job Title . . . . .	15



# It's all about Managing Processes – Not People!

Our process management program is a powerful way of thinking through and optimizing any plumbing business function. Leaders may set the direction, but managers get the job done. They do it by managing business processes – not people, which includes everything that happens between the start and end points and all activities performed by all persons involved in those processes.

Today's successful plumbing managers not only eliminate process interference factors, they search for better ways of doing things. They are not content to simply fight fires and manage crises; they improve the process by implementing productive change.

Where do managers get the ideas for change? While they may generate ideas themselves or get them from reading trade journals. Its best to get them from others that are successfully managing similar processes.

We make it easy by providing you with these key process management tools, training and support:

1. The most complete set of efficient and effective written plumbing departmental processes and associated forms.
2. An efficient step-by-step "right-at-your-desktop" means to educate and train your staff to implement best-practice departmental processes, tools, and forms.
3. Unlimited process implementation coaching support to make the needed change happen no matter how you are organized.

## The Key to plumbing success is training your people on these proven processes

Learning is a way of life in the Ready-Built Plumbing Contractor Program. Our methods, policies, and procedures are unique to the best in class contractors in the industry. Today, hiring a walk-in-off-the-street, start-tomorrow-at-full-speed match is unlikely. We believe that keeping everyone on top of changes in technology, competition, and customer demands is critical to your success and survival.

We have perfected the most efficient means of delivering our best-in-class plumbing websites and whole department process training. We provide a well structured, step-by-step, comprehensive set of departmental processes which also doubles as individual job training for each function of the departments work delivery.

Our step-by-step job training approach helps avoid information dumping and creates competencies, confidence, commitment to customers and company profitability. Nothing good happens for customers or the company until an employee makes it happen. The best part of our learning system is that the training is available right at their desktops and can be retaken over and over again until mastered.

We present, on the following pages, our whole department training tracks and forms that are all included in the Ready-Built Plumbing Contractor Program. Depending on the job that needs to be done, we incorporate four kinds of skill training:

1. Technical skills related to process, harvesting opportunities, and work delivery.
2. Interpersonal skills and the use of professional customer communication guides.
3. Plumbing product and service knowledge based on company expectations.
4. Customer knowledge based on their expectations for each work category.



# Proven Lead Generation Plumbing Website

A Ready-Built Plumbing website for your company establishes a local consumer presence for your services. Nowadays, more than 87% of consumers are going online to purchase plumbing service repairs, tune-ups, upgrades, system fixes, system enhancements and energy efficient replacements. Visit demo site at [www.ReadyBuiltPlumbingWebsites.com](http://www.ReadyBuiltPlumbingWebsites.com).

## Pass out your business card to thousands of potential clients TODAY!

### Key Ready-Built Website Features

- **Includes an Easy 1-Page Set-up Form:** We can get you online within 3 business days of enrollment.
- **Includes Hosting:** We provide you with state-of-the-art reliable hosting services.
- **Bi-Monthly Blogging:** We post two blogs per month that can be set up for automatically pushed to your business Facebook and Twitter accounts.
- **Multiple Home Page:** We provide you with admin portal to set up a home page for each city or town you serve.
- **Includes 20 Email Addresses:** Sending emails with your company name is address is perceived and associated to be from a well-established and professional company.
- **Improved Customer Service:** Our online forms are used to allow customers to request quotations or ask for more information.
- **Present a Professional Image:** Our professionally designed Ready-Built Plumbing website is a great way of instilling confidence and looking bigger than you actually are. By now, your primary competitors probably already have a presence on the Internet. The Ready-Built Plumbing website allows you to them up by being simply better.
- **Gather Information and Generate Valuable Leads:** You can gather information about your customers and potential customers by using our forms and surveys. Rather than going out and getting leads, let them come to you. This is a great tool for prospecting targeted customers looking to use your plumbing products and services.
- **Provides Instant Gratification:** People are busy and don't like to wait for information. Give them what they want, when they want it. We enable you to offer them specials.
- **Great Recruiting Tool:** Whether you are looking for talent or posting job opportunities with your company, your website is a great recruiting tool for building your business.
- **Designed to Make it Easy for Consumers to Buy From You:** Your service information is easily and logically made available to every consumer who wants it without any additional effort. You can give them answers to questions like:
  - How to schedule a service repair
  - How to schedule a system Tune-up
  - How to schedule a request for quote
  - What repair options are available
  - What replacement or upgrades options are available
  - How to make the replacement decision
  - What are dealer's "today's specials"
  - How they can contact dealer to "ask an expert"
  - Why people choose your dealer first
  - How your dealer saves your customers money
  - What are your dealer's 100% satisfaction guarantees
  - Where dealer is located
  - What are your dealers normal hours



# Retail Residential Service Department Training Track

Retail Residential Plumbing Contractors can gain access to proven professional retail residential service department processes and forms that have resulted in increases in service department profitability of 65% or more.

## Professionalize your Residential Service Operations TODAY!

### Service Call Lead Generation Procedure

- Written step-by-step marketing guide to maximize the number of daily service calls.
- Library of powerful Plumbing Tune-Up inspection post cards, ads, and direct mail campaigns.
- A service call handling process that systematically harvests all opportunities on all calls.
- Benchmark rates for per-call conversion to sales for service agreements, enhancements, and replacements.

### Professional Service Call Handling Procedure

- Written step-by-step professional service call handling procedures and forms.
- Dispatcher Service Call Handling Communication Guide.
- Technician Service Call Handling Communication Guide.
- A Service-Right Customer Survey form to identify repair, retrofit, or replacement information.
- Service Call Brochure customized to your business.
- A customer equipment "Repair vs. Replace" Decision Graph customized to your business area's typical air conditioning and heating equipment replacement costs.
- Users can print as many brochures and "Repair vs. Replace" graphs as required at no extra cost.
- Paying Technicians for Profits Incentive Plan.
- Paying Selling Technicians for Profits.

### Fix-Right Flat Rate Repair Upfront Pricing Guide

- Description of 99.9% of all common residential plumbing system failures.
- Upfront pricing customized to your business overhead and profit requirements.
- Discount pricing for Maintenance Agreement Customers.
- A repair graphic for each type repair to make it easier for technicians to explain what caused the problem, typical solutions, and the recommended repair.
- Price book that can be easily customized to your business name, address, and Logo.
- Users can print as many books as required at no extra cost.
- An Excel-based upload option for importing into accounting programs.
- Unlimited user price requirement changes.

### Flat Rate Service Invoice

- Quickly customized to your business name, address, and Logo.
- Maintenance Agreement Discount Option and a Customer Care Response Card.
- Discount Coupon for future Plumbing Evaluations or Planned Service Agreement.
- Users can get Upfront Pricing Service Invoice printed direct from our preferred print vendor.

### Maintenance Agreement Template

- Quickly customized to your business name, address, and Logo.
- A 21-point maintenance and inspection program.
- Annual, quarterly, and monthly payment options.
- Best practice liability protection terms and conditions.
- Users can get maintenance agreements printed directly from our preferred print vendor.

### Program Delivered Right to Your Desktop via On-line 7-Step Training Track – See Training Center at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com)

- Provided LIVE and 24/7 pre-recorded step-by-step job training – see page 15 of this Catalog.
- Unlimited access to expert consulting and LIVE process implementation support.



# Retail Residential Equipment Replacement Department Training Track

Retail Residential Plumbing Contractors gain access to proven professional retail residential equipment replacement department processes and forms that have resulted in sales close rates up to 68% or more and at gross profit margins that are 15% higher than the competition.

## Professionalize your Residential Replacement Operations TODAY!

### Replacement Lead Generation Procedure

- Written step-by-step marketing guide to drive the number of daily sales calls per sales person up to maximum potential.
- Library of powerful plumbing equipment replacement post cards, ads, and direct mail campaigns.

### Professional Plumbing Replacement Call Handling and Installation Procedure

- Written replacement sales call handling, and installation standard procedures and forms.
- A Home Use & Livability Survey form to identify system enhancement or plumbing replacement information.
- Home Certified System Replacement Brochure customized to your business.
- A customer equipment "Repair vs. Replace" Decision Graph based on typical air conditioning and heating equipment replacement costs.
- Users can print as many brochures and "Repair vs. Replace" graphs as required at no extra cost.
- Comfort Advisor "One-Call" Sales Handling Process and Professional Communication Guide.
- Replacement project booking, mobilization, inventory control, and scheduling procedures.
- Paying Installers for Profits Incentive Plan.
- Paying Sales Reps/Selling Technicians for Profits.

### Equipment Replacement Presentation/Flat Rate Installation Pricing Guide

- Designed to make it easier for the Comfort Advisor or selling technician to explain who you are, what makes you different, why you have to set the standards of performance in the area, and what regulation-compliant process you will use to provide the right solution at the lowest possible price.
- Upfront pricing customized to your preferred manufacturer's equipment product line, business overhead, and profit requirements.
- Price book is quickly customized to your business name, address, and Logo.
- Users can print as many books as required at no extra cost.
- An Excel-based upload option for importing into accounting programs.
- Continuous updating of price book costs.
- Unlimited user labor cost or other price requirement changes.

### Which Plumbing Contractor Best Meets Your Needs questionnaire

- 20 Questions designed to help you raise the competitive bar with the customer by explaining your liability protection insurance, drug testing, background checks, safety training, and installation delivery and quality assurance methods.

### Upfront Replacement Proposal-Agreement Template

- Quickly customized to your business name, address, and Logo.
- Ties to our Home Use & Livability Survey to help reiterate customer replacement objectives.
- Includes check-off of proposed scope of work to replace the existing plumbing system.
- Includes check-off of Installed-Right Assurances, Warranties, and Guarantees.
- Best practice liability protection terms and conditions.
- Proposal-Agreement printed directly from our preferred print vendor.

### Program Delivered Right to Your Desktop via On-line 7-Step Training Track – See Training Center at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com)

- Provided LIVE and 24/7 pre-recorded step-by-step job training – see page 15 of this Catalog.
- Unlimited access to expert consulting and LIVE process implementation support.



# Commercial/Industrial Service Department Training Track

Commercial/Industrial Plumbing Contractors gain access to proven professional service department processes and forms that have resulted in increased service agreement sales and service department profitability of 45% or more and increased business value of 25% or more.

## Professionalize your Commercial Service Operations TODAY!

### Service Lead Generation Procedures

- Step-by-step service lead generation and selling guide.
- Commercial service lead generation direct mail campaigns.
- Proven service expansion strategies and tactics.
- Owner occupied industries business list procurement assistance.
- Individual sales rep sales quota setting and sales tasking planning procedures.
- Individual lead tracking and performance reporting procedures.

### Professional Service Agreement Sales Call Handling Procedure

- Commercial service agreement sales rep value-based sales training and coaching.
- Commercial service agreement equipment and customer survey forms.
- Professional sales call value-based service agreement selling communication guide.
- Customized business service offering letter line card.
- Real, worth, and winnable qualification procedures and opportunity close rate reporting.
- Service agreement sales call presentation.
- Service sales presentation is quickly customized to your business name, address, and Logo.
- Users can print as many presentations as required at no extra cost.
- Performance-based pay plan for commercial service agreement sales reps.

### AccuPro Commercial/Industrial Service Agreement Pricing Program

- Includes all common commercial/industrial plumbing system maintenance pricing.
- Fiber and pleated filter tables that are price updated by user.
- Users can estimate and provide customers with quick pricing options for inspection, full repair labor, or full repair coverage agreements.
- Users can include and easily price special services and filter schedules.
- Users can customize pricing to match company overhead and net profit requirements.

### Professional Service Call Handling Procedure

- Written step-by-step professional service call handling standard procedure and forms.
- Written step-by-step professional service agreement standard procedure and forms.
- Service department organization and set-up instructions.
- Instructions for how best to hire, staff, and train for the dispatch function.
- Dispatch board set-up to track calls in progress, completed, and waiting for parts.
- Service agreement booking, mobilization, inventory control, and scheduling procedures.
- Dispatcher Service Call Handling Communication Guide.
- Technician Service Call Handling Communication Guide.
- Paying Technicians for Profits Incentive Plan.
- Paying Selling Technicians for Profits.

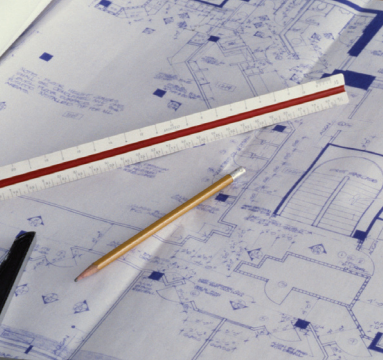
### Professional Service Proposal Agreement Templates

- Proposal template is quickly customized to your business name, address, and Logo.
- Annual, quarterly, monthly payment and multi-year options.
- Best practice liability protection terms and conditions.

### Program Delivered Right to Your Desktop via On-line 7-Step Training Track – See Training Center at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com)

- Provided LIVE and 24/7 pre-recorded step-by-step job training – see page 15 of this Catalog.
- Unlimited access to expert consulting and LIVE process implementation support.





# Design-Build/Project Department Training Track

Commercial/Industrial Plumbing Contractors gain access to proven professional design-build/project department sales and project delivery processes and forms that have resulted in increased project close rates of 35% or more.

## Professionalize your Commercial Project Operations TODAY!

---

### Design-Build Lead Generation Procedure

- Step-by-step target industry design-build lead generation and selling guide.
- Commercial design-build lead generation direct mail campaigns.
- Owner occupied industry business list procurement assistance.
- Individual sales rep sales quota setting and sales tasking planning procedures.
- Individual lead tracking and performance reporting procedure.

### Professional Design-Build/Project Sales Call Handling Procedure

- Commercial sales rep value-based project sales training and coaching.
- Commercial design-build/project scope and customer transaction requirement survey forms.
- Professional sales call value-based service selling communication guide.
- Customized business service offering capabilities line card.
- Real, worth, and winnable qualification procedures and opportunity close rate reporting.
- Design-build sales presentation is quickly customized to your business name, address, and Logo.
- Users can print as many presentations as required at no extra cost.
- Customizable Design-Build Statement of Qualifications Communication Package.
- Performance-based pay plan for commercial design-build project sales reps.

### ProjectPro Commercial/Industrial Project Pricing Program

- Designed to quickly enter project sequence and associated labor, material, subs, and permits.
- Users can use up to 4 different labor grades per job installation task if needed.
- Users can include and price special services, rentals, and subcontractors.
- Users can customize pricing to match company overhead and net profit requirements.

### Professional Design-Build/Quoted Job Handling Procedure

- Written step-by-step design-build project delivery standard procedure and forms.
- Design-build department organization and set-up instructions.
- Project booking, mobilization, inventory control, and scheduling procedures.
- Service agreement company file documentation and booking procedures.
- Dispatcher Service Call Handling Communication Guide.
- Technician Service Call Handling Communication Guide.
- Paying Technicians for Profits Incentive Plan.
- Paying Selling Technicians for Profits.

### Professional Project Proposal Agreement Templates

- Proposal template is quickly customized to your business name, address, and Logo.
- Templates include retrofit, replacement, system enhancement, design-build, and financed projects.
- Best practice liability protection terms and conditions.

### Program Delivered Right to Your Desktop via On-line 7-Step Training Track – See Training Center at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com)

- Provided LIVE and 24/7 pre-recorded step-by-step job training – see page 15 of this Catalog.
- Unlimited access to expert consulting and LIVE process implementation support.



# Financial Management Department Training Track

This Financial Management Department Business track is for all the contractors who want their plumbing businesses to become a "Lean Mean Money Making Machine." This department track integrates seamlessly with either retail residential or commercial service business tracks.

## Improve your Cash Flow Management TODAY!

---

### **BudgetPro Financial Budget and Labor Forecasting Program**

- Includes accounting best practice Chart of Accounts.
- Users can enter the historical income and expense for residential and commercial work categories such as maintenance agreements, demand service, indoor air quality, installations and design build work.
- Produces your next years' budget and labor forecast for each work category.
- Includes industry key performance indicators that you can use to compare your operations to best practice operations.

### **On-going Business Evaluation and Improvement Plans**

- Identifies your unique business improvement initiatives and their associated potential profit gain opportunities.
- Provides you with a prioritized list of initiatives for your business, from greatest profit potential to least.
- The on-line Yes/No format requires only 20-30 minutes of your time to complete.
- Simply click submit when you are done to get a free no obligation report.
- We provide FREE consulting support to help quickly guide you towards success.

### **Inventory Control Written Standard Procedures and Forms**

- Enables you to lower administration costs due to standard processing.
- Enables you to improved cash flow due to timely billing.
- Enables you to reduce costs of goods sold due to competitive procurement procedures.
- Enables you to increased customer satisfaction by consistently meeting customer response requirements.
- Enables you to reduced work safety related injuries due to periodic safety inspections of company and technician owned tools and equipment.
- Enables you to provide a training program for new hires.

### **Complete Collections and Accounts Receivable Written Delivery Procedures and Forms**

- Improves account receivable and cash flow.
- Establishes proper credit terms and the time limits you set for your customers.
- Establishes a monthly accounts receivable aging schedule.

### **Program Delivered Right to Your Desktop via On-line 7-Step Training Track – See Training Center at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com)**

- Provided LIVE and 24/7 pre-recorded step-by-step job training – see page 15 of this Catalog.
- Unlimited access to expert consulting and LIVE process implementation support.



# Human Resource Management Department Training Track

This Human Resource Management Department Business track is for all the contractors who want their plumbing businesses to establish a “Customer and Profit Focused Organization” culture within their business. This department track integrates seamlessly with either retail residential or commercial service business tracks.

## Increase your Staff’s Motivating and Productivity TODAY!

### Complete Set of Performance Based Job Descriptions and Evaluations

- Customizable set of performance-based job descriptions for all residential and commercial job positions.
- Performance-based job descriptions double as objective individual performance evaluation and corrective action planning tools.
- Increase profitability through employees taking personal ownership of improving productivity and quality control while achieving higher levels of customer satisfaction.

### Employee Handbook Template

- Includes the means to help comply with both federal and state laws via properly written statement of company policy.
- Enables you to establish clear policies that employees can follow, and limits company exposure to legal liability.
- Provides answers to employees’ questions about insurance and other benefits.
- Helps new employees gain insight into your company’s culture by emphasizing your company’s ethics and philosophies.
- Users can print as many handbooks as required at no extra cost.

### Recruiting, Hiring, Training, Staffing, and Deployment Written Delivery Procedures

- Included are effective recruiting, hiring, staffing, training and deployment techniques.
- Provides details on the steps necessary to legally and effectively recruit, interview, select, and hire top-notch employees.
- Helps you avoid poor hiring practices that can quickly drive an organization into the ground.
- Helps prevent your company from engaging in discriminatory hiring practices.
- Proper methods to screen resumes and/or applications against the prioritized qualifications and criteria established.
- Methods to determine candidate compensation requirements.
- Guidelines to prepare a written position offer letter that states and formalizes the salary, reporting relationship, and any other commitments the company has promised.

### Program Delivered Right to Your Desktop via On-line 3-Step Training Track – See Training Center at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com)

- Provided LIVE and 24/7 pre-recorded step-by-step job training – see page 15 of this Catalog.
- Unlimited access to expert consulting and LIVE process implementation support.



# Ready To Become Our Partner?

The Ready-Built Plumbing Contractor Website and Business Growth Coaching Program provides participating plumbing contractor partners with access to complete sets of proven business processes, methodologies, and governance of successful Retail Residential and/or Commercial plumbing service business, designed to accelerate time to market, increase operational efficiencies and improve the quality of their delivery to customers.

## Achieve Real Success TODAY!

### Obtain A FREE Business Improvement Plan

- The online business 77 yes/no question survey takes about 20/30 minutes to complete.
- Simply go to [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com) and click on the Free no-obligation Business Evaluation/Improvement Plan.
- The 29-page plan is sent to you immediately upon hitting the submit button.
- The plan will illustrate what areas of your business have the greatest profit gain potential, how much your present business is worth, and how much it could be worth if operated as a best-in-class company.
- We also reference within the Ready-Built Plumbing Contractor Program where you can achieve your unique profit gain success.

### How To Enroll

- Select which Ready-Built Plumbing Contractor Program best meets your needs.
- Complete the license agreement located on the following pages.
- Fax to our secure efax 603-386-6342.
- We will notify you of acceptance via email and phone call to confirm.
- Confirmation includes instructions of how to obtain immediate on-line 24/7 training access.
- Your assigned Business Fitness Coach will call you to discuss your unique situation, explore specific business improvement impact, and help you identify which departmental track you should start first.
- For the best value, combine website with all 6 tracks and save up to 35% off.
- **Programs come with a written 100% money back guarantee.**
- Testimonial references furnished upon request.



**Business Improvement Plan**  
American Air & Heating  
Major A/C Unit  
121-008-1776  
503-386-6342  
www.aah.com

**Business Process Related Problems/Solutions**

Problem	Impact	Coach/Training
1. Overcoming Inadequate Program Profitability. Review your sales volume... (Detailed description of problem)	Revenue loss	\$1 - 24/7/365 Business Fitness Coach
2. Overcoming Limited Revenue. Size of profits. Profit gain is calculated by comparing the current business state and the target business state... (Detailed description of problem)	Profitability issues	\$2 - 24/7/365 Business Fitness Coach
3. Overcoming Service Agreements. Loss of profits. Profit gain is calculated by comparing the current business state and the target business state... (Detailed description of problem)	Customer retention	\$3 - 24/7/365 Business Fitness Coach

Page 1 of 29

**IMPORTANT PROGRAM NOTICE:** This is a 29-page business plan, not a 100% money back guarantee. Your initial investment and program participation may be different from the business plan. Your success is dependent on your own efforts to work on the business.

**HOW SUCCESS IS CALCULATED:** The Business Fitness Coach will be provided to you for the duration of the program. The success of the business is dependent on the success of the program. The success of the program is dependent on the success of the business.

Page 29 of 29

**READY-BUILT PLUMBING PROGRAM LICENSE AGREEMENT**

I, \_\_\_\_\_, of \_\_\_\_\_, do hereby agree to the terms and conditions of this license agreement for the Ready-Built Plumbing Program.

**AVAILABLE READY-BUILT WEBSITE PROGRAMS/DEPARTMENTS:**

- Residential Service
- Commercial Service
- Residential Installation
- Commercial Design-Build
- Financial Management
- Human Resource Management
- Website

**THE KEY TO SUCCESS IS TO TRAIN FOR OUR PROCESSES:** Training is a vital part of the Ready-Built Plumbing Program. Our website, policies, and procedures are unique to the Ready-Built Plumbing Program. We believe that training is essential to the success of the program and will provide comprehensive training for all program participants.

**Licensee shall:**

1. Comply with all applicable laws and regulations.
2. Maintain accurate records of all program activities.
3. Provide timely reports to the Business Fitness Coach.
4. Adhere to all program policies and procedures.
5. Not use the program name for any other business.
6. Not transfer the license to any other person.
7. Not use the program name for any other business.
8. Not use the program name for any other business.

**Licensee shall not:**

1. Use the program name for any other business.
2. Use the program name for any other business.
3. Use the program name for any other business.
4. Use the program name for any other business.
5. Use the program name for any other business.
6. Use the program name for any other business.
7. Use the program name for any other business.
8. Use the program name for any other business.

**Licensee shall:**

1. Comply with all applicable laws and regulations.
2. Maintain accurate records of all program activities.
3. Provide timely reports to the Business Fitness Coach.
4. Adhere to all program policies and procedures.
5. Not use the program name for any other business.
6. Not transfer the license to any other person.
7. Not use the program name for any other business.
8. Not use the program name for any other business.

### Program Listings

All 6 Department Program Options: **NOW ONLY**

RS + RI + CS + CD + FM + HR + WS	\$295 Month
RS + RI + CS + CD + FM + HR	\$225 Month

Residential Program Options:

RS + RI + WS	\$210 Month
RS + RI	\$149 Month

Commercial Program Options:

CS + CD + WS	\$210 Month
CS + CD	\$149 Month

Website Only Program Option:

WS	\$99 Month
----	------------

### Program Legend

- RS – Residential Service
- RI – Residential Installation
- CS – Commercial Service
- CD – Commercial Design-Build
- FM – Financial Management
- HR – Human Resource Management
- WS – Website

# READY-BUILT PLUMBING PROGRAM® LICENSE AGREEMENT

Company Name (hereafter "Licensee"):		
Address:	Equipment Line:	
City:	State	ZIP:
Phone#	Fax#:	Email:

**AVAILABLE READY-BUILT WEBSITE PLUMBING DEPARTMENTS**  
**Ready-Built Plumbing Website - [www.ReadyBuiltPlumbingWebsites.com](http://www.ReadyBuiltPlumbingWebsites.com)**

- Professional service, tune-up & replacement call handling
- Quick and easy 1-page next day set-up
- Reliable website hosting
- 20 email addresses
- Stand alone or integrated with Ready-Built department service, installation and or work delivery processes and forms

**Ready-Built Retail Residential Service Department**

- Service Call Lead Generation Procedure
- Professional Service Call Handling Procedure
- Fix-Right Flat Rate Repair Upfront Pricing Guide
- Flat Rate Service Invoice
- Maintenance Agreement Template

**Ready-Built Retail Residential Equipment Replacement Department**

- Replacement Lead Generation Procedure
- Professional Plumbing Replacement Call Handling and Installation Procedure
- Equipment Replacement Presentation/Flat Rate Installation Pricing Guide
- Which Plumbing Contractor Best Meets Your Needs questionnaire
- Upfront Replacement Proposal-Agreement Template

**Ready-Built Commercial/Industrial Service Department**

- Service Agreement Lead Generation Procedure
- Professional Service Agreement Sales Call Handling Procedure
- AccuPro Commercial/Industrial Service Agreement Pricing Program
- Professional Service Call Handling Procedure
- Professional Service Proposal Agreement Templates

**Ready-Built Design-Build/Project Department**

- Design-Build Lead Generation Procedure
- Professional Design-Build/Project Sales Call Handling Procedure
- ProjectPro Commercial/Industrial Project Pricing Program
- Professional Design-Build/Quoted Job Handling Procedure
- Professional Project Proposal Agreement Templates

**Ready-Built Financial Management Department Training**

- BudgetPro Financial Budget and Labor Forecasting Program
- On-going Business Evaluation and Improvement Plans

- Inventory Control Written Standard Procedures and Forms
- Complete Collections and Accounts Receivable Written Delivery Procedures and Forms

**Ready-Built Human Resource Management Department**

- Complete Set of Performance Based Job Descriptions and Evaluations
- Employee Handbook Template
- Recruiting, Hiring, Training, Staffing, and Deployment Written Delivery Procedures

**Program Delivered Right to Your Desktop via On-line 7-Step Training Track along with unlimited process implementation support**

**THE KEY TO SUCCESS IS TO TRAIN PEOPLE ON PROCESSES**

Learning is a way of life in the Ready-Built Plumbing Program. Our methods, policies, and procedures are unique to the best in class contractors in the industry. Today, hiring a walk-in-off-the-street, start-tomorrow-at-full-speed match is unlikely.

We believe that keeping everyone on top of changes in technology, competition, and customer demands is critical to your success and survival.

We have perfected the most efficient means of delivering our best-in-class plumbing whole department process training.

We provide a well-structured, step-by-step, comprehensive set of departmental processes which also doubles as individual job training for each function of the departments work delivery.

Our step-by-step training approach helps avoid information dumping and creates competencies, confidence, commitment to customers and company profitability. Nothing good happens for customers or the company until an employee makes it happen. The best part of our learning system is that the training is available right at their desktops and can be retaken over and over again until mastered.

Depending on the job that needs to be done, we incorporate two kinds of skill training:

1. Technical skills related to process, harvesting opportunities, and work delivery.
2. Customer knowledge based on their expectations for each work category.

**License Fee Payment Schedule:** In consideration for the grant of license and to enable Licensee to participate in and receive Licensor's Ready-Built Plumbing Program intellectual property, associated services and Materials to be provided by Licensor to Licensee, Licensee agrees to pay an amount for the selected program payable monthly interest free commencing upon the Effective Date of this Agreement and continuing for a minimum of (12) months to be received by Licensor at 50 Musket Drive, Nashua, NH 03062.

**Term:** Commencing on the Effective Date, and continuing for a period of (12) months, Licensor will make available to Licensee the services and materials as hereinafter described. Licensor may terminate this License at any time at its sole discretion. Licensee may terminate Agreement by submitting to Licensor certified US Postal notice within 60 days prior to end of term and per section 5 of this Agreement. If termination notice is not received from Licensee by Licensor, this Agreement shall extend automatically for an additional 12 month period upon the anniversary date.

The parties to this Agreement acknowledge that there are no warranties, representations, covenants, or agreements other than those set forth expressly herein. None of the terms of this Agreement shall be modified except in writing and delivered by the parties.

Licensee acknowledges that Licensee has read this entire Agreement and agrees upon the acceptance by Licensor, this Agreement (including all terms and conditions) will become the binding contract between the parties.

<p>Company Name: _____</p> <p>By _____ Effective Date: _____  <small>Licensee Signature</small></p> <p>By _____  <small>Licensee Name (Print)</small></p> <p>_____  <small>Title</small></p>	<p><b>BUILDING SERVICES INSTITUTE, INC.</b></p> <p>By _____  <small>Licensor Signature</small></p> <p>_____  <small>Title</small></p>
--	---

## RECITALS

- 1) **The Parties.** This Ready-Built Plumbing Program License Agreement (this "Agreement") is made effective as of the above Effective Date between the parties. The parties to this license are Building Services Institute, Inc. ("the Licensor"), and the licensed contractor as identified in this Agreement ("the Licensee"). Licensor owns and provides the Ready-Built Plumbing Program's accelerated growth process, the sustained profitability services, the job training, and the support via Licensor's e-learning web based Ready-Built Plumbing Program's Department Training Center located at [www.GrowMyPlumbing.com](http://www.GrowMyPlumbing.com) and its plumbing business processes and portions of the fulfillment services. The Licensee is the contracting company that has executed this Ready-Built Plumbing Program License Agreement named above, or permitted to use the facilities of the Licensor.
- 2) **License.** This license applies to Licensor owned copyright, title, trademarks, education and training programs, contractor business products, tools, and business development processes, and all other related rights in and to the Ready-Built Plumbing Program entitled "Ready-Built Plumbing Dealer Development Program" or the short name "Ready-Built Plumbing Program" (hereinafter "Material") published by Licensor for which Licensee has paid the appropriate Licensee fee.
  - a) **Grant of License:** Licensor grants to Licensee the nonexclusive and nontransferable right, during the term of this Agreement, to use the Ready-Built Plumbing Website, AccuPro®, AccuTask®, ProjectPro®, BudgetPro®, and Fix-Right® software programs, Home Comfort Certified System® and other Licensor provided promotion campaigns, heating, ventilating, and air conditioning contractor product and service delivery standard operating procedures, trademarks, and Licensor copyright materials, including the electronic spreadsheet, presentations, and word processor templates (collectively hereinafter, "Materials"), in conjunction with Licensor programs and products, for Licensee own use and that of Licensee company. Licensee may use the templates on computer or computers within the Licensee company location identified above, or a single station of a computer network, subject to the following provisions of this Agreement. The Ready-Built Plumbing Dealer Development Program resources and the associated materials (other than portions in the public domain) are the property of Licensor and are protected by copyright laws and by international treaties. Any rights not expressly granted in this license are reserved to Licensor.
- 3) **Restrictions.** Licensee may not copy except for authorized installation and backup purposes, distribute, modify, reverse compile, reverse assemble, or create derivative works of Licensor's software, products or templates. Licensee may not rent, lease, license, sell, or give the tools to any person or organization without prior written permission. Licensee agrees to take all reasonable steps to prevent unauthorized transfer or use of the tools.
  - a) Licensee agrees upon termination of this Agreement to stop use of and within ten (10) business days of termination date return all software, products, promotions, or templates to Licensor via certified mail with receipt requested as record of return.
  - b) Licensee agrees to the Ready-Built Plumbing Website use and hosting terms and conditions as specified on [www.ReadyBuiltPlumbingWebsites.com](http://www.ReadyBuiltPlumbingWebsites.com).
  - c) Licensor offers the Ready-Built Plumbing Program at the contract dollar amount as specified in this agreement and Licensee and Licensor agree the value of the program deliverables to be; 85% of the annual contract dollar amount for the grant of license to Licensee, 5% of the contract dollar amount for the on-going scheduled and unscheduled process support implementation sessions, 5% of the contract dollar amount for the electronic cash management, budgeting, pricing, sales, marketing, operating tools, processes, and associated related forms which are provided as downloads at the completion of each Ready-Built Plumbing Program's session, and 5% of the contract dollar amount for the unlimited access to Licensor program.
  - d) LICENSOR FURTHER AGREES AS A CONDITION OF SIGNING THIS AGREEMENT THAT IN THE EVENT THAT LICENSEE SHOULD BE IN POSSESSION OR IN USE OF ANY OF LICENSOR "TOOLS" AFTER DATE OF LICENSEE NOTIFICATION OF TERMINATION, OR IN THE EVENT THAT LICENSEE SHOULD SELL, OR GIVE THE TOOLS TO ANY UNAUTHORIZED PERSON OR ORGANIZATION WITHOUT PRIOR WRITTEN PERMISSION TO PAY LICENSOR AN UNAUTHORIZED USAGE A FEE AMOUNT EQUAL TO THE ANNUAL FEE AMOUNT OF THIS AGREEMENT PER OCCURRENCE.
  - e) LICENSEE FURTHER AGREES IN THE EVENT LICENSOR MUST COMMENCE LEGAL OR PAYMENT COLLECTION ACTION IN ORDER TO RECOVER LICENSOR'S MATERIAL PROPERTY OR ANY AMOUNT PAYABLE UNDER THIS AGREEMENT TO PAY LICENSOR ALL COLLECTION SERVICE FEES ON THE AMOUNTS COLLECTED, AND ALL COURT COSTS AND ATTORNEYS' FEES INCURRED BY LICENSOR. LICENSEE FURTHER AGREES TO PAY A 1 1/2%-PER-MONTH (18% PER ANNUM) DELINQUENCY COST CHARGE AGAINST ALL ACCOUNTS PAST DUE.
- 4) **Suitability, Warranties, and Liability.** Suitability: Licensee must determine the suitability of the tools for the intended uses; no warranties of merchantability or fitness for any specific purpose are either express or implied. No liability for special, incidental, consequential, indirect, or similar damages is assumed by Licensor. The tools may be changed or discontinued at any time, without advance notice. The license is for the present and future versions only; availability, continued support, updates, and compatibility with specific hardware, operating systems, or changes thereto are not assured.
- 5) **Termination.** Upon termination of the Agreement, Licensee right to use the Ready-Built Plumbing Program's, promotional collaterals, sales tools, business tools, Materials, products, and software, and or the Microsoft Office based program applications immediately ceases and Licensee must immediately pay Licensor the remaining Ready-Built Plumbing Program balance owed to Licensor. After the initial minimum term Licensee agrees to continue to pay the monthly license fee to Licensor per the terms of this Agreement until such time Licensee returns Licensor property, programs, promotional collaterals, materials, products, and pricing programs.
  - a) Licensee further agrees in the event they wish to terminate the Agreement with Licensor, to provide to Licensor a written letter sent certified US Postal stating Licensee has ceased use and removed the all program Materials and Databases uploads from their computers, laptops, cloud based systems, accounting, smart phones or tablets.
- 6) **Confidentiality.** Licensee acknowledges and agrees that the materials, sales aids, audio visual materials, promotional information and materials, forms, lists, agreements, systems, computer programs and all other materials and training aids provided or developed by Licensor pursuant to this Agreement, as well as the content of any training programs and consulting services are the property of Licensor and must be held in strictest confidence by Licensee. Licensee agrees to instruct its employees as to the confidential nature of all such matters and will invoke rules and systems, as necessary, to ensure that the confidentiality is protected.
- 7) **Relationship of Parties.** It is acknowledged and agreed by Licensor and Licensee that both parties remain independent contractors, for all purposes hereunder. Licensor shall have no authority, express or implied, to manage or control, directly or indirectly, any of the business operations of Licensee.
- 8) **Governing Law.** As a condition of executing this License, both parties further agree that any legal action taken or to be taken by either party regarding this Agreement or the rights and liabilities of Licensor or Licensee hereunder shall be brought only before a federal, state or local court of competent jurisdiction located within the State of New Hampshire. Licensee hereby consents to, and agrees not to contest, the jurisdiction of the federal, state and local courts located within the State of New Hampshire.
- 9) **Execution.** The parties hereby agree that this Agreement may be executed in two or more counterparts and by facsimile, each of which shall be deemed an original and all of which together constitutes one and the same instrument. Photocopies or fax copies of the original Agreement shall be deemed to be duplicates of the originals. Licensee agrees that they have read and agree to all terms and conditions and as evidenced by their signature on both pages of this Agreement.
- 10) **Money Back Guarantee.** Licensor offers a Money Back Guarantee on its Ready-Built Plumbing Program. Licensor agrees that if Licensee at the end of the original term of this Agreement and as a result of Licensor methods and or programs does not achieve new gross profit margin contribution by an amount equal to or above the amount paid by Licensee to Licensor under this Agreement, Licensor will reimburse the difference of the Ready-Built Plumbing Program fees Licensee paid to Licensor under this Agreement. Licensor makes the Money Back Guarantee on the following conditions:
  - a) Licensee agrees to submit to Licensor within (60) business days of the Effective Date of this Agreement Licensee's previous twelve (12) month period Income and Expense statements ("Operating Benchmarks") and to submit to Licensor Licensee's last (12) months to end of Agreement term Income and Expense statements for Licensor.
  - b) Licensee has demonstrated that they have implemented within (90) days of Effective Date of this Agreement 100% of Licensor's complete Ready-Built Plumbing Program's department sessions and tools.

<b>Authorization Agreement for Credit Card</b>		
Card Holder Name (Print):*		
Card Holder Address (Print):*		
City (Print):*	State:*	Zip:*
* (Please Select Program, Check Box <input type="checkbox"/> ) Visit <a href="http://www.ReadyBuiltPlumbingWebsites.com">www.ReadyBuiltPlumbingWebsites.com</a> to review website and <a href="http://GrowMyPlumbing.com">GrowMyPlumbing.com</a> to review Ready-Built online department training sessions.		
<input type="checkbox"/> Ready-Built Website, Hosting & All 6 Departments fee amount \$295/monthly until end of term.		
<input type="checkbox"/> Ready-Built Website, Hosting & Residential Service & Install Departs fee amount \$210/month until end of term.		
<input type="checkbox"/> Ready-Built Website, Hosting & Comm. Service & Des-Build Depart fee amount \$210/month until end of term.		
<input type="checkbox"/> Ready-Built All 6 Plumbing Departments Fee amount \$225/month until end of term.		
<input type="checkbox"/> Ready-Built Residential Service & Installation Departs Fee amount \$149/month until end of term.		
<input type="checkbox"/> Ready-Built Commercial Service & Design-Build Departs Fee amount \$149/month until end of term.		
<input type="checkbox"/> Ready-Built Plumbing Website & Hosting Fee amount \$99 per month until end of term.		
* I (we) hereby authorize Building Services Institute to initiate the above entries to my (our) credit card account.		
* Check: AMEX <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/>	* 3-digit security code located on the back	
* Credit Card #:	* Expiration Date:	
This authorization is to remain in full force and effect per the terms of this agreement. In such events where more than one payment is owed by Licensee to Licensor, this authorizes Licensor to increase Licensee payment up to the full amount due to Licensor.		
* Authorized Signature:	* Date:	

\*Ready-Built Program transactions will be recorded on your bank statements as from Building Services Institute

\* Required fields

Please fax the **entire** executed Agreement and a **copy of Voided Check** to: 603-386-6342



# Staff Training by Job Title

GrowMyPlumbing.com is the only plumbing subscription based consulting company that provides you with 6 complete department processes, forms and individual staff job training. Below are the individual job specific job education and training sessions that are included in the Partnership Program for all positions in your business.

## Achieve Plumbing success by training your people TODAY!

Each session helps you to quickly and efficiently make changes within your business by getting your staff involved and participating in the changes. Why our program works is that after each online training session we directly contact the staff attendee with the job training session handouts, as well as, check in with them personally to see if any job process implementation support help is needed.

We make it easy by providing you with these key process management tools, training and support:

1. The most complete set of efficient and effective written plumbing departmental processes and associated forms.
2. An efficient step-by-step "right-at-your-desktop" means to educate and train your staff to implement best-practice departmental processes, tools, and forms.
3. Unlimited process implementation coaching support to make the needed change happen no matter how you are organized.

### General Manager/Office Job Training Tracks

- Owner/General Manager
- Human Resource Manager
- Financial Manager
- Comptroller-Credit Manager
- Office Manager
- Stock Clerk
- Book Keeper

### Residential Job Training Tracks

- Residential Service Manager
- Residential Installation Manager
- Residential Marketing Manager
- Dispatcher/Customer Care Manager
- Residential Sales Rep. /Sales Manager
- Residential Technician
- Residential Selling Technician
- Residential Crew Chief
- Comfort Advisor

### Commercial Job Training Tracks

- Commercial Service Manager
- Commercial Sales Manager
- Commercial Service Agreement Sales Consultant
- Commercial Design-Built Sales Consultant
- Dispatcher/Customer Care Manager
- Project Estimator
- Commercial Technician

# Achieve Real Success TODAY!!



## INSIDE

- ▶ Free Plumbing Business Growth Planning Handbook.
- ▶ FREE Customized Business Growth Plan.
- ▶ Proven Plumbing Business Systems.
- ▶ The highest ROI on your time and money.