

Your No-Brainer \$1,000,000 Cash in the Bank System -

How to Start and Exponentially Build Your Thriving Residential Maintenance System

Many contractors tell me:

- ✓ They don't know where to start building a maintenance program or
- ✓ they are stuck at a couple hundred agreements or
- ✓ they need a system to exponentially grow their maintenance agreements.

If this is you, now you can get the easy steps to profitably save at least \$1 million in cash within 10 years. And, do it quickly with my proven program.

Imagine never having to worry about having enough cash. No more wondering about how to meet payroll or how to fund a new truck.

Imagine having less seasonality and more consistent cash flow.

Imagine a thriving, growing loyal customer base.

How do you do it? With my proven maintenance growth plan. Maintenance agreements are essential for a stable, profitable HVAC company. Dramatically increase your residential planned maintenance agreement (PMA) enrollments using a proven, systematic process.

Does this work?

Contractor in the midwest:

"We had to open a savings account in another bank because we exceeded the Federal Insurance of \$250,000 per account with our maintenance savings."

Contractor in the southeast:

"The best thing you ever told us was to put the maintenance agreement cash in a savings account. In 7 years we saved over \$1.7 million."

Bob Barnes, Western Heating, Boise, Idaho

"The weather was mild this fall and we were still busy thanks to our maintenance agreement customers...and I now make money even in February!"

The national average for maintenance agreement enrollments is 30%. With this program, the average residential enrollment rate is 43% to 45%. However, some contractors who have followed this program have achieved more than a 70% enrollment rate.

Expected Outcomes

- You increase your maintenance base by a minimum of 100 new maintenance clients in 2017 and every year thereafter. (If you are starting with no maintenance agreements, then you should generate a minimum of 100 maintenance agreements this year)
- This means you could generate at least an additional 6 to 8 system replacements and at least \$18,000 to \$36,000 in additional service work this year.
- You start building a savings account which helps you get through slower times and eliminates the need for a bank line of credit
- You build increased customer loyalty, decreased seasonality, and increased cash flow
- You take what they learn in this program and apply it year after year to build a thriving, profitable business and a healthy cash balance in your savings account.

Your Program

- One in person training session - Class from 8 AM to 2 PM
- Homework prior to the first session
- Weekly tracking and reporting through December 31, 2017
- Unlimited use of 12 video programs to train your service technicians, dispatchers, customer service reps, and more

The program begins with information you bring to the training session. This consists of identifying the location of existing maintenance clients and non-maintenance customers on a map. This visual representation identifies the geographic location of most of your clients and customers.

Once your geographic location is identified, then you determine the total number of homes in your geographic service area. This information will be entered into the exercise during the get started training session to calculate the maximum number of potential maintenance clients that could be served in your geographic area.

Get Started Training Session Topics

- Why grow a thriving maintenance program
- Foundation actions needed to get started
- Maintenance Pricing
- The seven step process for enrolling maintenance clients
- Establish the maintenance goal for the year
- SPIFFs
- Marketing plan for the year
- Contests
- Homework - weekly tracking forms

Weekly tracking

- You send me a report containing the number of opportunities and maintenance enrollments each week
- You should meet the goal of at least 30% enrollments (my average enrollment rate for contractors I have trained over the past 5 years has been 43% to 45%). If you are not getting this result, then we will determine what isn't happening and discuss suggestions to fix the issue

Monthly Telephone Call

- Each month we have a 15 minute telephone call. The call could be for additional technician or office training, or simply to report on progress and ask questions.
- With coaching and tracking we can spot some issues and take care of them before they become major crises.

12 On-line video sessions

- Follow up training for dispatchers, service technicians, marketing, and follow up
- Supplement information from the training session
- Train your team members who will actually be performing these activities since most cannot come to the training session (ie it is not cost effective to take a technician out of the field to attend an on-site maintenance class)

You also receive

- Grow your Thriving Maintenance Program manual (all the pricing methodologies, scripts, forms for this program)
- Tracking forms and follow up
- Unlimited access to the video programs

You may also invest in

- Printing forms
- Direct mail and other marketing expenses - I will give you suggestions and places to go for proven marketing materials and websites
- Website changes to incorporate maintenance into your websites

Who am I, Ruth King?

Ruth King is Channel Manager for HVACChannel.tv; television on the Internet for contractors. She is also President of Business Ventures Corporation. Ruth has worked in the plumbing, heating and air conditioning industry since 1987. Her work includes consulting in sales and marketing, finance, technical training, and operations challenges.

Ruth has been instrumental in helping business owners understand and profitably use the information generated from the financial segment of their businesses. She has a knack for helping business owners truly understand financials.

She is especially proud of one contractor she helped climb out of a big hole. He started with a negative \$400,000 net worth 15 years ago and is still in business today... profitably and with a positive net worth.

Ruth holds a Class II (unrestricted) HVAC contractor's license in Georgia.

Her #1 Best-selling book, ***The Courage to be Profitable*** is preceded by two award winning books, ***The Ugly Truth about Small Business*** and ***The Ugly Truth about Managing People***.

Ruth wrote the highly popular **Residential and Commercial Operations Manuals: Best Practices for Running a Profitable Service and Replacement Company, The \$1,000,000 Blueprint System: How to Grow a Thriving Maintenance Agreement Customer Base**, and many other manuals. These procedures have been tested for more than 25 years in her work with contractors throughout the United States.

Your Investment in this 9 Month Program

- \$1,997 per company - includes registration for one person attending the get started training session
- \$97 for each additional person attending the training session

Is it worth it?

If you follow this program and build more than \$1,000,000 in the bank in ten years, this investment is "a drop in the bucket" for what you learn and the profits you generate.

Hurry, this program is limited in the number of participants

Since you receive personalized attention, both in the training session and by phone:

- I am limiting the number of companies I will work with this year to 15 companies per Get Started Session so that you get the personal attention that you and your staff need to make this program successful for you this year and in years to come

My guarantee

By the end of the one day training session, if you feel that the class was not worth your investment, let us know and we will cheerfully refund your money.

How to Get Started

- Choose the training class date and location most convenient for you

April 5, 2017	Fredrick, MD (near Baltimore)
April 11, 2017	San Antonio, TX
April 12, 2017	Jacksonville, FL
April 13, 2017	Atlanta, GA
- Complete the enrollment form on the next page
- I will send you the location details and homework instructions to complete before your training day

I look forward to helping you increase your cash, customers, and profits.



Ruth King
Profitability Master

Yes! I want to build a thriving maintenance program.

Name: _____

Company Name: _____

Phone: _____ Cell phone: _____

Email address: _____

The training session I (we) will attend is:

- | | | |
|--------------------------|----------------|--------------------------------|
| <input type="checkbox"/> | April 5, 2017 | Fredrick,, MD (near Baltimore) |
| <input type="checkbox"/> | April 11, 2017 | San Antonio, TX |
| <input type="checkbox"/> | April 12, 2017 | Jacksonville, FL |
| <input type="checkbox"/> | April 13, 2017 | Atlanta, GA |

Name(s) of attendees: _____

Investment in Jumpstart Your Maintenance Growth System. I choose:

- | | | |
|--------------------------|----------------------------------|----------|
| <input type="checkbox"/> | One payment of \$1,997 | |
| <input type="checkbox"/> | 4 easy monthly payments of \$499 | \$ _____ |

\$97 for each additional attendee at the training session

of additional attendees _____ @\$97 each \$ _____

TOTAL \$ _____

Credit Card: ☐ Visa ☐ MasterCard ☐ American Express

Card Number _____

Expiration Date _____ Security Code _____

Name on the Card _____

Signature _____

Billing Address (if not same as above) _____

Fax this enrollment page to 678-969-2791 Email: ruthking@hvacchannel.tv
Mail: 1650 Oakbrook Drive, Suite 405, Norcross, Georgia, 30093
Questions: 877-520-4321 or 770-729-8000 or Ruth King's Cell: 678-296-4123