

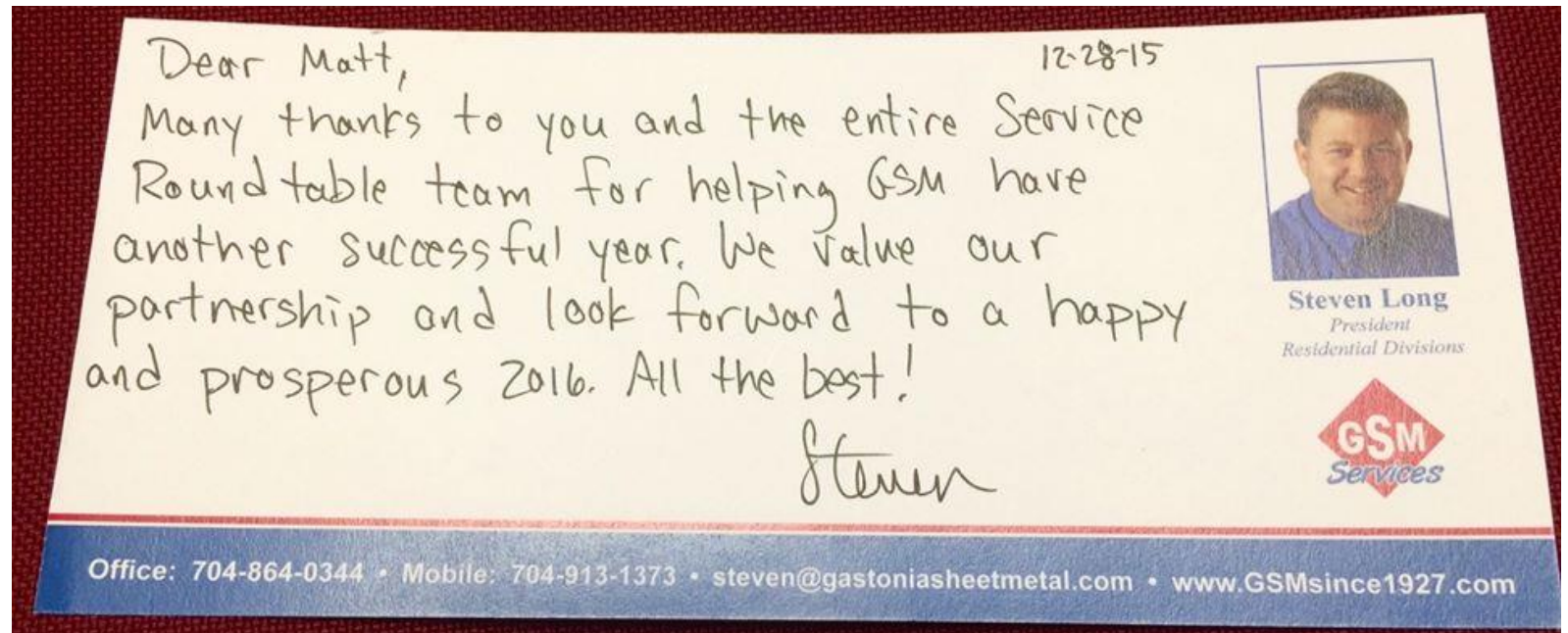


# SERVICE ROUNDTABLE

[ServiceRoundtable.com](http://ServiceRoundtable.com) • 877.262.3341

# What is Service Roundtable?

- A Business Alliance Supporting Contractors
- The Mission of the Service Roundtable is to “Help Contractors Improve Their Business and Financial Performance, Leading to a Profitable Exit Strategy.”



# What is Service Roundtable?

It's a  
Website

The screenshot shows the Service Roundtable website. At the top, the logo "SERVICE ROUNDTABLE" is displayed with the toll-free number "877.262.3341". To the right is a login section with fields for "Email address" and "Password", a "Log In" button, a dropdown menu for "HVAC", and a link for "Forgot Password?". Below the header is a navigation bar with links: "The Largest Private Contractor Group", "Take a Tour", "About Us", "Testimonials", "Free Stuff", "FAQs", and a large orange "Join Now" button. On the left side, there is a "Connect" section with social media icons for Facebook, Twitter, YouTube, and LinkedIn, followed by a list of links: "Service Nation Alliance", "HVAC Branding", "Online Store", "Comanche Marketing", "Servant Leaders", "Events & Dates", "Profiles In Prosperity", "Affiliates", "Contact Us", "Need a Speaker?", and "Testimonials". The main content area features a large banner with a man in a green shirt, the text "\$50/month", and the call to action "Call 877.262.3341 today for a free tour!". Below the banner are navigation arrows and a paragraph describing the Service Roundtable's offerings: "Formed by leading contractors, the Service Roundtable offers an incredible array of HVAC, Electrical, Solar, and Plumbing best practice tools to help you generate leads, close more sales, market your company, recruit technicians and plumbers, price for profit, manage your service agreements, and create an exit strategy."

**SERVICE ROUNDTABLE**  
Toll Free: 877.262.3341

Email address  
Password  
Log In HVAC Forgot Password?

The Largest Private Contractor Group Take a Tour About Us Testimonials Free Stuff FAQs **Join Now**

Connect

**Service Nation Alliance**  
**HVAC Branding**  
**Online Store**  
**Comanche Marketing**  
**Servant Leaders**  
**Events & Dates**  
**Profiles In Prosperity**  
**Affiliates**  
**Contact Us**  
**Need a Speaker?**  
**Testimonials**

*"Thankfully I'm a Service Roundtable member now, so I don't have to guess anymore and have people to ask."*  
Ryan Garrison  
Owner  
The Drain Guys  
West Orange, NJ

**SERVICE ROUNDTABLE**  
**\$50/month**  
Call 877.262.3341 today for a free tour!  
**GET MORE SALES! MAKE MORE PROFIT! SAVE MORE TIME!**

Formed by leading contractors, the Service Roundtable offers an incredible array of HVAC, Electrical, Solar, and Plumbing best practice tools to help you generate leads, close more sales, market your company, recruit technicians and plumbers, price for profit, manage your service agreements, and create an exit strategy.

# *What is Service Roundtable?*

## **It's Events**







*See you in March!*

**SAN DIEGO HILTON**

**Alliance Day:**

March 10th

**International Roundtable:**

March 11th - March 12th, 2020





# Join Us!

**ALLIANCE DAY**

**SEPTEMBER 21**

**SERVICE WORLD EXPO**

**SEPTEMBER 22-24**

# It's a Source of Motivation



For contractors to live by

Customers are  
not always right,  
but they are  
still customers.

For contractors to live by

Any business  
not growing  
is stagnating  
or dying.



# *What is Service Roundtable?*

**It's Networking  
With Top  
Contractors &  
Industry  
Consultants**





# *What is Service Roundtable?*

**It's a  
Community**





# It's the Industry's Largest Content Library





# What is Service Roundtable?

## What's Inside: The Download Center

### DOWNLOAD CENTER

Also check out: [File Share Center](#) | [Shareware Library](#) | [Freebies Downloads](#) | [Contractor Coalition Content](#)

Type the search words in the box below  
(like "postcard", "door hanger", "spring newsletter")

- ☐ Any words  
☐ All words  
☐ Exact phrase

SEARCH 

Publisher files can be opened with Microsoft Publisher (PC)  
or LibreOffice Draw (PC or Mac)

Need something we don't have? Got an idea? [Suggest](#)

### MARKETING PACKAGES

Page  of 121




RATE YOUR  
DOWNLOADS 

#### Winter 2018 Newsletter Postcard

added Nov 20, 2018 | 8 Downloads



This postcard is a condensed version of our Winter HVAC 2018 newsletter featuring an article titled "9 Tips for Maintaining Y ... [more](#)

 Download Now

 Rate This

Not rated (0)


#### Winter Newsletter 2018

added Nov 16, 2018 | 64 Downloads



The HVAC 2018 Winter Newsletter is now here! Allow your customers to enjoy informative industry related articles. We've desig ... [more](#)

 Download Now

 Rate This

Not rated (0)

#### World Toilet Day Facebook Cover Photo

added Nov 14, 2018 | 54 Downloads



World Toilet Day is a global day to inspire action and raise awareness about the global sanitation crisis - a topic often neg ... [more](#)

 Download Now

 Rate This

Not rated (0)


#### Magazine Ad: Winter Upgrades, Tune-ups, Reminders

added Nov 6, 2018 | 71 Downloads



You don't want to get stuck in the cold this winter! This graphic can be posted on your social sites to help your audience ke ... [more](#)

 Download Now

 Rate This

Not rated (0)

#### Shutoff Valve or Switch Tag

added Oct 29, 2018 | 67 Downloads



This piece is a shutoff valve / switch tag that can be used by

#### Thanksgiving Online Coupon

added Oct 24, 2018 | 151 Downloads



Celebrate this Thanksgiving with this special online coupon

#### Sherry Rodgers

Just Recommended

THE ULTIMATE HVAC INCOMING CA  
[See More](#)

#### Altaron Veasey

Just Recommended

Half-Page Magazine Ad  
[See More](#)

### Top Downloads This Week

[Winter Newsletter 2018](#)

64 downloads

[World Toilet Day Facebook Cover Photo](#)

54 downloads

[Thanksgiving Facebook Cover Photo](#)

28 downloads

[Thanksgiving Online Coupon](#)

19 downloads

[Magazine Ad: Winter Upgrades, Tune-ups, Reminders](#)

18 downloads

### Top Downloads This Month

[Thanksgiving Online Coupon](#)

151 downloads

[Winter Prep Postcard \(HVAC\)](#)

104 downloads

[Industry Tips for Social Media](#)

76 downloads

[Veteran's Day Facebook Cover Photo](#)

72 downloads

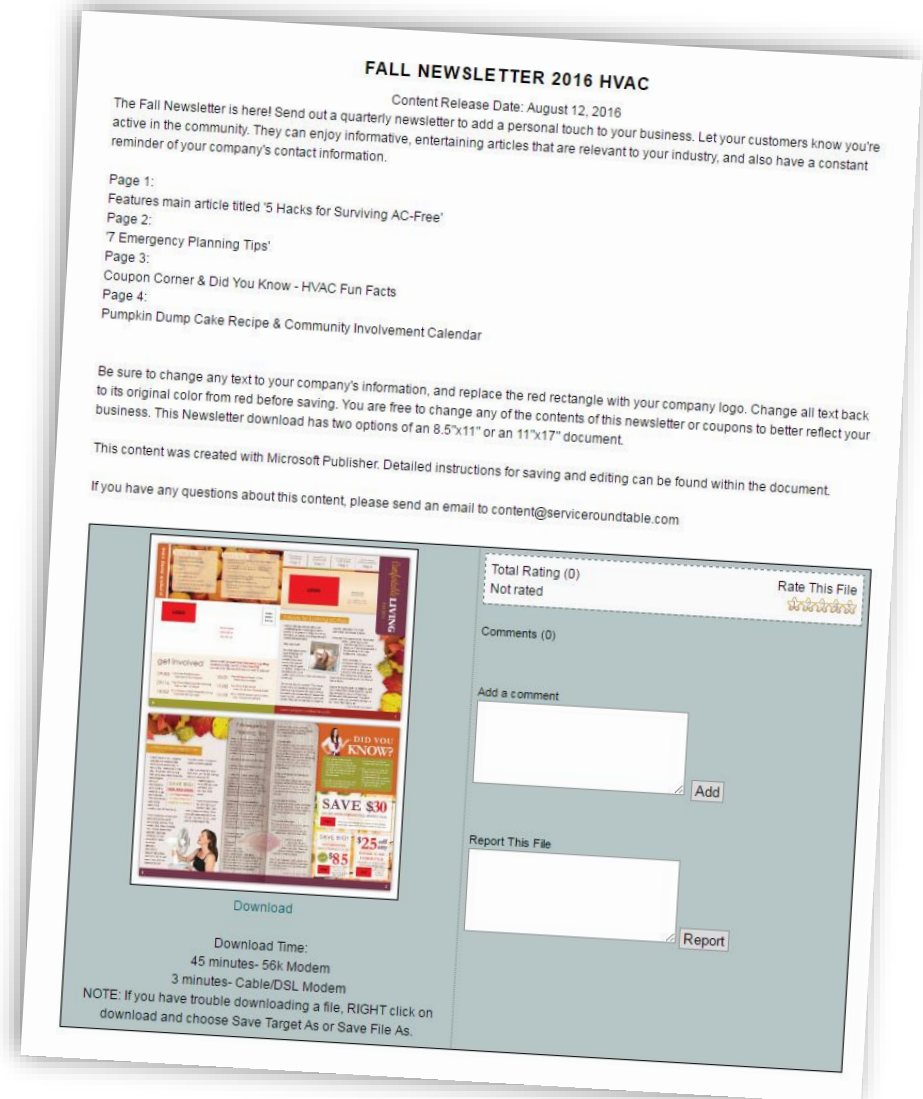
[PROFIT REPORT ISSUE 19: JULY 2017](#)

72 downloads

### Top Downloads - All Time

# What is Service Roundtable?

## What's Inside: Pop-Up Content Description





# What is Service Roundtable?

- Consumer Newsletters
- Marketing Flyers
- Facebook Coupons
- Door Hangers
- Job Descriptions
- Pricing Calculators
- Business Forms
- Training Material
- Service Agreements
- Direct Mail Pieces
- Motivational Posters
- Business Ideas
- Human Resource Material
- Call Scripts
- Ads
- Job Applications
- Gift Certificates
- Employee Recruiting
- eBooks
- Warranties
- Promotions
- Affinity Marketing
- And More



# What is Service Roundtable?

## What's Inside: The Idea Exchange

Message Sent	Sent By	Subject
Aug 10, 2016 1:40 PM	David Fisher	Need more ammo for when the client calls and says, you charged me \$500.00 for a capacitor that costs \$15.00!
Aug 10, 2016 10:11 AM	Michael	re: wrap coils leaking
Aug 10, 2016 8:56 AM	Cameron	MSUS Books
Aug 10, 2016 8:55 AM	Ian Schuster	Employees and side jobs
Aug 10, 2016 8:47 AM	Matthew	Employees and side jobs
Aug 14, 2016 11:37 PM	Pranika	re: Employees and side jobs
Aug 14, 2016 11:37 PM	Alan Peters	re: Employees and side jobs
Aug 14, 2016 11:37 PM	Kevin Shaw	re: re: re: Service Team
Aug 14, 2016 11:37 PM	J S	Cell phones
Aug 14, 2016 11:37 PM	Scott Mendis	Cell phones
Aug 14, 2016 11:37 PM	Neil Hock	re: re: re: Service Team
Aug 14, 2016 11:37 PM	Chris Haywood	re: re: re: Service Team
Aug 14, 2016 11:37 PM	Chris Haywood	re: Service Team question
Aug 14, 2016 11:37 PM	John Adams	Cell phones
Aug 14, 2016 11:37 PM	Steve Scott	Employees and side jobs
Aug 13, 2016 9:40 PM	Chris Haywood	Employees and side jobs
Aug 13, 2016 9:33 AM	Dave Hobbach	Saturday Habit: How 5/13/2016
Aug 13, 2016 9:33 AM	John Hobbach	re: Service Truck GPS Locator
Aug 13, 2016 9:33 AM	Amy Adolph	re: MSUS Books
Aug 12, 2016 11:33 PM	Mike Nobile	re: Service Truck GPS Locator
Aug 12, 2016 10:16 PM	Jessie Martin	Employees and side jobs
Aug 12, 2016 7:28 PM	Hutan Sylves	Employees and side jobs
Aug 12, 2016 6:36 PM	Shane Huxford	re: Leading with Service by Nathan Hill
Aug 12, 2016 5:31 PM	Marlin Huxford	Employees and side jobs
Aug 12, 2016 5:31 PM	Eric Hubert	outdoor decals
Aug 12, 2016 5:31 PM	Neil Hock	Employees and side jobs
Aug 12, 2016 11:22 PM	Frank Shaw	Employees and side jobs
Aug 12, 2016 11:19 AM	Sarah Blackwell	re: outdoor decals
Aug 12, 2016 10:42 AM	Tracy Johnson	Employees and side jobs
Aug 12, 2016 10:22 AM	Tony Dapp	Employees and side jobs
Aug 12, 2016 9:22 AM	Dave Hobbach	re: What do you want from your distributor?
Aug 12, 2016 8:58 AM	Kevin Walsh	What do you want from your distributor?
Aug 12, 2016 8:49 AM	Kathie Todd	re: what we want from our distributor
Aug 12, 2016 8:17 AM	Outlaw Walsh	outdoor decals
Aug 12, 2016 7:50 AM	Joel Goucher	re: re: What do you want from your distributor?
Aug 12, 2016 6:58 AM	Doug Gieser	Service Truck GPS Locator
Aug 12, 2016 5:57 AM	Richard Foster	outdoor decals
Aug 11, 2016 12:34 PM	David Swasey	re: Training
Aug 11, 2016 10:18 AM	Jason Gentry	re: Service Truck GPS Locator
Aug 11, 2016 9:19 AM	Curie	What do you want from your distributor?
Aug 11, 2016 7:54 AM	Dellenbaugh	Service Truck GPS Locator
Aug 11, 2016 6:17 AM	Neil Hock	re: re: What do you want from your distributor?
Aug 11, 2016 6:04 AM	Tom Fricker	re: re: What do you want from your distributor?
Aug 11, 2016 5:52 AM	Eric Gieser	re: Advice
Aug 11, 2016 10:02 PM	Joe Cunningham	re: Advice
Aug 10, 2016 1:38 PM	Matthew	re: Advice
Aug 10, 2016 1:38 PM	Pranika	Service Truck GPS Locator
Aug 10, 2016 1:18 PM	Phyllis Farnish	Service Truck GPS Locator
Aug 10, 2016 1:12 PM	Kyle Wallace	re: What do you want from your distributor?
Aug 10, 2016 1:12 PM	Hutan Sylves	re: What do you want from your distributor?
Aug 10, 2016 11:38 AM	Tom Fricker	re: re: Advice
Aug 10, 2016 11:23 AM	Tom Fricker	re: What do you want from your distributor?
Aug 10, 2016 11:20 AM	David Huxford	Service Truck GPS Locator
Aug 10, 2016 10:37 AM	Tyler Kinn	What do you want from your distributor?
Aug 10, 2016 10:33 AM		

re: Employees and side jobs

Monday, August 15, 2016 8:47 AM

Allan Peters

Reply

Howell Mechanical Co. Ltd.

Print

☐ Show Mail Header

Chris: as I was thinking about your comments and my own experience - here is what i've come to understand about side jobs. When a tech says he's not doing any side work - he's lying. They ALL do side work. Some just more than others. Some will follow your rules and only help immediate family - others basically will work for cash for anyone. Like you I had a tech working for me - I thought he was great. Like you he helped me save my company after I made some bad decisions. He came to work with us when we really were in a very desperate place. And through his and others efforts we worked it out. BUT - then I found out he was working for a former employee, my competition on the weekends. I could never prove theft of inventory - but I know my tools were used. He quit last year - we were able to hire a much better tech, we have a happier crew of guys and my office staff is happier because the paperwork is done right. Was I stupid to hire him when we really needed him? No. I don't think so. Would I ever hire him back - never.. and that's a long time. I've come to understand that my employees are a bit like players on a team - we trade and draft for better talent; to improve the team and put up more wins. When you have a player / employee that isn't a team player, isn't meeting your expectations, or your customer's and is doing side work - well, maybe it's time to improve the team and make room on the team roster.



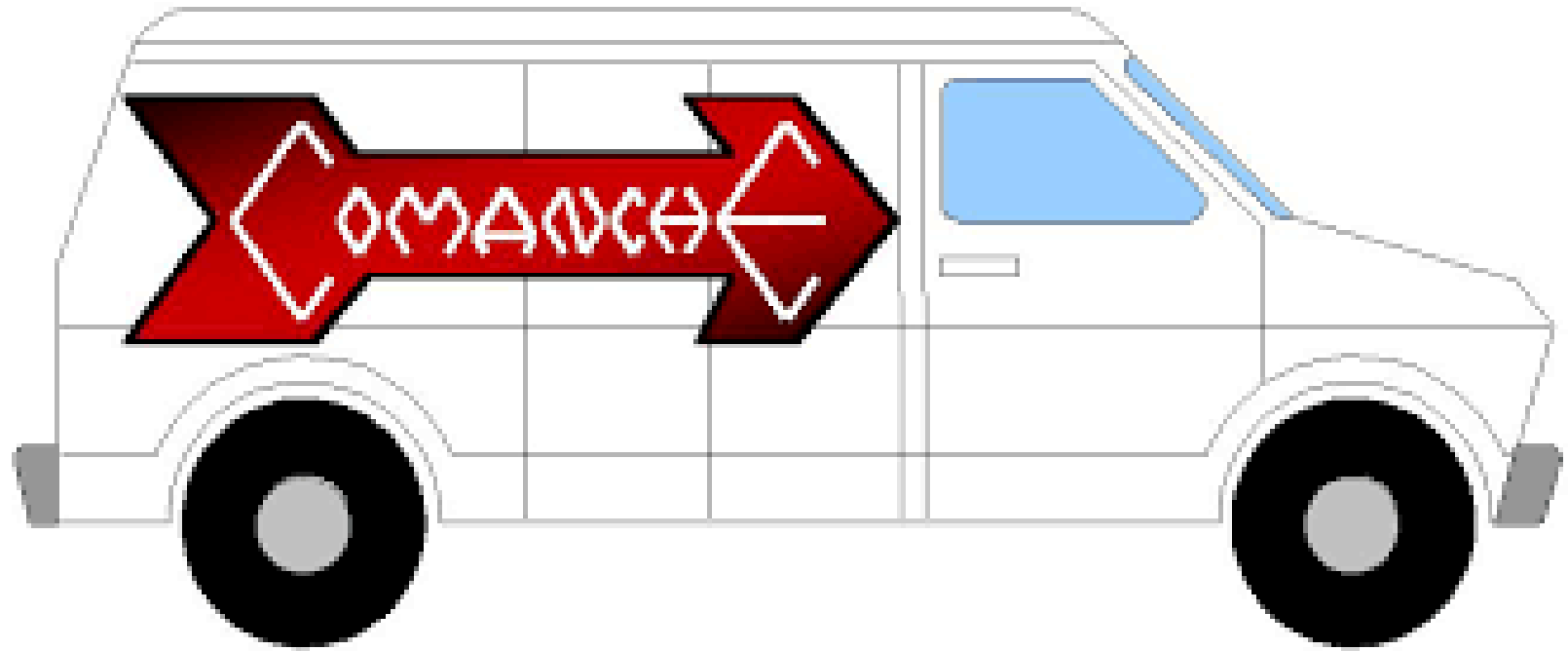
# *What is Service Roundtable?*

- Need more ammo for when the client calls and says; you charged me \$xxx.00 for a capacitor that costs \$15.00!
- evap coils leaking
- MSDS Books
- Employees and side jobs
- Service Titan
- Cell phones
- Saturday Rabbit Hole 8/13/2016
- Service Truck GPS Locator
- Leading with Service by Nathan Mitchell
- outdoor decals
- Training
- Advice
- What do you want from your distributor?



# *What is Service Roundtable?*

What's Inside:  
Comanche  
Marketing





# What is Service Roundtable?

## What's Inside: The Profit Report



### Stop Missing What you Really Need

by Jim Olszynski

I'm a pretty old dude and rather jaded when it comes to listening to business experts talk about their keys to success. I've attended hundreds of business educational sessions during my career, even conducted some, and it's rare to hear a truly original spiel. Presenters even tend to recycle the same jokes.

So why did I leave your organization's International Roundtable in Phoenix last April so stoked I could hardly wait to get to my computer and hammer out this article?

It's because I thought it one of the best conferences I've ever attended for

overall quality of information targeted to a service trade audience.

I've gone to several Service Roundtable conferences these past few years and they seem to keep getting better. A big reason, in my opinion, is that most of the sessions are conducted by fellow members, by Service Roundtable staff and by affiliated consultants who specialize in the service trades. International Roundtable conferences typically kick off with a motivational speaker from outside the industry but after that the instruction zeroes in on specific issues you deal with every day in your plumbing-HVAC-electrical businesses.

My "Tips of the Trade" section in this newsletter will tackle some of those specifics. Here, I

want to focus on one overall lesson directed at those of you who were not present in Phoenix.

Something I've noticed time and time again in attending business conferences for some 40 years is that I'm always rubbing elbows with many of the most successful people in the industry. The owners and CEOs who have built the industry's top companies know enough to teach the programs being offered, and sometimes they do. Yet you still see these real-world experts in the seminar audiences listening intently to what other presenters have to say and taking notes.

Why is that? It's because they are smart enough to know that even though they may know more than the

Continued on page 2

# What is Service Roundtable?

## What's Inside: Money Mail



### MONEY M@IL

**OUR TURNKEY PROGRAM INCLUDES:**

- ACCOUNT SETUP FEE**  
We'll create your Constant Contact account and set it up to meet the strict standards of the CAN-Spam Act (US) and CASL (CANADA). You'll have complete access once it's up and running (We will work with your existing account if you have one).
- E-MAIL LIST IMPORT**  
Don't Worry about the hassle associated with moving your e-mail list. We'll do it for you.
- E-MAIL CREATION**  
Each month we'll create a professional, unique new e-mail that will be tailored to generate sales, generate leads, and positively promote your company.
- REVIEW AND LAUNCH**  
We'll send you a proof of our monthly e-

**ENJOY UNLIMITED DIRECT MARKETING TO YOUR TARGET AUDIENCE WITH MINIMAL EFFORT!**



The background of the entire image is a light blue sky filled with numerous US dollar bills of various denominations (including \$100, \$50, and \$20) falling from the top, creating a sense of money being earned or rewarded.

# ROUNDTABLE **Reward**

buy | earn | repeat



# *What is Service Roundtable?*








# What is Service Roundtable?


	<b>SERVICE ROUNDTABLE</b>	1025
DATE <u>Q3 2016</u>		
PAY TO THE ORDER OF <u>Average Member</u>	\$ <u>1,501.71</u>	
<u>One thousand five hundred one and 71/100-----</u>		DOLLARS 
<small>Security Features Included Details on Back</small>		
MEMO <u>One Quarter Rebate</u>		
⑈0000000000⑈ ⑈0000000000⑈		1025



# What is Service Roundtable?

## What's Inside: Group Buys



  
sen|si  
simply sensible  
Universal Thermostat  
with Remote Access  
EMERSON

**Sensi Wi-Fi Thermostat: 89.99!**

Use Coupon Code  
SRTWIFI for discount

Value	Discount	You Save	Buy it Before
<b>\$159.99</b>	<b>44%</b>	<b>\$70.00</b>	<b>10:00 AM 5/01/2015</b>



  
ShutBee  


**SAVE 15%**  
Value Discount Final Price  
\$83 15% \$54  
\$15 flat rate shipping per case of shoe covers  
Buy it Before  
5:00PM CST  
on Monday, Sep 21st, 2015  
Limited Time Offer  
✓ Hurry!

**Offer on the Table!**  
Buy a case of ShutBee Original or Waterproof Pink Shoe Covers and get 15% off the retail price.  
(Original cases contain 100 pairs of individual shoe covers.)  
(Waterproof cases contain 100 Pairs / 100 individual shoe covers.)  
\$15 flat rate shipping per case of shoe covers

**Bottom Line**  
October is Breast Cancer Awareness month so let ShutBee Pink Shoe Covers show your clients you care about a great cause and their health. These shoe covers were made specifically for service technicians and fit up to a size 12 work boot. The triple layer construction provides a stronger than normal shoe cover compared to other footwear on the market.  
Support a great cause with ShutBee Pink Shoe Covers and make sure your clients remember you the next time they need a service or repair.

**Buy!** + You Choose Your Case

# What is Service Roundtable?

# Only \$50 a Month





# Welcome Associate Member!



## WHO Can Be An Associate?

Owners of service businesses who are members of an organization affiliated with the

**Service Roundtable**

## How to Make the Most of Your Membership:

- ▶ Report Purchases and Earn Rebates
- ▶ Receive GroupBuy Specials
- ▶ Attend Member Conferences/Training

## Additional FREE Benefits:

- ▶ Profit Report Newsletter
- ▶ Free Downloads
- ▶ Comanche Marketing
- ▶ Member Announcements



# What do Associate Members Need?

Content







# What do Associate Members

## Group Buys

**groupbuy** |  **sen|si**  
simply sensible  
Universal Thermostat with Remote Access

**Sensi Wi-Fi Thermostat: 89.99!**

Value <b>\$159.99</b>	Discount <b>44%</b>	You Save <b>\$70.00</b>	Buy it Before <b>10:00 AM 5/01/2015</b>
--------------------------	------------------------	----------------------------	--

Use Coupon Code **SRTWIFI** for discount

**groupbuy**  
Shufflee's Original and Waterproof Pink Shoe Covers



**SAVE 15%**

Value	Discount	Final Price
\$63.00	15%	\$54.00

Buy it Before  
**5:00PM CST**  
on Monday, Sep 17th, 2015

Limited Time Offer  
✓ Hurry!

**Offer on the Table!**

Buy a table of Shufflee's Original or Waterproof Pink Shoe Covers and get 15% off the total price. Original covers: 100 Pink / 100 Waterproof shoe covers. \$10 flat rate shipping per case of shoe covers.

**Bottom Line**

October is Breast Cancer Awareness month. In let Shufflee's Pink Shoe Covers show your clients you care about a great cause and their home. These shoe covers were made specifically for service technicians and fit up to a size 12 work boot. The triple layer construction provides a stronger than normal shoe cover compared to other footies on the market.

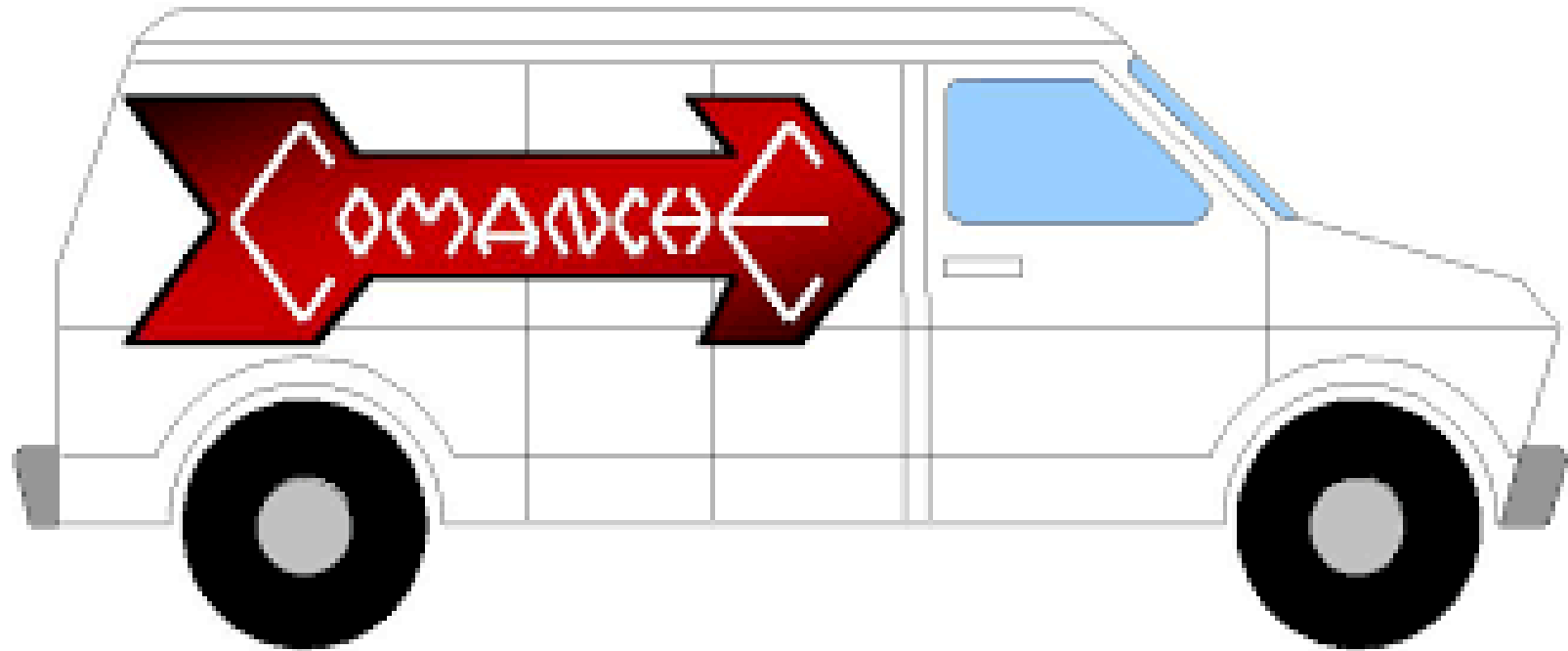
Support a great cause with Shufflee's Pink Shoe Covers and make sure your clients remember you the next time they need a service or repair.

**Buy!** + You Choose You Lose



# *What do Associate Members*

Comanche  
Marketing



# What do Associate Members

## The Profit Report







# Join Us!

**ALLIANCE DAY**

**SEPTEMBER 21**

**SERVICE WORLD EXPO**

**SEPTEMBER 22-24**

# *What does an Associate Membership*

## **Included with Association Membership:**



- Member Discount to Events
- Freebie Content from Website
- Group Buys
- Rebates from Most Preferred Partners



# What happens when you upgrade?

\$50/Month



# What happens when you upgrade?

\$50/Month



Your  
Association





# *How else does your association*

- Service Roundtable will provide meeting speakers free
- Association can participate with Other Affiliates to share best practices
- Option to use Service Roundtable file sharing space for members
- Cross marketing (we encourage our members join Association and vice versa)
- Service Roundtable communicates Association events

# *Requirements?*

- Identify as an Affiliate with the Service Roundtable
- Complementary booth at the Association trade show
- Identify the Service Roundtable as a show sponsor



# Comparisons

## Associate Membership

- Average Quarterly Rebate \$150
- Access to 300 pieces of customizable content
- Discounted Registration for Events
- Frequent Educational Newsletters / Mailings

## Service Roundtable Membership

- Average Quarterly Rebate \$1,500
- Access to 3,000 pieces of customizable content
- Discounted Registration for Events
- Frequent Educational Newsletters / Mailings
- Idea Exchange
- \$25 a month of dues returned to Local Association