



“This is WHY Kingdom gives back to the community. People are our purpose.”

**Daniel Young CEO & Founder,  
Kingdom Roofing Systems**

## Blueprint for the Future: Building a Successful and Resilient Company

Shashi Bellamkonda: Feb 2022





Manage Your Appointments

Beautiful Proposals

Powerful Digital Contracts

Extremely Efficient Estimates

In-home Financing

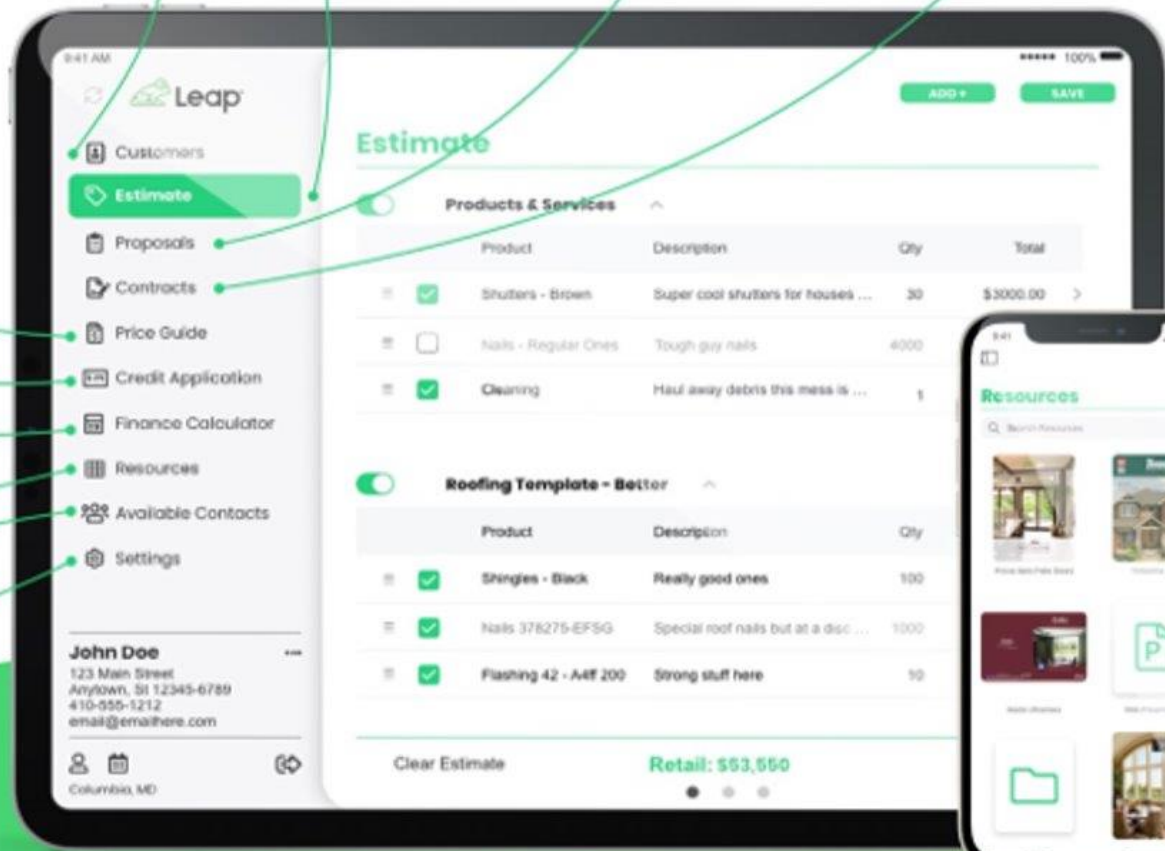
Rapidly Update Pricing

Higher Ticket Prices

Digitize All Your Documents

Quickly Reference Accounts

Measurable Data

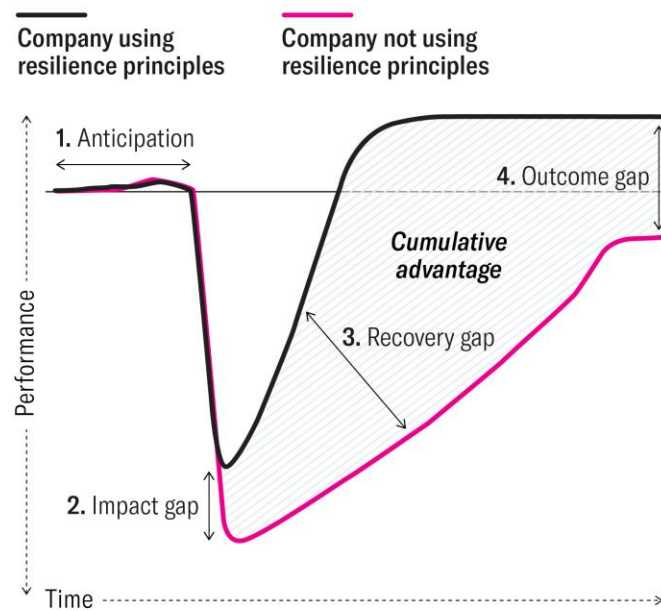


# Covid Taught Us that Resilient Businesses Survive



## Assessing Companies' Relative Resilience

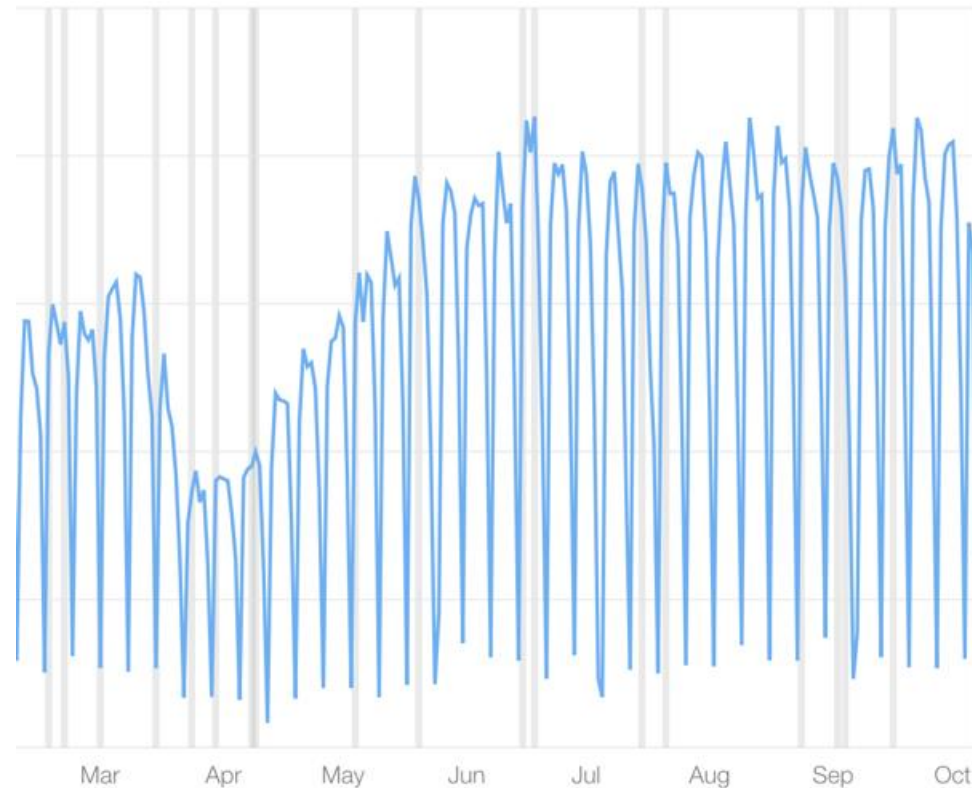
When confronted with unanticipated stress, a company that employs resilience principles has multiple opportunities for advantage that play out sequentially. Cumulatively, these can give a company a significant edge in value over competitors.



Source: Martin Reeves



Source: [Harvard Business Review](https://www.hbr.org/)



Source: Leap App Activity Mar to Oct 2020

# Building a More Resilient Business



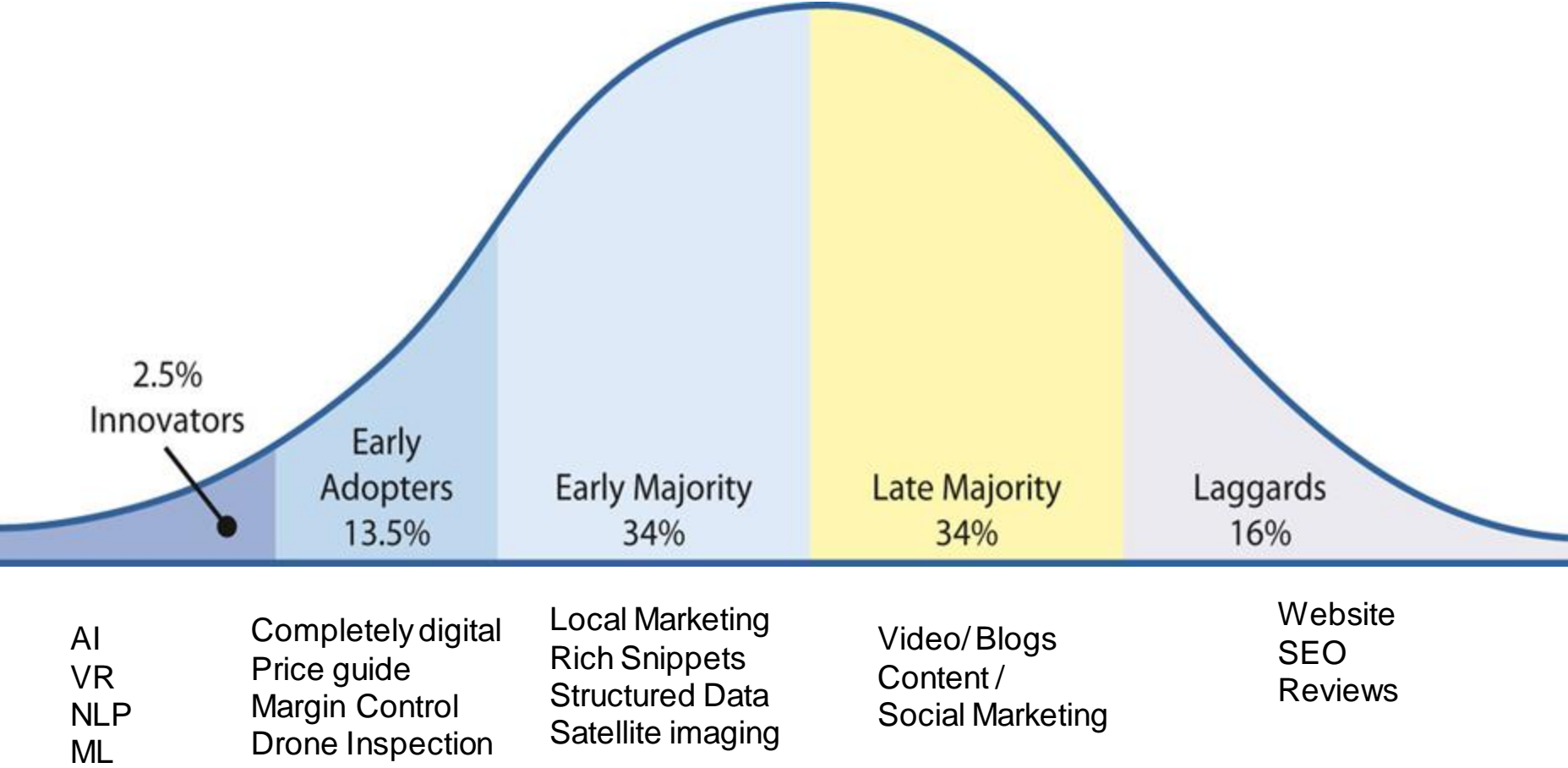
## Non-resilient Business

- Try to maximize short term results
- Insufficient processes
- Very little technology
- Systems are fragmented
- Oblivious to change
- Profitability challenged

## Resilient Business

- Processes to deal with uncertainty and unidentified risk
- Transform change to an advantage
- Build redundancy
- Assume change is constant
- Build systems to span multiple time scales
- Profitable

# Where are you today on this adoption curve?



# Agenda - Building a resilient business



## Customer Journey

- How Homeowners find you?
- Information is power
- Handle Word of Mouse
- Build relationships

## Technology

- Keep everything in the cloud
- Security of information
- Integrated systems
- Climb a ladder or not
- Beautiful and error free estimates, notes and sketches
- Digital payments

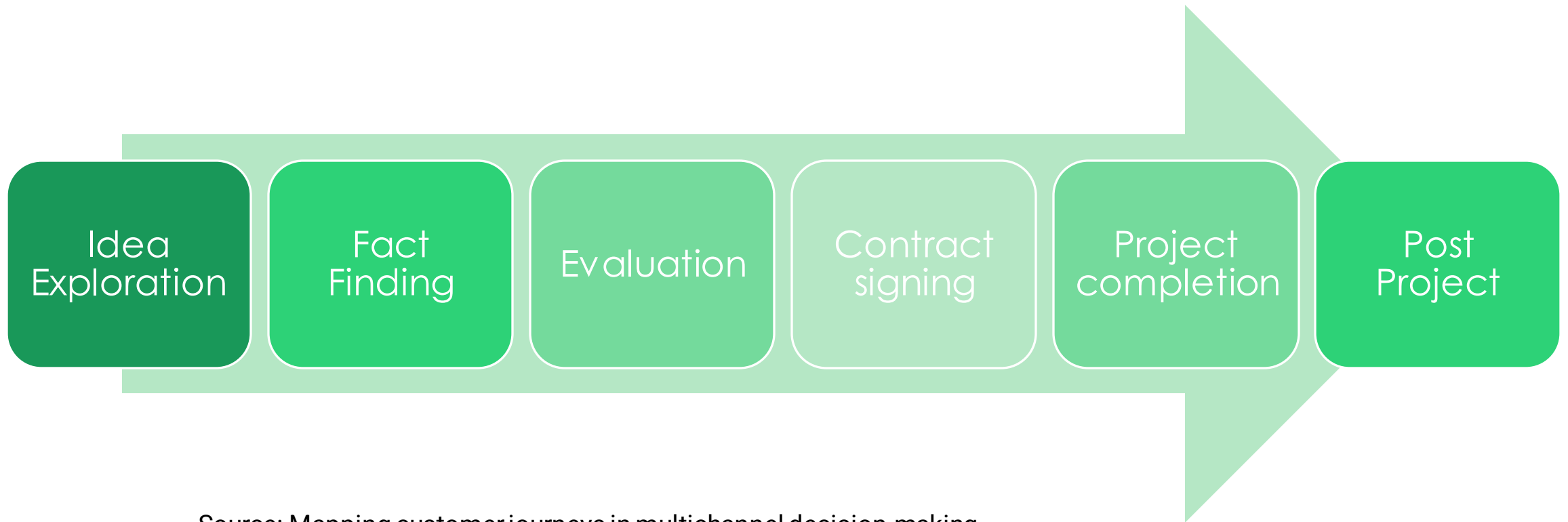
## Hiring

- Employee Stories
- About Us pages
- Community Colleges CTE program
- Diversity of available jobs



# Customer Journey

# Customer Journey to a home improvement project



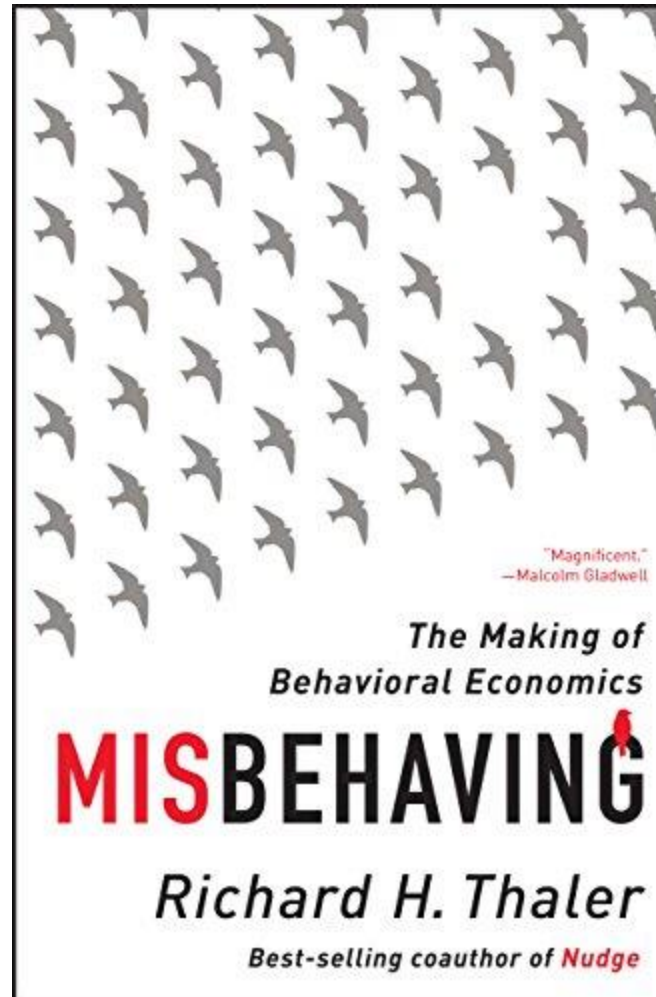
Source: Mapping customer journeys in multichannel decision-making  
Wolny, Julia; Charoensuksai, Nipawan. Journal of Direct, Data and Digital Marketing Practice



# Overcoming Homeowner Biases



**Richard Thaler**  
**Winner of the Nobel Prize**  
**in Economics**



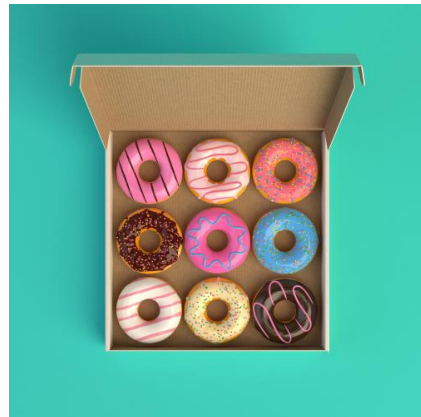
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# Binmore Continuum



Rational

Irrational



- When the stakes are high, we make less than optimal decisions. When the stakes are low, we generally get it right.
- It is easier to cater to biases than to eradicate them

# Transparency in pricing



- Line by line pricing
- Same price for everyone
- Controlled not to sell below margin
- Experience not pricing sells

SIFs = "supposedly irrelevant factors"

Find which factor is important

Examples:

- Utilization of 401k
- Gym Fees
  - \$70 a month unlimited
  - \$100 for 10 visits

COST SUMMARY		ACCOUNT SUMMARY	
Newsstand Price	\$76.89	Member Status:	Preferred
Exclusive Senior Member Discount	-\$42.89	Discount Status:	Senior Member
You Pay Only	\$34.00	Account Number:	10056701246

Reference Number	Details	Cost
001	Subscription to <i>Smithsonian</i> magazine	Included
002	Personalized membership card identifying you as a proud supporter of this cultural institution	Included
003	Members-only discount opportunities	Included

IMPORTANT NEWS



- **Check box inclusions**



Use our attic clearing service \$299

Take a vacation on us while we remodel your kitchen

# Easy to understand



- 80% of all our customers pay us within 7 days
- Include sketches, notes and photos in your contract

# Digital Ease of use

- Saves time for the homeowners
- Easy to send to family
- Keep in records
- Refer to clarify

# Information Is Your Secret Power



## Everyone Sells:

- Product
- Price

## Resilient companies win by

- Experience
- Transparency
- Credibility
- Education

- Educating consumers to help them with their home improvement decision.
- Help them with other non-biased experts' opinions to help them decide.

# Information Sources C

Stage 1 : I have an immediate problem

- Google Search
- Search Ads
- Family & Friends
- Other contractors
- Word of Mouse

Stage 2: I am going to need it some day

- Realtors
- Home inspectors
- HGTV
- YouTube

Takeaway

- Build a good web presence
- Relationships
- Good Reviews

Search Nextdoor

 Burdette • 1 day ago

Replacing windows in home. Got bid today from Andersen, very expensive. Almost \$3000/window. Does anybody have experience with Anderson or other installers, either good or bad. Would appreciate any input.

Posted in **Recommendations** to **Anyone**



7



Like



52 Comments



Share

[See 21 previous comments](#)



Linda Chaletzky • Bethesda, MD



In our previous home we replaced with Renewal by Anderson. I loved the quality of the windows. And they provided the most glass and least framing. So there was more light allowed... [See more](#)

3 hr ago

[Like](#)

[Reply](#)

[Share](#)



2



Amanda Aubinoe • Bethesda, MD



Also, there is Boston Door & Window Co.

3 hr ago

[Like](#)

[Reply](#)

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Diane Logsdon • Kensington, MD



It's been over 5 years since my windows were replaced but after getting estimates (some VERY PUSHY) I went with Windows on Washington. They were absolutely perfect, fantastic custo... [See more](#)

2 hr ago

[Like](#)

[Reply](#)

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1



Dorothy Kaplan • Heritage Farm



I had an exceptional experience with American Home Center, a family owned business in Beltsville Maryland that was highly recommended by Checkbook.<https://www.ahc-inc.net/> Robert ... [See more](#)



# Nudge : Over Communicate



- Communicate to make homeowners feel smart
  - How to prepare
  - What to expect
  - How will supply chain, weather or labor shortages affect their project
- CEO/Business owner check-ins through automation
- Review nudges



# Research: Customer Reviews Drive Purchase Decisions







- Purchase probability is strongest
  1. There are many reviews
  2. Customers read the reviews
  3. The price of the product is high
  
- Customers read reviews to reduce risk associated with the purchase decision

Source: Do customer reviews drive purchase decisions? The moderating roles of review exposure and price  
Authors: Ewa Maslowska, Edward C. Malthouse, Vijay Viswanathan  
University of Amsterdam, Nieuwe Achtergracht 166, Amsterdam, WV 1018, Netherlands  
Northwestern University, 1845 Sheridan Road, Evanston, IL 60208, USA

# Mindset: Writing Reviews



<p></p> <p><b>Venting negative feelings</b></p> <p>Get anger off my chest</p> <p>The company hurt me, I want to hurt them</p>	<p></p> <p><b>Want to help the company</b></p> <p>Believe good companies should be rewarded</p> <p>I'm so happy with my experience that I want to help the company succeed</p>
<p></p> <p><b>Want to warn others</b></p> <p>I want to warn others of bad service</p> <p>I want to help others avoid the same negative experience</p>	<p></p> <p><b>Want to help others</b></p> <p>I want to share my positive experience to help others make their decision</p> <p>I want to give others the opportunity to have a similar positive experience</p>

Source: J.M. Rensink - What motivates people to write online reviews and which role does personality play?

# A 5 Star Rating Isn't the Best



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4.2-4.5 is the ideal average  
star rating for purchase probability

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# Everything is Digital now



- Homeowners expect digital contracts
- Virtual meetings
- Digital Presentations
- Digital signatures
- Online payments



# Customers value a well-defined digital footprint



Schema.org

30+ window service providers nearby

Sponsored

<b>ARHT Home Solutions</b> 5.0 ★★★★★ · See reviews GOOGLE GUARANTEED Serves North Potomac Open now	<b>Renewal by Andersen</b> 4.8 ★★★★★ · See reviews GOOGLE GUARANTEED Serves North Potomac Open now	<b>Thompson Creek Windo...</b> 4.4 ★★★★★ · See reviews GOOGLE GUARANTEED Serves North Potomac Open now
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→ More window service providers in North Potomac

Ad · <https://www.pellabrand.com/> · (301) 719-2494

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No pressure or obligation.  
Get a free project quote now.

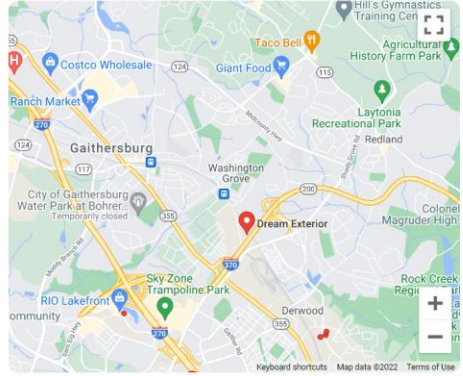
### Browse Window Styles

Search our different window styles.  
Get the right window for your home.

Windows Contractors · Rating · Hours · Your past visits

<b>JDS Home Improvement</b> 4.9 ★★★★★ (59) · Window installation service Gaithersburg, MD · (240) 388-8275 Open · Closes 7PM "Excellent contractor!" Website · Directions	<b>Dream Exterior</b> 5.0 ★★★★★ (40) · Construction company Gaithersburg, MD · In Trevigen · (301) 615-1000 Open · Closes 5PM "Dream Exterior serves in DMV area for windows in..." Website · Directions	<b>Zen Windows of Washington, DC</b> 5.0 ★★★★★ (54) · Window supplier (240) 690-8950 Open · Closes 7PM "The installers were great, quick, and professional." Website
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→ More places



### People also ask

- How much should new windows cost installed? ▾
- What is the cheapest way to replace windows? ▾
- How do I find a good windows Installer? ▾
- How much does it cost to build and install a window? ▾
- Do handymen replace windows? ▾

Feedback



# Your Website is a research tool



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GET AN ESTIMATE

## Roofing Tips

Our goal at Golden Group Roofing Company is to keep our customers education and informed, so they can make the best decisions when it comes to the lifetime of their roof. Our blog posts and videos cover everything from cost, maintenance, repairs and warranties. Before you make any decisions about your roof, learn more and educate yourself with our library of researched and informative articles from our roofing experts. There is a reason why we are "Massachusetts Most Loved Roofers."



Provide the best customer experience





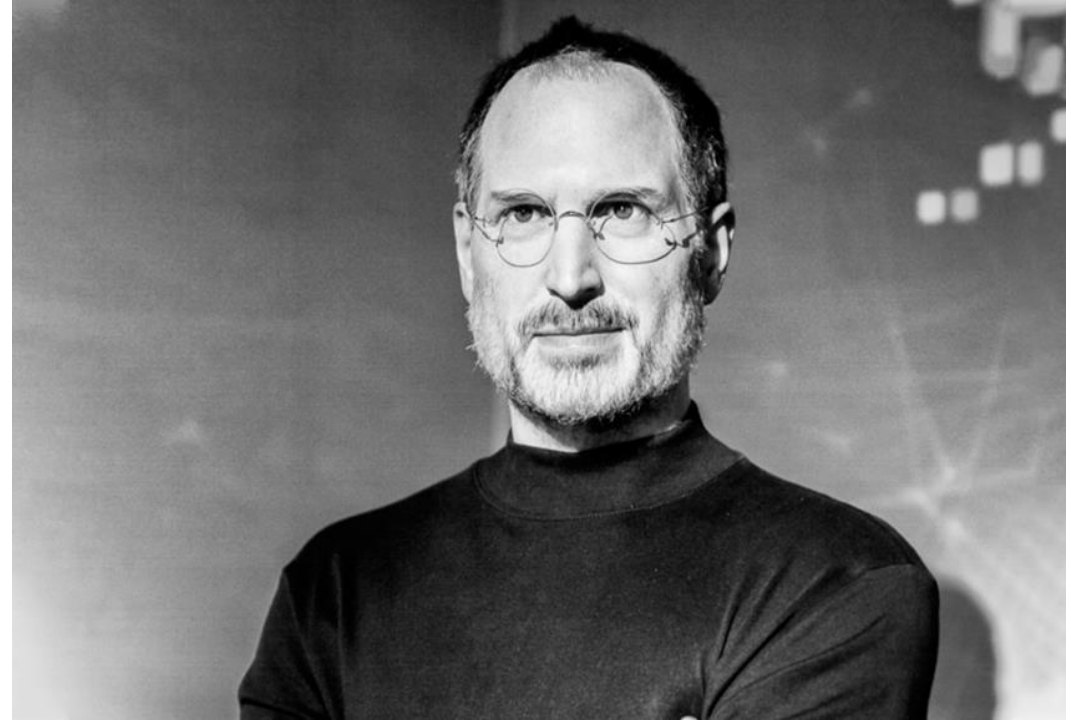
# Technology

# 10 years of the iPad changed the world



*“We put an incredibly great computer in a book that you can carry around with you “ – Steve Jobs*

*“We put your business on an iPad so that you can create a great customer experience” - Leap*



# 2022 – Homeowners Expectations Changed



- 65% homeowners want online scheduling and contactless payments
- Homeowners in the 25-44 range want digital communications
- Homeowners ages 45 to 65 want more virtual meetings
- Digital contracts and electronic signatures are the new normal
- Manufacturing delays made control of inventory and prices critical

Source: Google presentation at Extreme Sales Summit

# Technology Changes Very Fast



Papyrus: Egypt , 5000 years ago

Paper : China, 100 BC

Print: Gutenberg, Germany, 1440

Printer: Xerox, Seattle, USA, 1938

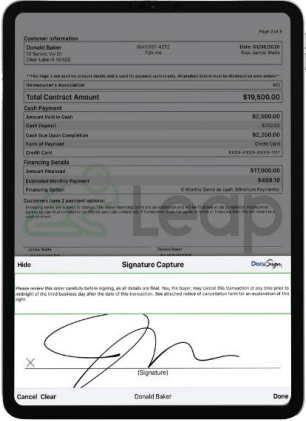
Computers, 1980

PDF, 1993

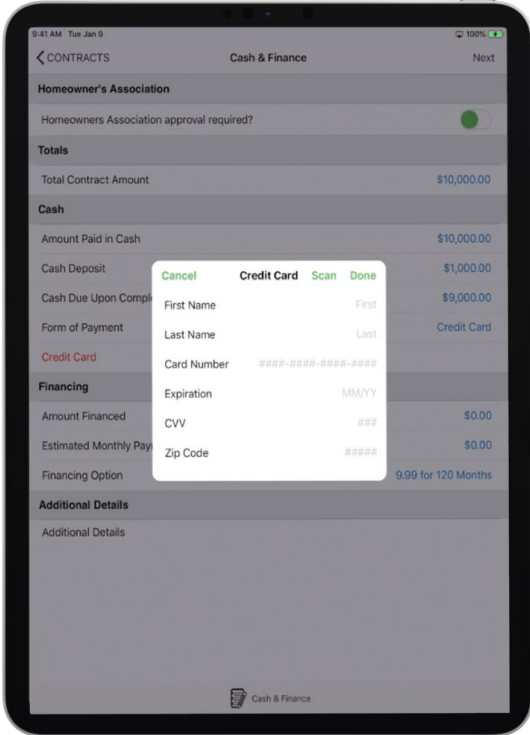
Cloud, 2006

Leap, 2016 – For All Remodelers and Contractors

# Electronic Signatures



# Secure Payments



# Saving Time & Error Free



- Transfer Contracts electronically without driving back to hand paper contract
  - Time Saved – Average of 2 hours per sales rep
- Shorten processing time from Sales to Production
  - From 2 to 3 days to a few minutes
- No Chicken scratch translating needed
  - All data flows from CRM to documents back to home office
  - No handwriting to decipher
- No out-of-stock items sold
  - Pricing guide and inventory controlled by the office
  - Updated instantly to all sales iPads



# Build technology for resilience



Backup to the  
cloud

Secure  
customer  
information

Connect all  
your systems

Reduce errors  
through  
manual entry  
of information





# Hiring and Retaining Employees

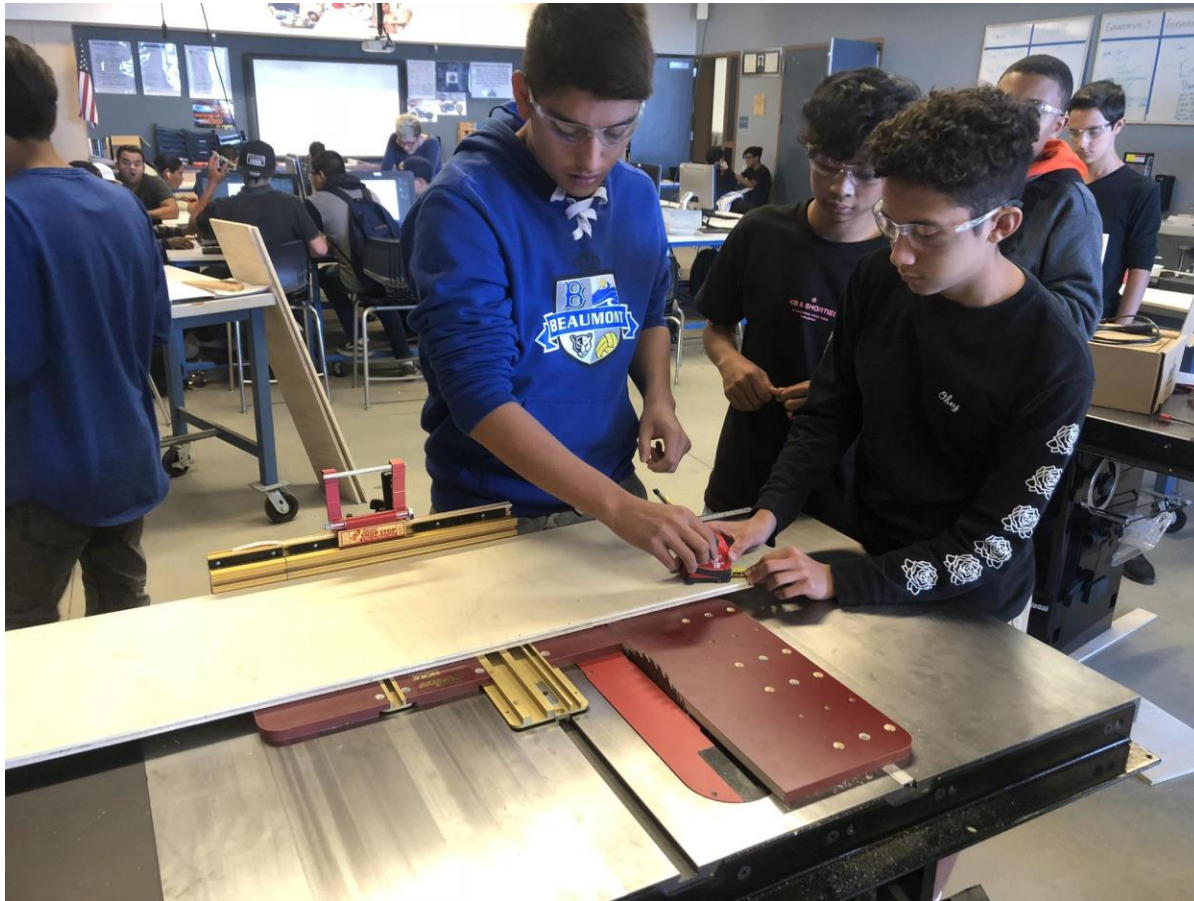
# Telling the story about your business



1. Employee Stories
2. Different jobs
3. Technology that you use
4. Employer branding
5. LinkedIn



# Catch them young



Speak at the local school CTE programs  
Other trades are sourcing employees

# Multi-Generational Employee Expectation



	Millennials	Gen X	Baby Boomers
1st priority	<b>35%</b> Ease of doing business	<b>44%</b> Ability to deliver products/services to my satisfaction	<b>42%</b> Ability to respond quickly
2nd priority	<b>33%</b> Willingness to work collaboratively with my organization	<b>35%</b> Reputation for superior quality of products or services	<b>33%</b> Commitment to social and/or environmental responsibility
3rd priority	<b>31%</b> Industry and marketplace expertise	<b>34%</b> Industry and marketplace expertise	<b>31%</b> Willingness to work collaboratively with my organization <b>31%</b> Use of latest technologies

Source: IBM Institute for Business Value Millennial Survey 2014. Millennials n=447, Gen X n=153, Baby Boomers n=103. Q35: When selecting a vendor for your organization, what attributes - in addition to price - are most important to you?

# LinkedIn and Social



one of the best places to work! Looking to join a winning team? Check out our current job openings: <https://lnkd.in/gZQNQa2c>



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## Careers & Recruitment into the Industry



All companies are invited to share their job openings. RoofersCoffeeShop will post the opening on their site for free and will run a special ad that features all the job openings from NWIR submissions.

Anytime is a great time to work in roofing, but especially now. Jobs are available now and great employers are looking for you. NWIR will be there to help connect you with other women and resources to ease the transition.

**SUBMIT YOUR JOB OPENINGS!**

*Find Your Next Career Here!*

# Building a Successful and Resilient Company



Information

Experience

Communication

Satisfaction

Prosperity

Thank you!

**Shashi Bellamkonda**  
<https://leaptodigital.com/>  
<https://pico.link/shashib/>