

# Door-to-Door Strategy

## APPROACH

### IF THERE IS NOTICEABLE DAMAGED OR MISSING SHINGLES:

- Sorry if I am interrupting anything with the family, but I noticed your roof had \_\_\_\_\_, and my company may be able to fix this for free, would you be open to a 45 second conversation, and then you can decide if it makes sense to discuss.

*If “Yes” then transition to bullet 2 of next section, if answer is “No” then go to the overcoming objections section below*

### IF THE HOME HAS NO NOTICEABLE DAMAGE, BUT ROOF APPEARS OLDER OR NON-DIMENSIONAL:

- Sorry if I am interrupting anything with the family, I was hoping for 45 seconds of your time to see if it would make sense to partner for a mutually beneficial cause?
- I don't love strangers coming to my door, but no one has ever offered to help **me**, charge me **nothing**, and simply ask me to assist in research for a new, and better business.
- My Company is launching/has launched a Roofing franchise in this market, and we are piloting our concept with 75 homeowners this month.
- We help both homeowners and insurance companies by extending the length of a roof—the largest individual home cost to both parties—and I noticed your roof has a little life on it.
- If you are open to it, I'd like to discuss this with you for another two minutes—and two minutes only—and offer you a complimentary membership that is valued at \$149.99 for allowing us to use your roof in our data collection process. Would you be open to that?
- This membership offers an initial RoofScore—similar to a Credit Score we all know, and is used in multiple areas of our lives—this RoofScore details the health and viability of a roof in the years to come.
- We photograph and document any damage and apply it to our formula to offer a RoofScore and have information for both the homeowner and their insurance company. This helps you by documenting the roof's current state, so if there is damage now or in the future, your insurance company will pay for it—not you.
- Our membership, and why it is valued at the \$150 premium, is because if we do spot any damage, our company will complete the first \$150 worth of services at our expense and not yours, and we will come annually to update your records and keep the photographic evidence of your roof to ensure you are protected. At any time, if there are small repairs and fixes, that \$150 credit is applied and you don't pay. If it is ever more than that, you can decide to fix your roof and extend its life, or do nothing.. But if it is major damage, we have all the evidence to show the cause, and the best chance of having your insurance company pay for the entire roof, which currently averages \$20,000.

- It's a win-win scenario that takes no time from you, costs you nothing at all, and can help you avoid a financial hardship—all because you are partnering with us and our new franchise in this market, and allowing our research to build a better way of building and maintaining a roof.
- Are you open to having our technician photograph your roof and provide this opportunity?
- Great, all I'll need is your contact info, and I'll email this to you in the next 60 seconds, then you simply confirm you received it, and we will take it from there, thank you and we appreciate your partnership—I'm sure this will be beneficial for us both.

## **IF NO, MOVE TO OVERCOMING OBJECTIONS**

## **ENROLL THE CLIENT**

- Perfect, I'm glad you understand the value of partnering with our company and helping you protect your largest liability of your largest investment.
- I'll ask for your full name, email address, and phone number, then send you a link that you can accept.
- Do you have your email handy to ensure this comes through and not to a spam file?
- Thanks, after you accept our offer, you will have this \_\_\_\_\_ for your reference, and our associate will reach out in the next week and take care of you from here.

## **SETTING EXPECTATIONS**

- Your membership details are in your inbox now, I'm not assuming it is priority reading tonight, but make sure to keep it, as you will be receiving monthly tips and suggestions to help maximize your property's value over the length of our relationship.
- Our representative will be in contact over the next few weeks and ensure we follow up with you. We will do our research and photography, as well as fix any small issues up to \$150 we find. We will be on the roof, it's best if you are home so we can discuss any situations or opportunities that are discovered, but if not we will follow up with a call. Are there days of the week, or rough times that work best for you?
- We will send you the completed RoofScore for your records as well as keep them on file to ensure you are protected moving forward

## **OVERCOMING OBJECTIONS**

- **I don't want to agree to anything today**
  - "I don't want you to do anything that is not 100% comfortable. With any opportunity like this there can be skepticism. All we are requesting is your permission to call you on a more favorable time now that you know us, and then you can feel as comfortable as possible that someone is looking out for you, on their dime, in order to assist with our ability to be the best company out here protecting homeowners."
- **Too good to be true, nothing is free**
  - "For many people moving forward it will not be. We are protecting our strategy to help this market by offering this at a higher expense to us through direct approaches instead of traditional ads and marketing. But we only have 75 free memberships to offer this month. Moving forward, this membership will demand \$149.99, but in order to be the best, we need additional research and roofs to photograph and provide with RoofScores. Because we are helping each other, we didn't think it was fair to accept the full premium since this partnership does help us both.
- **I'm not looking to buy anything**
  - Thankfully I'm not needing to sell anything, but moving forward others will for \$149.99. Due to your willingness to be our research partner, that premium makes sense for us to absorb while we grow. People helping people for the betterment of all makes sense to us, does that seem fair to you?
- **I'm not looking for an obligation**
  - And we will never ask you for one as well. Because there is no commitment to buy anything, and no contract to force anyone, this relationship is purely a mutually beneficial agreement to help each other and protect you from the largest liability on your largest investment. **You can always cancel for any reason, or no reason at all.**
- **I've just met you and you want me to agree to something**
  - Absolutely I do, but that agreement is just to allow us to do research, help protect your investment, and help ensure your insurance company will pay for any damages, not you. You are under no obligation to do anything besides allowing our photographer to capture images of your roof, our team to provide you with a RoofScore, and our technician to fix up to \$150 worth of damages out of our pocket. We are agreeing to provide all of this. You are allowing us to do so on your roof and as your advocate.
- **My spouse is not home, can you come back**
  - I can't make dinner plans without my better half's approval, I wouldn't ask you to do anything more. Is there a time that makes more sense for me to stop by later today or tomorrow now that we are not strangers, or if you're truly not interested in our help and this partnership, I'd rather leave you alone, and allow you to say nice things about me after I'm gone. Fair?
- **Do you have any information and a card, I'll look into it and call you back**

- Because this is a new franchise, and we are changing the way our business is done, we have invested in face-to-face communication instead of printed or web-based information to keep this model out of the competition's radar. That being said, here is my card that has our website so you know I'm a real person and work for a real company. My thinking is that if now is not the right time, then I can stop by later today or tomorrow now that I'm not a stranger. If I come at a better time, then normally someone will take the two minutes I need to help you see the value rather than competing with the 100 emails you get already when life is happening, and spending 10 minutes researching this opportunity. Here's my card, is there a better time today or tomorrow that I can borrow your time for a few minutes?
- **Not interested**
  - I cannot imagine anyone would be interested in a concept that is not known and hasn't been explained. Luckily I can do this in two minutes. If I offered you \$150 for helping you protect the largest liability on your largest investment, would that change the value you had of the next two minutes that I interrupted?
- **No need**
  - Optimistically you have no need for us right now and we are doing work on our dime. The need is established years down the road potentially when your friends are complaining about their insurance companies, and you don't have to. More importantly it is when you know us, like us, trust us, and have given us no money, all while we protected you and helped you gain equity in your home, averaging \$20,000. We will be the only company you never pay in which you are a raving fan. All we ask is that when we deliver on our promise, maybe even years from now, you give us a great review and tell your friends.
- **I don't own this home, I rent**
  - Just like we work as an advocate for the homeowner and their insurance company, we work as an advocate for those owning and those living in the home. I know that any help you provide introducing us to your landlord will only help you feel like you are getting the best home for the rent you pay, and minimize your liability as a renter for damages caused by a faulty roof.

#### Additional Objection for Phone Calling only

- **How did you get my number?**
  - *(If name came from Lead List)* We have partnered with a research company to try and find homeowners that would receive the highest value from our membership. Your information was provided to us because it appears you have achieved these criterias.
  - *(If name came from Scouting)* We were able to canvas the area and look for homes that had noticeable wear to their roofs. These homeowners tend to find the highest amount of value from working with us as they have the most to gain from our process.

- *(If name came from HailTrace)* We work with advanced weather mapping software that shows us areas that have been impacted by storms that many times cause damage to a home. Your home was in this direct path and may benefit tremendously from our partnership.