

Expanding your Business and Increasing Profits

- 1. Open a resale center to show off unsold items and specialty items like lock sets, doors, windows, garage doors etc. and feature them to builders as well as the public**
- 2. Install garage doors because homeowners can't do it by themselves**
- 3. Buy and sell high end products to differentiate from others in the market**
- 4. Sell more than just the shell of a house. Get into other product lines that offer greater margins**
- 5. Consider opening a distribution yard to increase efficiency and sales**
- 6. Open a high end showroom to feature Kitchen cabinet, doors, and windows and offer kitchen design specialists.**
- 7. Consider having your customers (builders and architects) access to the design center 24/7. There is a huge upside potential to have up selling in products**
- 8. Add a custom line of cabinets which will have higher margins and generate sales**
- 9. Have products available for people to see, touch etc because it is more effective than pictures**
- 10. Consider multifamily installed sales including framing because in many markets that segment is still strong**
- 11. Commercial sales is a growing opportunity and not just millwork**
- 12. look at selling to RMO (repair and maintenance) groups**
- 13. Make calls on hotels , motels etc**
- 14. Consider making a strong push to the remodeling market much like this market did 10-15 years ago**
- 15. Get your employees out in front of your customers and sell, sell, sell**
- 16. Add value added services like project management for builders – dealers are in a good spot to manage a project especially deliveries**
- 17. Do takeoffs for builders as a service and possibly charge for it**
- 18. review your product mix and try up selling when possible**
- 19. Focus on what you are NOT selling to your existing customers and try for much more penetration**
- 20. Look at selling in the energy arena (like getting HERS rating) there is money in GREEN**
- 21. If you sell it look at installing it**

- 22. Look at acquiring weaker competitors for increasing revenues (consider shutting the property and keeping the revenue)**
- 23. Review frequency reports (how often you sell something) and on those items you don't sell often raise the margin a lot.**
- 24. Make sure you are pricing special orders with at least a 50% margin**
- 25. Charge more for your poor customers; those who slow pay, complain a lot, abuse your employees etc.**
- 26. Fire some of your customers by raising prices on them till they leave**
- 27. If you do installed sales make sure you separate the business for liability sake**
- 28. Consider installing insulation (like Guardian)**
- 29. Take a serious look at GREEN for new construction and retrofitting older buildings**
- 30. Consider offering financing for large projects through banks (Well Fargo Home Project Card as an example.**
- 31. When competing with the big boxes emphasize project pricing instead of product pricing**