

METALVUE

A DREXEL METALS
PROGRAM IN PARTNERSHIP WITH
SHERWIN WILLIAMS








METALVUE

— SHERWIN-WILLIAMS. —

The MetalVue program was developed to help manufacturers and contractors sell more residential and commercial metal roofs.

We are seeking to help grow the metal roofing industry and the share of business for our partners faster than the current rate of growth. We have partnered to develop a suite of services that can be marketed to our customers, distributors, contractors and installers.

MetalVue is your complete network of metal roofing expertise that connects you to training, tools and an online community to help grow your business.

<p>LEAD GENERATION</p> <p>LEAD CREATOR</p> <p>Powered by:</p>  <p>Predictive Sales AI</p>	<p>SALES TRAINING</p>  <p>GROSSO UNIVERSITY</p>	<p>ONLINE COMMUNITY</p>  <p>METAL = COFFEE SHOP =</p>
<p>EFFICIENT AND EFFECTIVE TOOLS</p>  <p>SHERWIN-WILLIAMS. ROOFING PASSPORT</p> <p>ROOF VISUALIZER</p> <p>Powered by:</p>  <p>renoworks</p>		

For any specific MetalVue Program questions:
Contact Mark MacDonald (mark.macdonald@sherwin.com)

METALVUE TRAINING GUIDE

This section is intended to help give you the necessary information to understand the different tools and services offered as part of the MetalVue program.

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LEAD CREATOR

Powered by: Predictive Sales AI (PSAI)



What is this tool?

A lead generation portal that helps identify eligible, potential new customers

The tool targets qualified property owners with the use of proprietary data insights and Sherwin-Williams branded content to make sure you are getting the right people when they are looking for a new roof. This tool is targeted for businesses with a call center and a marketing budget for lead identification.

How does the tool work?

When you sign into your portal – you'll gain access to all the different ways you can grow your business with Lead Creator:

- **Dashboard:** gives you a high-level overview of your efforts, customized to your needs.
- **Comm Portal:** all leads from all sources flow into your Comm Portal. With conversation engagement features, A.I. Insights, and a quality index for every lead, you can manage your leadflow and turn potential buyers into repeat customers.
- **Site Tools:** Tools and widgets that you can leverage on your company's website to convert visitors into new leads (chatbots, weather widgets, etc).
- **Ads Manager:** Create and launch lead generation campaigns with Google & Facebook seamlessly.
- **Weather Engine:** Using past, present, and future weather data to help you identify those homeowners that are most likely to need a new roof and launch storm campaigns to reach them.
- **And more!**

Comm Portal

- See all your leads from any engagement source in one place and communicate them via chat or text to convert them into sales.
- When all the fields are filled out for any given lead (name, address, phone, email) each individual lead will be measured on scale 1 - 5 to create a quality index (5 being the most qualified customer) – 90% of all sales come from leads that fall between a 3 - 5.
 - Lead indexing is based on a series of data points, including but not limited to: what type of home it is, the value of the home, how long they've been in the home, homeowner details, last 10 weather events that hit the home, etc.

Site Tools

- Drop custom applications onto your website – without the need for a total design overhaul. PSAI's AI tools provide you with more conversion opportunities so you can capture the info you need to turn site visitors into leads.
- Tools can engage visitors with chat, communicate via SMS, identify users before they leave your website, assess storm damage, and even offer custom preapprovals for financing options.

Ads Manager:

- PSAI has made digital marketing easy and effective for customers. The marketing engine gives you the ability to launch and manage customizable ad campaigns without leaving the portal.
- Proprietary algorithm scrubs out low-quality opportunities so you know your ads are being seen by homeowners that are most likely to convert to a metal roof sale.
- Access proven strategies like the A.I. Referral Marketing which uses before / after pictures, drone footage, or a recent job to reach others in the local community.
- Launch effect campaigns on Google to homeowners already searching for your services. Combining A.I. technology with the PSAI team of Certified Google Ads Experts, all you have to worry about is growing your brand.

Weather Engine

- Get notified daily of any storm activity coming to your area up to 3 days in advance.
- Access 10 years of hail and wind swaths to identify homeowners who have sustained roof damage from storms.
- Launch campaigns to custom storm audiences on Facebook to show potential damage and convert storm damage into retail/restoration leads.

Contact Information

Need more information?

Contact Dave Hauser (dave.hauser@spectruminc.com)

Relevant Documents

Visit www.PredictiveSalesAI.com for a preview of tools listed above

Demo link - <https://vimeo.com/691568698>

GROSSO SALES ACADEMY

Powered by: Grosso University



What is this tool?

A learning management system where contractors can gain access to a comprehensive sales training curriculum to train sales reps very quickly on how to upsell metal roofing. This training includes Drexel specific product content.

Why is this tool relevant for Contractors?

The most comprehensive sales training program the metal roofing industry has ever seen is designed to maximize volume and profitability. Sales reps will be armed with a proven step selling system and training to educate prospects on roofing, kill asphalt and inferior metal options, and build value in the home to sell more projects on the first visit at a higher profit margin.

How does the tool work?

To start, you will log in to your manufacturer-specific portal (Spot for link when received)

- **File Vault** – where all the supporting documents live
 - Download your student workbook – the chapters in the training curriculum correspond to the chapters in the student workbook
- **Training center**
 - This is where all the training curriculum content will live (ex: video content) with corresponding quizzes.
 - Contractors need to complete the chapters in sequential order. To pass the chapter, both video & the quiz need to be complete.

Accountability measures

- Giving you the ability to see detailed usage reporting and assignments (start date, due date) when you roll out the curriculum.
 - Be able to see in real time how much time they spent with content, how many times they took a quiz, etc.
 - Can be set up to deliver notifications and deadlines to ensure the training is completed.

Contact Information

Need more information?

Contact Matt Burke (mburke@grossouniversity.com)

ROOFING PASSPORT

Powered by: EagleView, Smartbuild & RoofingWRX



What is this tool?

One integrated program that includes the ability to estimate and order the materials for any metal roofing project using just an address, plans/drawings or an XML file.

Why is this tool relevant for Contractors?

Bid any metal roofing jobs and order materials with confidence using the most effective tool on the market – fully integrated into one interface. This tool will help you increase your accuracy of estimates, reduce your risk with ordering materials, all of which should drive up your confidence of bidding for each metal roof project.

How does the tool work?

Leverages the power of industry leading experts including: EagleView, SmartBuild & RoofingWRX

Log in to your manufacturer-specific portal to create a new job for all your reroof or new roof projects.

There are three ways to start a job:

- By inputting the address in question (powered by EagleView)
- By uploading your plans / drawings (powered by RoofingWRX)
- By uploading your XML file

What you'll see when you first create your job:

- 3D Rendering with dimensions and slopes of your roof
- Your roofline geometry including ridge, hip, valley, rake, eave, etc
- Total lineal feet [of material] & total squares for your project
- Configured price (will initially pull up with default materials, but can be adjusted based on project needs)

What are the elements you can change once your job is created:

- Select your specific products and color
- Review and adjust your labor and margin
- Review and adjust your bid material list based on your project needs (update tax, adjust material, etc)
- Add alternate products (sealants, hardware, etc) needed to complete the job

Once you've completed your review, Roofing Passport provides these relevant outputs:

- Roof Panel Drawings – helping you know placements of material that is part of your order
- Finished Product Order – complete material list that can be used to place your order with your manufacturer

Frequently Asked Questions

What kind of Plans or Drawings are accepted?

- Hand Drawn Dimensioned Sketches (Slope or Ridge to Eave measurements included), Architectural Plans (Roof Plan, Dimensioned floor Plan and Elevations at a minimum), Aerial Photos (with a scale included), Satellite Imagery (with a scale included).

What kind of XML files are accepted?

- XML files that are created from professional programs such as Eagleview, Topview, or Hover.

Why Eagleview are leaders in aerial views?

- With over 1 billion images in their library, Eagleview has their own fleet of fixed-wing aircrafts that get deployed on a regular basis that capture high resolution oblique and ortho imagery using their patented camera system. Drones and satellites do not allow you to get the expansion, accuracy and precision that an airplane allows. Eagleview accounts for 98% coverage in the US and receives over 30,000 reports in a 24-hour time-period.

Contact Information

Need more information?

For Technical Support - Contact Dan Englestone (degleston@theprovatogroup.com) or Jeff Zart (jzart@theprovatogroup.com)

For EagleView Support - Contact Rob Soper (Rob.Soper@eagleview.com)

For RoofingWRX Support - Contact Joe Lilly (joe@roofingwrx.com)

For SmartBuild Support - Contact Brendon Studholme (bstudholme@keymark.com)

ROOFING VISUALIZER

Powered by: Renoworks



What is this tool?

A roofing visualizer platform that helps you close the sale by demonstrating to the customer a finished project – even before starting construction.

Why is this tool relevant for Contractors?

Set better expectations with a customer using a branded roofing visualizer platform that's customized to include your specific profiles & color schemes.

This tool provides you the ability to show a customer what their project will look like before construction has even begun and set proper expectations. Help alleviate any questions or concerns during product selection process and get to a sale faster.

How does the tool work?

Login to your manufacturer-specific portal, powered by Renoworks, to start your project visualization.

There are 4 different ways that you could demonstrate what a prospective metal roof will look like:

- Manufacturer Sample photo gallery
- Auto-Masking AI Preparation
- Manual DIY Preparation tools
- Professional Design Preparation Services

If no visualization of the specific project is needed, you can use the sample photo gallery to show a property owner what different profiles and colors will look like.

Selection tools you can use to prepare the roof for visualization:

- **Auto-Masking AI Preparation** – Using AI to identify the roof area in the photo/blueprint In under 30 seconds. Provides a good representation but won't be perfect. Can be done on-site during a walk thru, or virtually during a meeting.
- **Manual DIY Preparation Tools** – If you or property owner has the time and is interested, you can spend 30 min – 1 hour to perfect your image. You can start with manual DIY tools, or you can use it as a correction tool after using the Auto-Masking AI tool. This is a more accurate visualization, just need to make sure you have the time allocated to use it.
- **Professional Services** – Can work with Renoworks Design Services, to get a professional rendering visualization of the roof for a prospective project. Needs a 48-hour turnaround, and it's only \$25/roof project.

What are the things you can adjust before you apply the manufacturer-specific product:

- **Auto-Masking AI** – This is all done automatically using AI. If a quick visualization is your goal, this is the fastest way to getting to a finished image. If you want to adjust from here, you can leverage the Manual DIY Tools.
- **Manual DIY Tool** – Allows you to adjust scale, perspective (the direction the ribs are going up the roof), lighten or darken to achieve the proper effect, add/subtract areas of the roof, add foreground objects (trees, telephone post, etc) for a more accurate representation of the finished project.



Final Step: Applying visualization.

- Once the roof is prepared, now is your chance to select from your manufacturer's library – product type, profile, and color.

Once you have a product applied – if you want to personalize your presentation, you can:

- Save snapshots to favorites – profiles & color sections
- Create a design report – shows the image and product, profiles & descriptions used in the project itself
- Save projects into your contractor account – for quicker recall
- Share project URL link – through email, social media
 - Property Owner could continue to pick colors even if the meeting is over
- Print the project – This can be saved to a PDF or hard copy
 - This makes a great leave behind document for reference of your session

Contact Information:

Need more information?

Contact Brad Finck (brad.finck@renoworks.com)

METAL COFFEE SHOP



What is this tool?

MetalCoffeeShop offers a one-of-a-kind educational, informational and community experience for metal contractors and the metal industry – with classified ads for recruitment and material sales, webinars, podcasts, videos, articles, events, awards, contests and networking.

Why is this tool relevant for Contractors?

Gain exposure to a unique online community for contractors specializing in metal construction with an emphasis on roof and wall installations. This is a spinoff of RoofersCoffeeShop®. This newest Coffee Shop delivers the same award-winning content, education and information with a focus on metal.

Visit it for yourself: <https://www.metalcoffeeshop.com>

How does the tool work?

Similar to other online communities, once logged in, you'll gain access to MetalCoffeeShop's purposefully created and curated content to help you learn and grow:

- **Articles** – Daily thought leadership
- **Education** – Monthly Webinars, podcasts, and videos
- **Entertainment** – events, promotions, scholarships and contents
- **Informational** – Research, safety and legal resources
- **Classified Ads** – Helping you find what you need (labor, crews, equipment, etc)
- **R-Club (subscription service*)**: free directory, consulting and AskARoofer services.

*Contractors in the MetalVue program can get a special 10% discount for membership in the R-Club which includes:

- Contractor Company page (directory)
- Discounts on Classified Ads
- Access to AskARoofer
- Roofing company content submittals
- Consulting opportunities and perks
- Monthly Coffee Break with gifts

Frequently Asked Questions:

What is R-Club?

- The R-Club is a club for contractors. Specifically for roofing and exterior contractors, the R-Club is a community where companies can be highlighted while finding the things they need, learn a little and socialize with the people who understand each other. It includes a fully interactive online directory to help boost your SEO, monthly Coffee Breaks with peers and access to answer home and building owner questions from our sister site, AskARoofer. The R-Club members are kindred spirits, the brother and sisterhood, the place the industry meets!

Contact Information:

Need more information?

Contact Gina Cali (gina@rooferscoffeeshop.com) and Heidi Ellsworth (heidi@rooferscoffeeshop.com)





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