

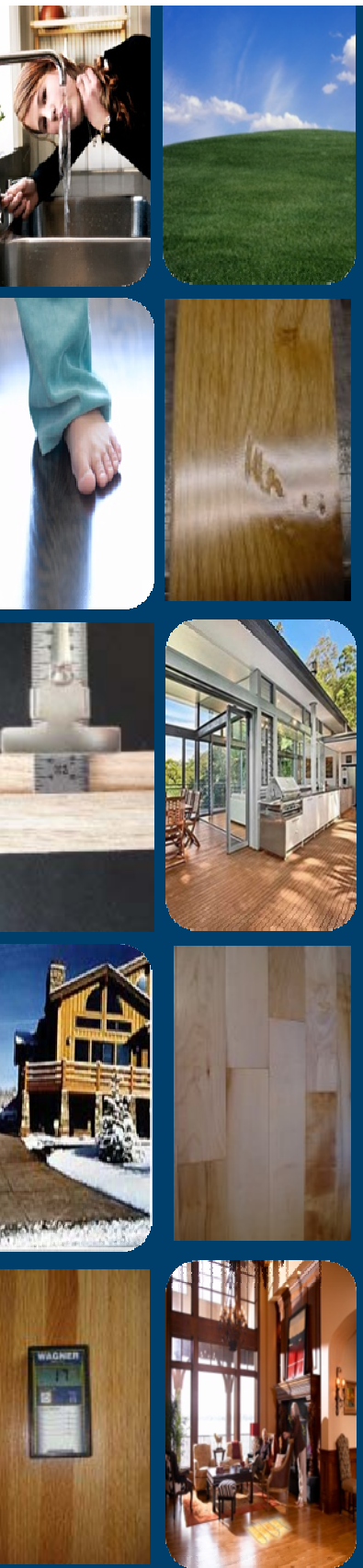


Marketing the Wood Floor Inspector

*“From a New Light
and
It’s Up To You”*

**NWFACP Symposium
April 29, 2011**

Roy Reichow
Commercial Inspector



**National Wood Floor
Consultants, Inc.
Marketing the Wood Floor Inspector**

- **Introductions**
- **Construction History**
- **Business Plan**
- **Marketing**
- **Education**
- **Consulting**

Introduction

- Brief Bio of Roy Reichow
- National Wood Floor Consultants



Mission Statement

National Wood
Floor

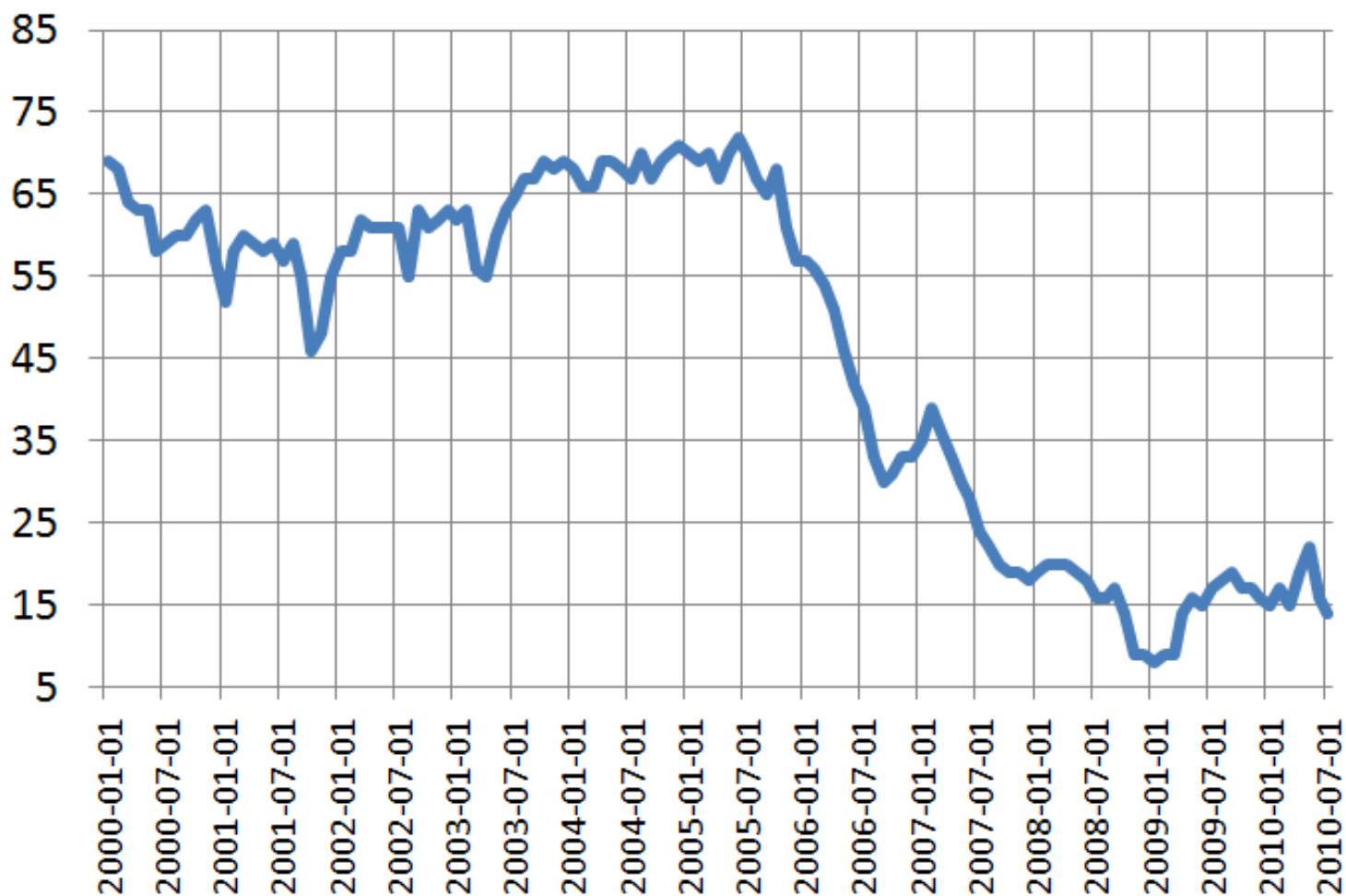
Consultants is
dedicated to
industry
advancement
through
education.

Construction Bubble

- Building Peak Started in 1998
- Decline starting 2005
- What does this mean - Today?

NAHB/Wells Fargo Housing Market Index

— NAHB Builder Confidence





Business Plan?

Business Plan

- Became a certified wood floor inspector 2004
- Instruct flooring education classes
- Volunteer on NWFA Technical Committees
- Consulting Services: Architects, Manufactures, Designers, Flooring Professionals, Builders
- Tasa (Technical Advisory Service for Attorneys)
- Seminars at NWFA
- Seminars in China and South Africa & Australia

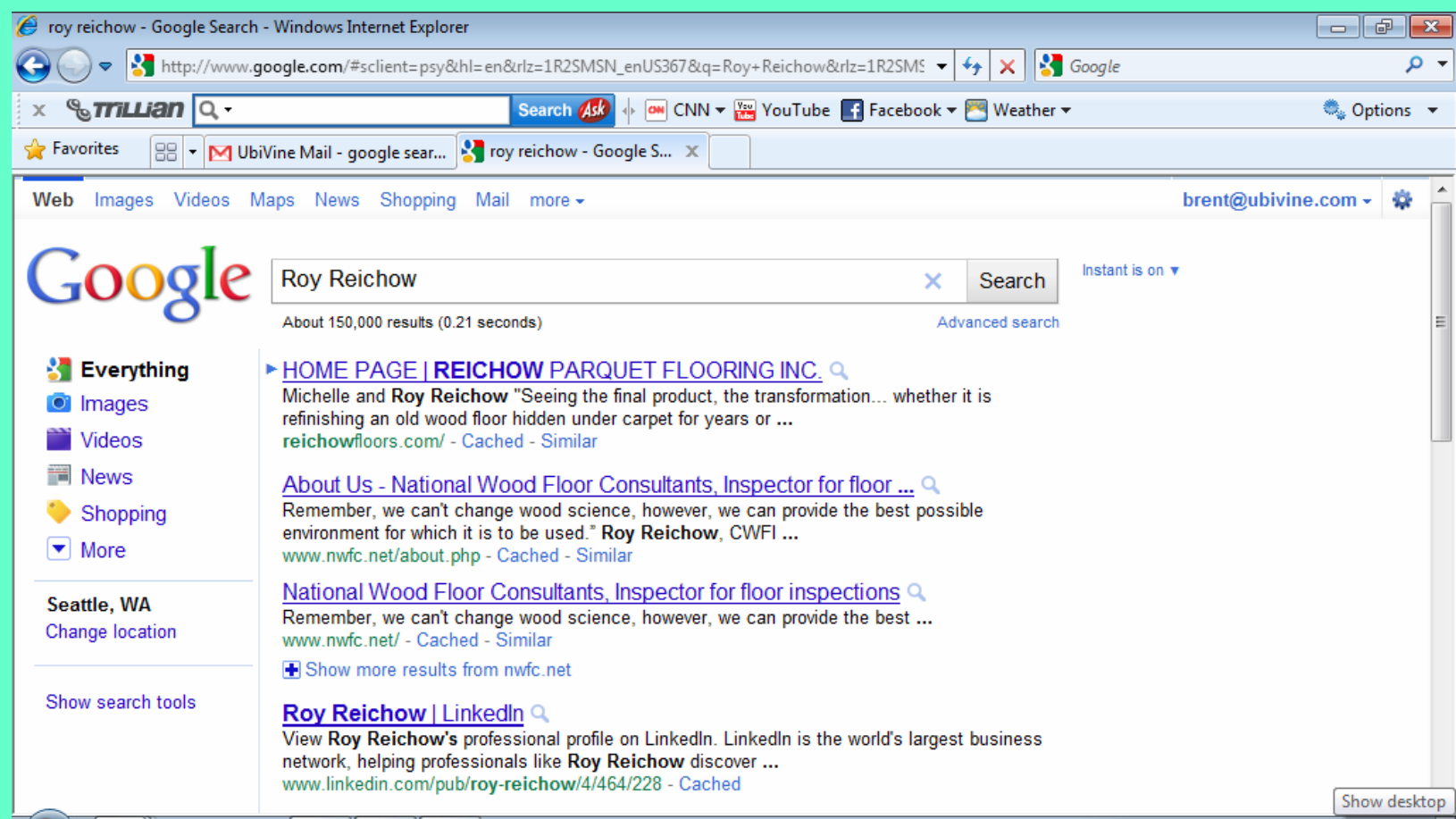
Certification Completion

- Open for Business
- NWFA Website Listing



Marketing

- Yellow Pages?
- Google Name Search
- Your Own Website (Yahoo 100.00)



Marketing

- **Google AdWords**

-Google AdWords is a low cost, targeted way of increasing traffic to your website.

- Google AdWords often referred to as “Sponsored Links”

The screenshot shows a Google search for "certified hardwood floor inspector, mn". The search results are divided into organic and sponsored sections. A red box highlights the organic results, which include a map of a location in East Bethel, MN, and several text-based search results from websites like fitscertified.org and floorreports.com. Another red box highlights the sponsored ads on the right side of the page, which include "Flooring Inspections" from National Institute of Certified Floorcovering Inspectors, "Hardwood Flooring Sale" from deluxecarpetflooringamerica.com, "Hardwood Floor Refinish" from woodchuckflooringmn.com, "Ramsey Hardwood Flooring" from bandbcarpetonramsey.com, "Wood Flooring" from lumberliquidators.com, "Flooring Contractor" from hassehardwoodfloorsmn.com, "Hardwood Floor" from builderscarpetroseville.com, and "Hardwood Flooring Sale" from builderscarpetroseville.com. The browser's address bar shows the search URL, and the taskbar at the bottom indicates the system time is 6:28 AM.

Marketing

- **Google AdWords**
 - Pay Per Click advertising model. Meaning you only pay when people click on your advertisement.
 - Can target by DMA and specific keywords, such as “wood flooring problems” in a 20 mile radius of Chicago, IL.
 - Depending on keywords and DMA s selected, average cost-per-click can range from \$0.30 - \$3.50.
 - Ads can be set up with no minimum budget, and daily, weekly and monthly budgets can be set to ensure you don’t spend too much at one time.
 - When users click on advertisements, it needs to bring them to a relevant page on your website.

Marketing

- **LinkedIn Ads**

LinkedIn Advertising is a flexible, inexpensive and targeted way to advertise:

- Target your audience by Industry, Seniority, Geography, Job Function, Age or Gender
- Pay Per Click (PPC) or Impression based advertising model.
 - PPC is very similar to GoogleAd Words - you only pay when people click on your ad.
 - Impression based model - you by a certain number of impressions (time your ad will be seen).
- Ability to stop ads at anytime
- No minimum advertising spend

Marketing

- **LinkedIn Ads**

Example Ads



Find a Kitchen Designer

Find quality kitchen designers in your area. Add your kitchen design firm.

thekitchendesigndirectory.org

From: Seth Townsend



Job - Project Manager

Exp: 8 - 13. Industry: IT. Role: Project Mgr. Click To Apply For this Job.

jobsearch.naukri.com

From: soumendu ganguly



Quality Assurance Manager

Drive this Quality Assurance Project! Great rate! Sydney CBD. Apply here!

candidates.futurestep.com

From: Joe Allen



Quality Assurance Manager

Exciting 3 yr piece of work! Sydney CBD. Excellent rate/ salary! Apply now!

candidates.futurestep.com

From: Joe Allen



CRAs in Asia - openings

Malaysia, HK, or Singapore. We are looking for Contract CRAs. 7+ yrs exp.

linkedin.com

From: Rod Bugawan



Find Kitchen Design Jobs

Find Kitchen Design jobs in your local area. Post your kitchen design jobs.

thekitchendesigndirectory.org

From: Seth Townsend

Marketing

- Google Name Search
- Google AdWords
- LinkedIn Ads
- **Social Network**
 - Facebook
 - Twitter
 - Flickr
 - Etc.

Marketing

Continuing Education Seminars

- Builders Association
- Insurance Companies
- Private Sector
 - Distributors
 - Flooring Contractors
 - Design Build Contractors
 - Manufacturers

Marketing

Lunch & Learn Seminars

- Architectural Firms
- Design Build Contractors
- Lawfirms
- ASID- Interior Designers
- Local Distributions Centers
- Flooring Retailers

Marketing

Consulting Services

- Flooring Retailers
- Design Build Contractors
- Local Distributions Centers
- Architectural Firms
- Lawfirms
- ASID- Interior Designers

Networking

- Other Experts
 - HVAC
 - Certified Infrared Thermographer
 - Water Remediation Companies
 - Other Inspection Websites

Inspector Marketing Expectations 2011

- 5 Year Business Plan?
- Time allotment?
- Inspection vs. Consulting?
- Mobile Technology?

Mobile Technology



Inspector Marketing Expectations 2011

- 5 Year Business Plan?
- Time allotment?
- Inspection vs. Consulting?
- Mobile Technology?
- Personal Goals

National Wood Flooring Association



Thank you for attending the NWFA
“Marketing the Wood Floor Inspector”

Presenter

Roy Reichow