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## How to Build a Service & Maintenance Program Profit Center in 7 Steps

### MODERATOR:

- Karen Edwards, RoofersCoffeeShop®, Editor

### PANELISTS:

- Jesse Martinson, SureCoat Systems, President of Gem Star Inc. and Founder and Formulator

### **Karen Edwards:**

Hi everyone. My name is Karen Edwards, and I'm the editor here at RoofersCoffeeShop.com. I'm so excited to welcome all of you to our very first webinar in our new educational webinar series. Today our guest is Jesse Martinson, President of Gem Star Inc. and Founder and Formulator of SureCoat Systems. I'll tell you a little more about Jesse in a minute. I just want to take care of a few housekeeping items first.

### **Karen Edwards:**

If you take a look at your control panel on the right side of your screen, you'll see an area for chat and for submitting questions. As we go through the webinar

and you think of questions, please submit them there, and we'll do a brief question and answer session at the end of the Webinar. Also, right underneath where you submit your questions, you'll see a section labeled handouts. That's where you can download the workbook for this webinar if you didn't already have it. It outlines the seven step program that we're going to learn more about today.

**Karen Edwards:**

So let's learn a little bit more about Jesse. At the age of 17, Jesse started working in his family's construction business, and eventually took over for his stepfather because of failing health. With five plus contracting licenses, and expertise in 10 plus trades, Jesse have built just about everything over the years. He's a man of the field, and he spends every day out on rooftops and on projects site. He's not only the contractor, but he's the engineer, the product developer, the field tester, and the head customer service rep. But most importantly he's the guy up top. Welcome Jesse. We're really glad to have you here today.

**Jesse Martinson:**

Before I get started, I ought to say thanks to our friends over at Roofers Coffee Shop for having me, and allowing me to kick off their exciting new webinar program. So thank you ladies. I'm excited to be able to share a program with you guys that's worked for me and my companies and some other contractors that we've trained throughout the country. We've used this program to bring in extra revenue, and meet some business goals, as well as it's probably the best lead generating tool that we found. We use it to prove ourselves to new clients and to become their longterm roofer and it's worked 90% of the time.

**Karen Edwards:**

Wow. That is a very impressive result. You can't argue with 90% of the time.

**Jesse Martinson:**

So Karen, can you help me with a question for the audience?

**Karen Edwards:**

Sure. Yeah. So hey everybody on the webinar, I've just put a quick poll up on the screen. I'm going to leave up there for about 15 seconds. If you could just take a second, answer that question. Do you currently have a maintenance program? Yes or no. That'll give us a real good feel for whose on the webinar today, and will help Jesse understand what he needs to address. All right, I'm closing the poll in three, two, one. How about that? So 40% of our attendees today do have a service and maintenance program, but 60% don't. So we've got a lot of interest from folks in wanting to learn how to start one and then some other folks probably wanting to know how to improve and grow theirs.

**Jesse Martinson:**

Oh Great. Thanks Karen. And it always helpful to know who's in the training session here. So if yes, if you have a training program already in place, is it something that keeps your customers coming back to you throughout the year? Or when they purchase new buildings or properties, is that a maintenance program that's a scheduled program? If no, how would your business and your bottom line boost from this extra profit center? Or how would it make your business better?

**Jesse Martinson:** Well, you're in the right place, if you're looking to build strong ongoing relationships with building owners, property and facility managers. You're in the right place, if you're looking to get paid to inspect roofs, and then work to repair the roof's year after year for your customers. You're in the right place, if you want to redefine the service and maintenance program that may be in place, or if you'd like to build a new one, making it a true benefit to your business. Now, here's the great news. You're going to learn how to do all these things today and implement them into your business now.

**Karen Edwards:** Wow, Jesse, these are some great points. I'm sure our audience is excited to learn about your solutions. I'm excited to hear you share them. Jesse's got a great program here that he's going to share with all of you guys.

**Jesse Martinson:** Okay. Well if you guys can hang in there until the end of the webinar also, we've got an awesome surprise for you. We're giving away 10 free repair kits which will allow you to get familiar with the material and actually try it out, and see how easy it is to use. And also we'll be providing access for the templates that we use for our service and maintenance program. So I have a 35 year old commercial remodeling company, and we were receiving calls from our existing clients about leaks and ongoing roof problems, even though we didn't have a roofing business.

**Jesse Martinson:** These customers were angry about poor roof repairs and continually they felt as if they were paying for the same leak repairs over and over. And in a lot of cases they were. How many of you out there can relate to this?

**Karen Edwards:** I'm sure probably most of our audience. Such a challenge for everyone: the consumers, the building owners, the building managers, and contractors. It's frustrating when the same problem is being repaired over and over and over and there's not a fix to it.

**Jesse Martinson:** Well, and then once we looked at the roofs, we realized that the products that they were using weren't lasting very long. And being a construction guy, I knew I could help my customers out, if I had the right product. There was really nothing on the market that was a longterm fix. So I met with a leader in the marine waterproofing industry and we used their technology, and my construction expertise to answer the need. We develop SureCoat for flat roof repairs, small and large. The SureCoat product quickly became the star of our new roofing service, and maintenance program.

**Jesse Martinson:** After three years of service and repair business, and look back on renew the SureCoat material while performing great on the roof. At that point we decided to make the SureCoat material available to other contractors across the country, like James Wright. And it continued to work over and over again.

**Karen Edwards:** Wow, this is really promising. Let's dive in to the program, and help us learn how to use it.

**Jesse Martinson:** Absolutely. So here's our seven steps to starting, or updating your service and maintenance program.

**Karen Edwards:** So the first step here I see Jesse is marketing. What is your marketing outreach? How do you do that?

**Jesse Martinson:** Well, the first thing that we did is we drafted a letter introducing the new roofing service, and the need for it, so they could head off repairs and help with the budgeting future work to keep their roofs in good shape. This will give the customers the information that they probably don't have, and that they need, to manage one of their largest investments, and that's their roof.

**Karen Edwards:** So once you send the marketing outreach letter out, what is the next step? When the customer calls you back or sends an email to you that they're interested, what happens next?

**Jesse Martinson:** Yeah, most of the time it's a phone call so we can have a discussion on the phone and occasionally it's an email asking some questions about the program. So once we have them on the phone, generally we want to ask a few questions so we can qualify their roof. We ask what kind of roof they have, is it flat, low slope, what the details are of the building. We need to know how big the roof is and then we want to confirm if they're experienced any leaks or any other issues at this point. We also asked them what material's on the roof, and what is the condition of the roof. If they know those last two things, it just helps us to help them.

**Karen Edwards:** Wow, this is smart. You really, really have set up a process that's very streamlined. So you've got the marketing outreach, you've got the leads, you're qualifying and answering the questions. What comes next?

**Jesse Martinson:** Yeah. So once we've had a conversation with them and we've got the preliminary information, again, another template we develop, we fill out the preliminary information on the template and then we send off to the client for approval. Once the approval's received then we schedule the inspection.

**Karen Edwards:** Excellent. So tell me a little bit more about the inspection process.

**Jesse Martinson:** I think the overall inspection, I think all of you that are out there that are already in the roofing business, there's no big secret to this, I don't believe. We want to make sure that we grade the roof. A lot of these people that we deal with don't have any roof, any experience. The people that are responsible for the roofs, there are a lot of times never get on the roof. Either they're not allowed to or they're just not comfortable getting up there. So we've set up a system where we can grade the roof, and then we want to document the things that you guys see up there. Right? So we, we make sure that we document our inspection with photos to demonstrate the problem areas, and especially the areas that need immediate attention.

**Jesse Martinson:** So you know the areas like the roof drains, waterways, equipment curbs, flashings, all of those things. We also remove the trash and debris from the drains, while we're out there to make sure that we can inspect those drain sump areas and around the drains and those kinds of things as, again, you guys that are in the business know, that's a common source of leaking. So that's how we set that piece up.

**Karen Edwards:** Okay. And then from that inspection, you put together a report for the building owner. But tell us what's different about your report and how it helps you secure more work.

**Jesse Martinson:** Again, you guys that have been in the business for a long time have seen the roofing consultant reports and those reports can be anywhere from five to 25 pages, depending on what they're looking at, and what kind of report it is. So we made a report that's basically designed for the building owner, or the manager that has to take care of that roof. So we made it in a single sheet. It's got a bunch of boxes to check for the basic problems. And then we made this note section at the bottom and the note section, we use it to identify the needs that they need right now. These are things that we think that hey, if it rains or we're getting the storm season, these are areas of the roof that are going to leak.

**Jesse Martinson:** So we identify those in the note section, above and beyond the box checking part. And if we have an idea of what that budget's going to be to do those repairs, we'll put that in there. And then the second part of the note section, we try to help them create a plan for the next year or two, so they can plan and they can budget for the repairs that need to be taken care of over the next couple of years. The customers like this format because it's simple. We try to do it in layman's terms and we send photos so they can actually see what we're talking about.

**Karen Edwards:** So you've got a story about a customer that you actually did this for. Can you share that with us?

**Jesse Martinson:** Yeah, so we've actually had several case studies like this where we've done repair work that turned into a full roof jobs. One of the very first ones, was an area that had a big pond area that was leaking. It had leaked for several seasons. And finally, again, this was a new customer to us. So when we got out to look at this, there was a lot of mastic repairs, especially around the drain that you see there in the center where it had been repaired probably three or four times with mastic. So they actually raised the lip of that drain area. And it was actually making the problem worse. So if you look at that picture right there, you can see where we cut that V, removed a bunch of the old mastic, and a little bit of the roof material, and then applied the SureCoat system in the actual drain sump.

**Jesse Martinson:** Over the repair area where we cut it out, and then fully reinforce that pond area right there. So the outline of that you see right there, that's the actual size of that pond and it had anywhere from a quarter of an inch of water, standing

water, to about an inch and a half in a couple of places. So we got that area to drain down to probably about a quarter of an inch is the most water that stands on it now. And that repair was done in 2004, and I was on that roof about nine months ago. It's still there, it's dirty, filthy dirty, but it's still working and it's got no leaks there.

**Karen Edwards:**

That's fantastic. So I want to ask a question to. You had told me when we were talking earlier about simplified, one-page roof report that you provide to that facility manager or owner. You were working with a building in Redlands, had you come out and you delivered a report. Do you want to share that story as well?

**Jesse Martinson:**

Oh yeah, yes. Absolutely. Yeah. So while we were putting the pieces to the webinar together. We got a phone call from a company that had purchased a new building in Redlands. It's 150,000 foot building. So we went out there and did a service, provided them with a single page report, and we identified several areas along the waterways in the front of the building where most of the roof drains were. There was some cracking and peeling, and some openings around some of the drains. And so we identified this, gave him the report and then followed up on it about a week later. And the guy said, "Well thank you very much for the report where you appreciate it and thanks for that photos." We send them about eight photos out of about 40 we took on that building.

**Jesse Martinson:**

And then the following week after we talked, he again, he thanked me for the report and said, "We're not going to do anything at this time, but thanks anyway." Then I get an email from him, and he sends me a drawing of the areas that leak. And so I had to chuckle, because it was the exact areas that we had identified on the report. So, now three weeks later, it's a big company. So by the time they get through the corporate red tape and all that, they signed off on the notes section. It's on the bottom of the report to do about \$21,000 worth of repair work to the areas where the leaks were. And thanked us for being concise with the basic needs of the building. So that work will be scheduled in the next 10 days or so. So just coincidentally, that happened while we were putting this webinar together.

**Karen Edwards:**

That was definitely a fun coincidence. So you mentioned that a lot of these projects have turned into full roofs, and that takes us up to our step seven here.

**Jesse Martinson:**

Yeah, so probably, I mean over the last 12 plus years of using this system, we've done, I don't know, dozens and dozens of buildings where we've done repairs, just to take care of some water leaks during the season. And then because of the way the system's designed, those repairs don't have to be redone. They ended up getting coated over. So the picture you're looking at there now, especially the one on the top right, where all the seams and lap seams are. So that was over an office area where they had leaks and it was just dry, the roof had dried out, and the seams were open.

**Jesse Martinson:** So we went and did all the seams and the parapet and the waterway, you can see in the background. So we did a large area of that as well as the penetrations, all the plumbing and electrical penetrations on that roof. And then about a year and a half later, they budgeted to have the rest of the roof completed. That's just one instance. But this happens all the time. Big and small buildings. We take care of the needs they have right now and then we end up finishing most of those roofs.

**Karen Edwards:** Excellent. That's the roof that you were just talking about, right?

**Jesse Martinson:** That's correct. Yep. That's a large project, 140,000 foot project. And we spent probably \$20,000 doing repairs. And so all's that had to happen on those repairs instead of doing that with mastic or an emulsion or something like that, to do those repairs, we did it with the SureCoat System and all's it had to be done in those areas was, have that cleaned, and then we applied the system right up to it and tied the stuff together, so that the repair money was not lost. And most of those building owners and managers appreciate that. So it's not wasted money.

**Karen Edwards:** That's excellent. And now the one thing that's important to facility managers, building owners, very important, is the warranty. So maybe you can talk a little bit about how that works for SureCoat Systems.

**Jesse Martinson:** Yeah. So here's the best notes. So we figured out that by doing the repairs and what we call the partials, and a partial roof on most of these commercial buildings end up being their waterways and drain areas, and the penetrations, we know because of the way the material's designed and it adheres to itself so well, we can do those parcels like that. And then come back and do the rest of the roof system. And all's we have to do is overlap partial worked up that we'd done before. We just have to overlap the system onto it. Again, so they haven't lost their money that they used to do the repairs with. And then wants to roof is complete the roof's eligible for a warranty from SureCoat System. As far as I know, no one else in the country does that.

**Karen Edwards:** And there's also another very unique feature to the warranty and that involves ponding water, right?

**Jesse Martinson:** Yes. There's actually two features. One is the ponding water. We found this out when we were researching for our clients early on when we started this, that almost every roof manufacturer in the whole country, if you start looking through their actual warranty, not what comes on the label when they sell it to you, but the actual warranty. If there's any ponding water, they tell you that you've got to have positive drainage or add a drain to that area. And if there's problems with that area with the roofing material where it damages the roof material from ponding water, it's not covered, that's on you. So we ran into this over and over, which is why we designed a SureCoat material like we did.

**Jesse Martinson:** This material can sit under water. We have pictures of jobs that have been done 12, 13, 14 years that have water from condensation or poor drainage on them

and the material's still intact. So that's really one of the biggest things about this warranty is it can be put in some very difficult areas, and it still functions. It's performed great. The other unique feature to this warranty is that most of these warranties are also prorated. And I can't tell you how many roofing contractors have called here and tried to use their warranty's from the past with other materials, only to have the big corporate warranty department and some other company tell them that, "Hey, well it's prorated and you're responsible for it for the first two or three years. And if you haven't maintained it and kept it clean, then you basically have no warranty. The whole thing's on you."

**Jesse Martinson:** They're not all like that, but a lot of them are. So we don't do that here. The warranty's not prorated. As long as the roof is serviced every year, like you have to service your vehicle. If it's service every year and you can prove it with photos and documents, then the warranties intact.

**Karen Edwards:** Wow, that's pretty impressive. So you've got another case study here that you want to talk through.

**Jesse Martinson:** Yeah, the Western building, that's another interesting thing that happens in this business, is you can see a picture of the interior or that building on the top right. Well, two years before that picture was taken, that whole building was full of plywood, different types of plywood. It was just a warehouse that they stored plywood in. So the roof wasn't in very good shape. It had a lot of leaking in it, and like every time we rained we responded to leak calls out there. And so we were just patching that 90,000 foot roof together until they found a different tenant.

**Jesse Martinson:** So we had probably done about 5,000 feet of repairs on that building over a couple of years and then they got a new tenant. So this tenant actually had their contractor walk the roof and said, "Hey, this roof in poor shape, and it needs to be fixed before we're going to sign a lease and spend \$1 million inside." Basically, if you look at the picture, all those basketball floors, and volleyball floors that are in there, was all brand new wood and the tenant improvements inside between the basketball stuff, the snack bar, and all the new wall surfaces, and sealing surfaces was close to a million dollars.

**Jesse Martinson:** So the only way that they were going to sign that kind of a lease was to have a roof with a warranty on it. So we went back, and finished the rest of that building and that's been about going on eight years now. So no leaks in there. We stop by that place once in a while. Very happy with that.

**Karen Edwards:** Excellent. Well yeah, making that much of an investment inside, they wanted to be sure they had a product that was going to work on the roof to protect that investment for sure.

**Jesse Martinson:** This is again, you guys that have been on the roof, you know how this goes. So you're walking around, up on the roof, and sometimes things don't feel too good. It's like being on a trampoline and you're figuring out, wondering if you're



going to fall through or not. Well, it finally happened to me. This came on a property that one of the really big commercial property owners in southern California had just bought this building. They didn't call me out to do an inspection on it, because I had done a little bit of work for these guys but not a lot. So they got a basic roofing consultant to kind of survey it real quick and write an inspection report. So they called me and said, "Well we're having a bunch of leaks, can you go out and look at it?"

**Jesse Martinson:** And this is after escrow close. So I'm actually walking around on the roof and not feeling too good about what I was stepping on. And I'd been on the roof for probably about 15 minutes and then it happened. Right foot, right through the plywood all the way up to my thigh. Then I went to push off on my left foot and my hand to get up out of there and punched another hole in the roof. That just one of those things where you know, these roof inspections really need to be done. That owner had no idea that they'd bought a roof that was in that condition, and that they basically had a basic survey from the roofing consultant. It's important, you can save these people a lot of liability issues as well as leaking issues, and problem issues, if you do this simple service that we talk about.

**Karen Edwards:** So everything you've shared with us to up to this point, the seven step process, using the SureCoat System, this is stuff that you use in your contracting business every day, right?

**Jesse Martinson:** Oh absolutely. Everything you've seen so far here today is stuff that we've been using for several years, and I want to be able to sleep at night. I think one of the worst things about being a roofer or be in the waterproofing business that you don't want to be holding your breath or having to hide from people every time it rains. And this product has been absolutely fantastic to the things that we've used it for. I don't have to hide from anybody, so it's great.

**Karen Edwards:** That's fantastic.

**Jesse Martinson:** We billed millions of dollars worth of repairs and maintenance, and full roofs with the system since we put it together. Again, no sleepless nights anymore with this. One of the last things about this, guys, is that there's a whole package here between the SureCoat warranty really being what I believe is the best warranty in the roofing business. It allows us to extend the life of roofs. I mean we actually have some letters here from roofing consultants where we've done repairs and partials to buildings, and they've actually extended the life of the roof in written form to the building owner.

**Karen Edwards:** So we've used it in those areas, which has been great. The fact that you can do a partial roof as they have money, you can do part of the roof for them, and then come back when they get the rest of the money, finish the building, and get a warranty for them, again is unique and it's worked over and over and over again. It's not something that's in the planning stages. It's been working for 12, 13 years now. So we have some exciting new marketing tactics. We're getting

ready to kick off our podcast show that's called Field Tested. And basically these are going to be all stories from the field, things like we talked about today and where we're going to share some of the issues that we've had, and we're going to have some of our contractors that have been doing business with us for years as guests. So we can share some of these things and make it available so we can help you guys.

**Karen Edwards:** And we've got tons of case studies that the SureCoat reps here know about all of those case studies and can share those with you if it'll help you in your business.

**Karen Edwards:** Excellent. Now it's time to have a little fun. Right?

**Jesse Martinson:** Here we go.

**Karen Edwards:** Let's do a giveaway. So while Jesse has been telling us his story and sharing all this great information, I did a random drawing of 10 names from those of you who are on the webinar. And I'm going to read the winners. Here we go. Drum roll. Benjamin Kramer. Congrats. Bruce Peasley. Joe Sayer. Joe Shoalman, Joleen Michaels, Josh Moore, Kurt Schneider, Lynn Marie Hash, Rick Sweeney, and Ryan Barrett. Congratulations guys. You have won a SureCoat repair kit. So we'll follow up with you after the webinar, and get your contact information, so we can get your prizes shipped out to you.

**Karen Edwards:** Love giving away prizes. And because we want everyone to have something before the webinar ends, I'm going to share with you next how to get the templates Jesse talked about. So there's a slide with the information you want to text. SureCoat-templates, 244222. You'll a text back, and if you respond to the text with your email address, you'll receive an email with a link to download the templates. So I'll give you a second if you want to jot that down or pull out your phone. And now I think it's time to move onto the questions. And we do have a few here. Okay, so someone wants to know what is the final millage on 10, 15, and 20 years systems.

**Jesse Martinson:** So, depending on the substrate that you put the product over, the minimum basically is 60 mils and then you'll go from there. You'll work your way up. We have a 15 year that we use that goes, because access to maintenance and top coating, it's a little more difficult. And the millage on that, if I remember correctly, is right at 70. And then the 20 year, we approach a little bit different. Most of the people that want a 20 year is because they have a bunch of equipment, or foot traffic, or something like that. And so really what we do is we suggest that you put the 10 year system on, and then in the ninth year, and this happens, no matter what actually guys, is in the ninth year the roof's got to be inspected by you to figure out what kind of shape it's in. What the needs are. And then we give you our recommendations for extending the life of that roof.

**Jesse Martinson:** So we only have a few systems out there. We've been some for a couple of government buildings here, we you put a straight 20 year system on it to begin

with and the millage on that, if I remember right, we don't do a lot of those, but if I remember right, it ends up with the fabric and the reinforcing and all that in it at about close to 80, 70, I want to say maybe 77 to 80. Hope that answers your question.

**Karen Edwards:** Thanks Jesse. Next question is, how does the product perform in cold weather climates such as Minnesota, South Dakota, North Dakota?

**Jesse Martinson:** The product performed very well in those areas. We've had lots of projects up in the northeast. We have a big shopping center in Montana, bunch of individual projects up in upstate New York. We have projects up in Canada, and the products performed very well in the cold.

**Karen Edwards:** Thanks Jesse. Next question. Do you reinforce your seams on the temporary repairs?

**Jesse Martinson:** Yeah, on the repairs. Everything that we repair, we put the reinforcing in and we use a little bit different reinforcing than everybody else does. I know there's lots of systems out there and we've pretty much used all of them over the years. The material that we use for reinforcing is very durable, and it's more of a mesh so it follows the contour of the roof better where your seams are, where your roof jacks, your penetrations, your drains. This material is made so it lays right in there very nicely, that it doesn't tent like some of the other well known reinforcing roles that they use. So we found that if it's too stiff it tends to tent and it creates other problems then.

**Karen Edwards:** next question is how long have you been manufacturing roof coating?

**Jesse Martinson:** Yeah. The base product's been around for about 35 years. We adjusted the formula in 2004 to fit the needs of the roofing industry and the problems we were experiencing with other products on the market.

**Karen Edwards:** Excellent. Can you set up an inspection for more often than once a year? What do you find that works for the building owners?

**Karen Edwards:** Yeah. We've found that there's basically a couple of instances that kind of call for more than one inspection a year. One of those, an area where there's a lot of leaves and debris that can get on the roof and end up in the waterways and on the drain. So we have one building that it's only about 18,000 feet, but it's got a bunch of eucalyptus trees around the perimeter. And we just took I think 32, 50 gallon trash bags of leaves off of that roof. That's-

**Jesse Martinson:** Wow.

**Karen Edwards:** ... got to be done twice a year, because it just plugs the drains up immediately. And it's just a big mess. So that's one. The other issue is we have several buildings, strip centers where there are several restaurants in there, so there's a lot of roof mounted equipment, which means there's a lot of service people up

there, a lot of foot traffic. So that's another one that we usually do twice a year to keep the trash and debris off, and then make sure that they haven't left any holes or roof jacks, I mean you guys again that are in this business, you guys know that you walk up there and they tell you the roofs leaking, you walk up there, it's obvious because the guy put a roof jack in and didn't seal it, or drill the hole in the roof, and didn't put anything over it. So those things with a lot of equipment, we usually do those twice a year.

**Karen Edwards:** Excellent. So next question is what is the makeup of the product? Is it silicone, urethane?

**Jesse Martinson:** It's a hybrid elastomeric product with four proprietary resins in it that was formulated so it would bond to any of the roof substrates that we were experiencing as well as be waterproof. It's got great stretchability to it and it's just one of the most durable products that we've ever worked with.

**Karen Edwards:** Wow. Excellent. And then one question about if you offer a warranty on your repairs or the partial that you do ?

**Jesse Martinson:** SureCoat Systems itself does not offer a warranty on repairs or partials, because again, as you guys know that that roof could be leak in any number of places. We don't do that. But the construction company, our construction company warranties the repairs that we do. And that warranty basically is, if we worked on the southeast drain, and drain sump area of the building, and we did it with the SureCoat product, we'll warrant that there's no leaks going to come through the repaired area that we did. Once the coatings down, and there's no pin holes or anything in it, it's not going to leak. I mean we've done thousands of repairs at this point. But SureCoat Systems themselves, we can't a warranty repairs as the roof could be leaking in a whole bunch of different places and running in the same place. So hope that answers that question.

**Karen Edwards:** Yeah, that makes sense. Thanks Jeff. And that's all the questions that I have for today. So I just want to give you a really big thank you for being on our first webinar, as part of the RoofersCoffeeShop.com educational webinar series. And we're real excited to hear from our contractors, how they fared in implementing your program.

**Jesse Martinson:** Great. Well, thank you, Karen. Thanks for helping me through this today and you guys, thanks for all tuning in and listening. And we have some of the best service techs in the country that are here to answer questions or help you through this if you need help, and guide you as you go through. So thanks everybody.

**Karen Edwards:** Thank you. Have a great rest of your day, everyone. Bye. Bye.