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5 Roofing Contractors Share Their Stories

CertainPath makes businesses more profitable and lives more enjoyable with field-proven technology and expertise that puts contractors on the path to success.

The contracting world can be tough. It's not often others in your trade are willing to offer advice, let alone actually sit down and talk about their experience, including what's working and what's not. Whether that's because they view you as their competition, or perhaps like most contractors, they're too busy worrying and working.

CertainPath comes with a community of thousands of contractors who've walked in their shoes before them, our Plumbing contractors know they know they'll never feel alone in the process.

Check out these 5 stories from Roofing contractors just like you!

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Scott and Stacie Feller Bought into the CertainPath System and Have Increased Feller KangaRoof®'s Sales from \$275K to a Highly Profit \$9 Million!

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Everybody in Eastern Pennsylvania Knows A Brooks Construction KangaRoof®, and That's Helped the Company Increase Sales 600% in Just a Few Years!

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Kelly Good of Good's Roofing Went from Experiencing Panic Attacks about His Future to Quadrupling His Sales, Getting Out of the Truck, and Finally Building a Real Business!

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Hish Rahman of Precision Roof Crafters Has a Highly Profitable \$3.5 Million Business That Allows Him to Travel Internationally for His Imports Business and Achieve His Dream of Owning a Highly Successful Restaurant!



While all of these stories are different, they all share one common bond—all five contractors found success with CertainPath's comprehensive business solution that is built by contractors, for contractors.

Story of Dramatic Growth

From \$275K in Sales to a Highly Profitable \$9 Million Roofing Business—and Growing!

Scott & Stacie Feller Bought into the CertainPath System & Have Created Small Business Empire



Less than 10 years ago, Scott Feller spent his workdays poolside. His roofing company—now called Feller KangaRoof®—was only doing about \$275,000 in sales. “I spent my days sitting in a pool chair with my cellphone beside me. When it would ring, I’d take some notes.” That’s how his business operated back then. He handled the repairs, and he had a sub-crew do his installs. Life was simple.

Scott had a conversation with his cousin, Kirk Katznemeyer, while visiting with him in his home state of Montana. Scott learned that Kirk, a plumbing contractor, was part of CertainPath. “Kirk told me that he’s only implemented 10% of what CertainPath offered, and he’s made more money than ever in his life. He said it was a Godsend. He said that they also had a roofing group and I should look it up. It would be perfect for me,” Scott recalled.

Scott along with his wife and business partner Stacie attended a Profit Day Seminar in June 2016 to learn more about CertainPath. It just so happened the next one would be in Austin, Texas, their hometown. The couple attended and made the choice to join CertainPath that day.

What’s transpired since then?

Implemented Core RSI Systems

“After attending CertainPath’s Executive Perspective, we came up with a list of 15 different processes that were part of the full CertainPath roadmap to success, which we needed to implement first. We wrote each one on a Post-It Note.

Then, we broke down each process into a series of tasks, and each task would go on a Post-It Note. We ended up with 225 Post-It Notes,” Stacie said. The couple aggressively implemented each process, one at a time. As each was instituted, they saw their success surge.

Increase Pricing, Increase Value

The number-one system Scott and Stacie agreed must be implemented was the StraightForward Pricing® Guide. “Our pricing for larger repairs was definitely off. We also learned higher pricing meant providing a higher level of service. We followed CertainPath’s recommendations to do just that,” Scott explained. “Two months after joining and making these changes, our average repair went from \$620 to \$1,320. If only we would have known better, sooner.”

Revamped Sales System

Revamping how repair work was priced and presented wasn’t the only part of the company needing work. Scott and Stacie recognized they needed drastic work in pricing and presenting re-roof jobs. They adopted the CertainPath sales system, and attended the training through LearningAlliance to make sure they got it down, including its presentation strategies. Closing percentages and sales for both retail and insurance re-roofs skyrocketed.

“

Based upon our current projections and growth, there's no reason why we won't be a \$30 million company within five year. I used to say \$10 million, but with the team we have now and the momentum we have, I truly believe we can do it. It all started by learning more about CertainPath. Getting that vision of what was possible and then implementing that system. It's hard work, but so rewarding.

— Stacie Feller, Feller KangaRoof®
Member since 2016



Performance-Management System Increases Production

“I heard other roofing members talk over and over about posting sales numbers on a goal board in the office, but at first, I really didn’t get why it was a big deal. Then, we did it—and oh my goodness!” Scott exclaimed. “It makes a difference. The guys look at it daily, and it spurs competition.” The Fellers’ also implemented a bonus program, on top of their commissions they pay their salespeople, and that has led to happier people that stay longer.

Change Your People or Change Your People

Scott and Stacie remember vividly CertainPath telling them that much of their staff might turnover with their changes. “We thought, no way. We love our people, and they love us,” Stacie recalled. “What we found is CertainPath was right. Our people didn’t want to change. At that time, we had seven salespeople. We went to four, and they were far more productive than the original group. Losing people isn’t enjoyable—until you get the right people in your company. When you find the right people, work actually gets to be fun—as well as financially beneficial.”

Annual Team Cruise

Scott and Stacie heard loud and clear from CertainPath that building a strong company started with building a strong, positive culture. You must get your team to respect you first; then through your actions and leadership, they will love working for you.

To celebrate Feller KangaRoof®’s incredible success, Scott and Stacie have taken the entire company and employee spouses on a Gulf of Mexico cruise. “We’ve done it for the last four years. Everyone gets so excited—and they’ve all earned it. We have a great team.”

Just a few years after joining CertainPath and putting so much work into their business, Scott and Stacie Feller have grown Feller KangaRoof® from a \$275,000 into more than \$9 Million business at an incredible profit. The couple also recently opened an HVAC company, Koala Cooling, which is on target to quickly do over \$1 Million—they also opened their own restaurant, Hippo Café.

The future looks bright for the Fellers’ and their small-business empire.

Story of Market Domination

Everybody in Eastern Pennsylvania Knows & Loves the Roofer with All Those Trucks with a Kangaroo on Its Side

The Brooks' Family Has Grown A-Brooks Construction KangaRoof®'s Sales Over 600% while Increasing Its Profitability by Investing in Training & Community-Based Marketing

Abe, Faith, and Alf Brooks own and operate A Brooks Construction—better known as KangaRoof®, in eastern Pennsylvania. The family built the company from scratch and for 20 years enjoyed good success, bouncing between \$800K to \$1.2 Million annually at a solid profit.

“We were doing okay. I had properties in the Poconos and in Florida,” Abe said. “We’d leave the business in the winter and enjoy ourselves.” But when he and the family worked—they worked long hours. It also bothered Abe that the business seemed to have hit a revenue ceiling. They simply couldn’t seem to grow it any larger.

One day, while flipping through a trade magazine, Abe saw an ad for a Roofing Business Best Practices group, then called SGI, now CertainPath. He attended an event we hosted called Profit Day to learn more, and joined the organization in 2008. “They showed me that I needed to stop treating myself like a commodity,” Abe remembered. “Instead, we needed to show just how much value we brought.” Here are the changes Abe, Faith, and Alf have made since joining:

Rebranded the Company

One of the first changes was the family’s biggest. They adopted the CertainPath name-branding USP KangaRoof® and invested heavily into branding it into every aspect of the company. It’s become a hit in the community. They even go as far as to give out stuffed, miniature kangaroos to kids.

Revamped Repair Pricing

Abe and Alf began steadily increasing their repair pricing. They also immediately adopted StraightForward Pricing®. It led to an immediate windfall of revenue. And their incredible service on those repair jobs almost guaranteed they would get the re-roof when the time came.

Heavily Invested in Employee Training

The Brooks family learned quickly how training could impact their bottom line. They truly believe every dollar spent comes back exponentially. They have communication, technical, and safety training weekly. They’ve also brought CertainPath’s Learning Alliance training into the office to train all of their team members onsite.



Job Site Supervisor on Every Re-Roof

On every re-roof job, the Brooks have a supervisor there each day who works through three-pages of checklists provided by CertainPath, and he ensures the roof is installed properly. He also is there to manage the customers, potentially sell other exterior work, and canvass the neighborhood. This position has led to loads of new work.

Club Membership Success

The family recently re-committed to selling the CertainPath developed Overhead Care Club Memberships, and it's taken off! They've quickly quadrupled their memberships—and generated over \$160K in additional add-on sales.

Community-Based Marketing Gives in More Way Than One

Using CertainPath's Relationship Marketing strategies with over 100 low-cost, no-cost solutions to community-based initiatives, KangaRoof only spends about 4-5% in marketing. There isn't a festival or little league that doesn't get KangaRoof dollars. Of course, the company gives away a new roof to a person desperately in need twice a year—and they've given away countless repairs.



Most of our business came from word-of-mouth. Referral, referral, referral. CertainPath taught us the value of being even more involved in our community. It makes you feel good to be able to help people. And that's something we couldn't afford to do before. Now, we give roofs away several times throughout the year to the needy and veterans. It's helped build our culture and it's gotten us noticed. Everyone wins.

— Abe Brooks, A Brooks Construction KangaRoof®
Member since 2008



The name-change and change in focus has treated Abe, Faith, and Alf Brooks well. The company has broken through its revenue barrier, increased sales 600%, generating over \$6 Million. The future looks brighter and more exciting for the Brooks' family and business.

Story of Finally Being Able to Get Out of the Truck

From Trips to the Hospital Due to Panic Attacks to Having a Strong, Growing Business That Doesn't Solely Depend on Him

Kelly & Michelle Good Quadrupled Their Sales and Saved Their Business (and Kelly's Health), while Accomplishing Many Dreams Along the Way, by Working Smarter

Kelly Good and Good's Roofing was having its third record year in a row at the time of this interview. The Michigan-based roofing company had generated more revenue—and more importantly, profit—than any other time in its history. There wasn't much to celebrate just six years prior.

Only a few years prior, Kelly rushed to the Emergency Room fearing he was having a heart attack. Thankfully, it was a panic attack—one of many he would suffer because of the stresses induced by Good's Roofing. "From the outside, my business looked great. I had trucks and signs everywhere," Kelly shared. "But Michelle [Kelly's wife] helped me crunch the numbers. I would make \$3K on one job and lose \$7K on another. I was generating \$650K to \$700K and losing my butt."

Kelly remembered not being able to sleep at night. He referred to himself as a basket case. The pressure was understandable—he owed his suppliers \$150K, all of it six months overdue. Kelly needed a change, and he found it in the form of CertainPath. Kelly and his wife Michelle drove 4.5 hours to attend a Profit Day in their area. They joined, and started making changes immediately. These changes would drastically alter their business forever. Their initial initiatives included:



Laying the Groundwork

Kelly and Michelle poured over the CertainPath materials they received after attending Executive Perspective, reading and re-reading every word. The biggest change was a huge bump in pricing. Kelly also made it a priority to attend every CertainPath sales and communication training offered.

No More Free Rides

Kelly's crews fought him on many of the changes. Utilizing CertainPath's Daily Management Essentials Report (DMER), Kelly discovered how much money they were costing him. "I told them I can only pay you this much in labor from now on. It shocked them. They were milking 60 hours from a 15-hour job. Our relationship was over." Kelly implemented a sub system that worked much better.

Specialize in Repairs

Kelly's replacement prices increased, as did repair prices. Kelly also implemented StraightForward Pricing®. In fact, repairs became Good's Roofing's specialty. The revenue generated from his repair work likely saved the business while Kelly was making so many big changes.

Invest in Marketing

A tornado outbreak led to a huge financial windfall for Good's Roofing. But Kelly knew that bounce wouldn't last forever. He needed something to help long-term. He began investing in TV spots. "Now we're nonstop busy," he said. "It's like we had another storm."

Get Out of the Field

As Good's Roofing grew, Kelly knew he couldn't stay in the field. It was breaking down his body in multiple ways. He needed to manage the business. He surrounded himself with reliable managers who are helping Good's Roofing grow.



I know Michelle has a checklist of dreams she wanted to fulfill. I don't think she ever would have imagined so many of them coming so fast. CertainPath gave us the blueprint and hope for the future.

— Kelly Good, Good's Roofing
Member since 2010



In its first three years since joining CertainPath, Good's Roofing grew from \$670K in sales to \$2.5 Million. These were some of the most profitable years in his business' history. It has allowed Kelly and Michelle to retire their debt. They've accomplished a few dreams, too—they've been able to purchase some beautiful land where they hope to build a new house one day. And Kelly was able to surprise Michelle with a new car paid with cash—something he very much wanted to do—as a thank you for all her support through this trying but ultimately rewarding experience.

Story of Earning Real Money

From Losing Money 3 Years in a Row to Eliminating All His Debt in 18 Months

Russ Noyes Took Immediate & Decisive Actions to Transform His Business & Generate Considerably More Net Profit

Russ Noyes of Russ Noyes Roofing in Florida is the type of man who fully commits to everything he does—from hobbies to most definitely his work. He's a perfectionist. That's why it drove him crazy that his company, despite selling as much as \$1.5 Million annually, proceeded to lose money three years in a row.

"It was frustrating. I was the one doing the sales, and I literally couldn't sell anymore by myself. It didn't matter what I did. We were losing money. I was down \$200K at one point," Russ said. "Joining CertainPath was our last-ditch effort." It was a last-ditch effort that paid off.

Here are the changes Russ and his wife Christina made:

Change Your People & Pay

Russ immediately let go of 10 employees he knew were "doing nothing but collecting a check." He ultimately instituted performance-based pay for those who stayed. It was a great change—it motivated those employees to work harder and make more.

Training Makes the Difference

With the new pay structure, Russ knew he needed to train his people. Now, he trains his repair techs daily for 30 minutes. His install crew is trained once—if not twice—a week, as he's particular about each job being done perfectly.

Replacement Pricing Raised & Restructured

At one of CertainPath's Member Bi-Annual Expos, Russ was talking with other members, he realized he had been significantly undervaluing himself and the services his business provided. It had to change. He and his wife Christina raised prices gradually and continually. "We're drastically higher than we once were," Russ said. "When people ask why, we can show them all the value we deliver. People have no problem signing."



An Extra \$49.95 on Every Call

Russ and Christina were always booked three weeks out. They went to the CertainPath Call-Taker Training through Learning Alliance and started charging a \$49.95 service fee to qualify the leads, and they also hired a former telemarketer to answer the phones. They're still booked three weeks out, but now, they're getting paid for those bids.

Thank God for CertainPath's Accounting Coach

Russ and Christina said that according to QuickBooks they were making money, when they most definitely were not. Sitting down with CertainPath's accounting coach helped them departmentalize their books. Now, they know precisely what's making or losing money, so they can fix it.

Hire People with No Experience

"I don't like to hire guys with a lot of experience because I have to break their bad habits," Russ explained. "I'd rather hire the guy that doesn't have any experience and train him. Our new repair tech didn't know anything four months ago. He just started going out on his own and just today he sold a \$1,700 repair. And his work is exceptional. He's a quick and hungry learner."



I can tell you that running this business has been the hardest thing I've ever had to do. But it is the most gratifying. It's been totally worth it. I only wish I would have found CertainPath sooner. I would be so much further along.

— Russ Noyes, Russ Noyes Roofing
Member since 2013



Since joining CertainPath, Russ and Christina have eliminated their debt, and they're making more money than ever before. They're excited about the future. "The biggest change in my business was me. I thought I knew everything, and I didn't," Russ said. "I started working with the CertainPath system, and it all clicked."

Story of Claiming Freedom of Time

Roofer with Highly Profitable \$3.5 Million in Sales Has the Resources & Time to Enjoy His Family & Pursue Other Passions

Hish Rahman Implemented the CertainPath Program Over 15 Years Ago. It's Allowed Him the Time to Frequently Travel Internationally for an Imports Business He Founded & Achieve His Dream of Owning a Highly Successful Restaurant!



Hish Rahman has never been afraid of hard work. He started his career as a young man in the restaurant business, hustling around the clock to eventually begin his own restaurant. Days before it would open, it burned to the ground—without insurance.

Rather than accept bankruptcy, Hish climbed out of his deep hole. A friend recommended roofing, and he was young enough to think he could learn and excel in his new industry. Precision Roof Crafters in Houston, Texas, was born.

The new business seemingly did well. “We grew rapidly. We did a lot of new construction. Most of it commercial. Our company was really built on 11 clients,” Hish said. “If only I knew then what I know now. It was a very perilous position to be in relying on so few. I’ve learned a lot since then.”

Precision Roof Crafters had more work than it could handle at points. Revenue crept up and up with each passing year. However, that pesky bottom-line number never seemed to stabilize. “We had some really good bottom lines, and the next year, not so good,” Hish shared. “We had like three or four years in a row where we just hit a ceiling that we couldn’t break through.”

“I hired a general business consultant outside of the roofing industry. It cost me \$33,000 over just one year, and it still didn’t help. I needed someone or something with a construction background,” he continued. “That’s when I received an invitation to Profit Day.” Hish attended to learn more about CertainPath and joined that day in 2007.

He’s made considerable changes that have allowed Precision Roof Crafters to thrive profitably for more than a decade:

Learned His Key Performance Numbers

Hish quickly learned that he wasn't charging enough. "I also discovered what my labor and materials for jobs should be," Hish said. "Successful businesses are built on your numbers. You must know every single detail. I had managed and grown successful restaurants, but RSI showed me the exact numbers I needed to thrive in the roofing industry. It's not the same."

Fired Bad Customers & Attracted Good Customers

"We were 70/30 commercial to residential split in those days. One of the things we learned early on was we needed to drop some clients. Even though these companies helped us get going early on, they were the reason our bottom line was so inconsistent," Hish said. They fired the clients who wouldn't work at their margins, and Hish began using RSI principles to brand and market his business to new residential and commercial clients. Precision Roof Crafters doesn't take a job if it doesn't meet the numbers Hish wants.

Become a Student of Sales

Hish is and always has been an exquisite communicator. He was a corporate trainer for a long time in the restaurant industry. However, he didn't have roofing sales training experience. He attended RSI's sales training. "I remember my first job after the training. Our average roof was around \$9,500 back then. I went through the book like we trained, I trusted the system, got the homeowner engaged, and I walked out with a \$40,000 sale. I went back to my car and I almost couldn't believe what happened. I was hooked," Hish said.



I know there are roofers who hate their jobs. They're stressed. They're beaten down. I felt that. It's what led me to CertainPath. Now, I love what I do. It's because I have work/life balance. I love exploring other interests. I love traveling. I love going to CertainPath's Expos and seeing my fellow friends. Now, I get to spend time helping newer roofing members, and my own team members better their lives. I'm blessed. Why slow down when you love what you're doing?

— Hish Rahman, Precision Roof Crafters
Member since 2007

Train Your Team Using a System

Going to a training class may help you, but Hish learned he needed a system to be able to train others. That's what he did using CertainPath's resources. He has taken courses and leaned on his roofing business coach to learn on how to hire the right people, how to onboard them correctly, how to regularly train them, and how to keep them accountable to goals set.

Create a 5-Star Customer Experience

Increased sales only come when customers receive enhanced value. Following CertainPath's principles, Hish and his team leave customers feeling like they received a 5-star experience. "That's the number-one comment we get from our customers: we're incredibly professional. We thoroughly explain what we're going to do. We take plenty of time to help the customer understand their roofing system. And everyone the customer talks to from our organization communicates well," Hish said proudly. "We get compliments like that all the time, and I always feel two inches taller afterward."

Lock Customers to You for a Lifetime

Using CertainPath's club-membership program and rewards programs, Hish has converted roof-repair clients into longtime customers—nurturing them every year. When it comes time to replace the roof, Hish's closing percentage is astronomical. "Those two tools keep us busy during those traditional slow seasons for other roofers," he said. "Their guys sit at home, while we keep running calls and making money. We take those clients off the market."



Precision Roof Crafters has thrived despite recessions, floods, natural disasters, and more. Its sales remain around \$3.5 Million annually at an exceptional margin—best of all, the business can run itself. It allows him to travel for weeks at a time. He built a successful imports business on the side. And the roofing business has allowed him the time and money to fulfill a dream of starting a very successful restaurant. All the while, Precision Roof Crafters continues to serve its customers and provide a great living for its team members.

This is just 5 out of our 1,000s of Roofing contractor success stories from our over 20 years of helping contractors better their businesses. We've seen all types of plumbing business owners looking to get a little something different from the CertainPath systems and roadmap for success.

Regardless of where they start or what they want to focus on improving, CertainPath puts every next goal in reach to make businesses more profitable and lives more enjoyable.



“ You can achieve a level of success in contracting you once thought unreachable. You can do it by using the same strategies and systems we've used to grow our company.

— Gus Antos, CertainPath Member since 2004

Success Made Certain.

CertainPath provides a comprehensive business solution that is built by contractors, for contractors. We understand what you need for your business to be a success because we've built it before. Our combination of professional coaching and technology solutions is tailor-made to meet the everyday business needs of contractors and make the challenge of running a business less of a challenge. That means building an office around a comprehensive system, advising workers on everything from the moment the phone rings to the day the truck rolls.

- Delivering better sales and profitability, not just better workflow.
- Find peace of mind and a sense of security in knowing your business is on the right path.
- A support system of contractors who have been in your shoes ensures you never feel alone in the process of change.
- Enjoy a greater work-life balance knowing your business is in good hands, even when you're away.
- Technology designed to simplify and solve the challenges facing your business, not just move them online.

Schedule a no-obligation call now with a CertainPath Business Advisor.

Discover what CertainPath can do specifically for your business. (866) 362-3455