



INTRODUCTION to MADSKY
Roofers' Ladder to Success

LIGHTNING IN A BOTTLE

Exclusive HOT Leads From Insurance Carriers

- ★ Become a PREFERRED CONTRACTOR with leading insurance companies
- ★ Unlimited Materials Credit & Next Day Delivery
- ★ Best-In-Class Warranty on all Materials
- ★ Lightning-Fast Pay

ROOFERS, ARE YOU READY TO CATCH SOME?



THE DINOSAURS DIED BECAUSE THEY DIDN'T LOOK UP

Like the dinosaurs, we do the same things over and over, oblivious to the need for change

We hear thunder and we run for the tarp pits...

We knock on doors and hand out fliers for a few sales that are too often

... bogged down by industry bureaucracy

... lost due to cash flow problems

... stalled by credit hassles and cost increases

LOOK UP! MadSky MRP leverages its long-term, trusted partners on both sides of the claim to coordinate roof repairs efficiently, cost-effectively, and professionally.

DON'T BE A DINOSAUR



WELCOME TO THE FUTURE OF THE ROOFING INDUSTRY

WHERE THE CUSTOMER INVITES YOU IN

Can you imagine knocking only on doors where a customer is waiting for you, at the suggestion of their insurance carrier, and building 1 out of every 2 doors you knock on?

That is the wave of the future, and could be for you when you become part of the **MadSky Managed Repair Program (MRP)**

MadSky MRP has partnered with the industry's leading insurance carriers and curated a coast-to-coast network of best in class roofing contractors to handle the tens of thousands of roofing claims



WE'RE MOVING THE ROOFING INDUSTRY INTO THE FUTURE

ARE YOU COMING WITH US?

MadSky MRP will:

- 1 Schedule the appointment for your sales rep to inspect the property for Hail Damage
- 2 Pay you \$75 to have your sales rep inspect the property
- 3 Write the estimate in Xactimate for your sales rep, usually within 30 minutes of the inspection
- 4 Provide the latest technology, FREE to you and your entire company.
- 5 Have you collect the deductible and we pay you the difference, within days of the COS!



CERTIFIABLY HOT LEADS

WILL COME TO YOU THROUGH the Contractor Community APP

Today's insurance carriers want to work with MADSKY's trained and certified contractors, they will guarantee your workmanship for up to 5 yrs.

- ★ Homeowners are more comfortable in talking to and doing business with MRP's Preferred Roofing Contractors who are referred by their insurance company
- ★ MadSky MRP delivers leads to you in your zip codes within minutes of a hail storm
- ★ You'll be put in front of homeowners who need a roof restoration NOW!



JOB ASSIGNMENTS - NO MORE DOOR-KNOCK ROULETTE!

50% Closing Ratios

MADSKY-Preferred Contractors typically have
much higher closing ratios



WHEN IT HAILS, IT WILL POUR

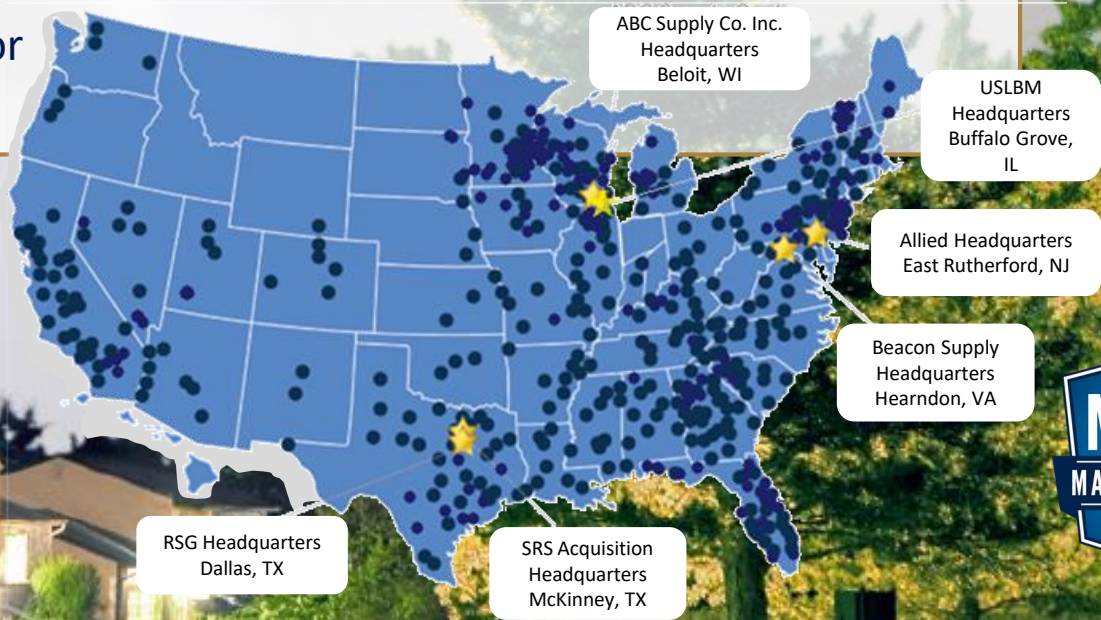
GET & COMPLETE MORE JOBS QUICKER. GET PAID A WHOLE LOT FASTER

- ★ With MadSky MRP Preferred Contractors, the average start-to-finish time is two weeks.
- ★ MadSky Preferred Contractors can expect to receive a check within days after receiving a (COS) Certificate of Satisfaction.
- ★ MadSky MRP will assign jobs only to experienced contractors dedicated to quality work and follow-up. The “Customer Experience” is our highest priority.
- ★ EXCLUSIVES! Your leads won't be shared with other contractors.



MADSKY PAYS FOR ALL ROOFING MATERIAL DELIVERED ON THE ROOF OR IN THE DRIVEWAY THE NEXT DAY

- ★ MadSky will issue a PO#, you send the work order and PO# to your supplier of choice within the MadSky MRP Network of Suppliers
- ★ Other Trades: Hail can damage everything on the outside of the home from mailboxes, siding, gutters, windows, paint, fences and more. MadSky encourages you to do ALL other trades and deliver best-in-class service to get our homeowners back to a pre-storm condition
- ★ Contractors in the MadSky program provide both labor & materials on all “Other Trades”





Technology
can be
EXPENSIVE

THE TECHNOLOGY YOU NEED, *NOW*

- ★ MadSky Preferred Contractors have unlimited FREE access to the technology they need for every assignment all through the Salesforce1 APP.
- ★ From background checks, Communications, Coverage Areas, access to MadSky University (MSU), or job-related paperwork such as Work Authorization forms, EagleViews, Estimates, Supplements, and Certificates of Satisfaction.
- ★ Enjoy the *signature capture* right on your mobile device.
- ★ By the Way: You get \$75 for every inspection you make, whether you land the job or not.

DEFINITION OF LUCK: WHEN PREPAREDNESS MEETS OPPORTUNITY WILL YOU BE PREPARED?

- ★ We want contractors willing to dedicate their best staff to the MadSky MRP program, and who will comply to MadSky MRP's high standards and guidelines.
- ★ We want contractors who will master the requirements provided by MadSky MRP.
- ★ We want contractors who see the value of being 1st in the neighborhoods, and want to sign up all the neighbors.
- ★ We want contractors who will ensure that their staff adheres to all training and certification required by MadSky MRP.
- ★ MadSky wants complaint-free customer experiences, which requires focus, commitment and loyalty.



**CHRIS "LC" NUSSBECK, FOUNDER & CEO OF
MADSKY MRP**

Valued as a roofing contractor, a storm restoration expert, a serial entrepreneur, an innovator, an inspirational leader and an industry pioneer, LC has always found a way to harness the power of partnership and collaboration.



SO, WHAT DOES IT TAKE TO BE A MADSKY PREFERRED CONTRACTOR?

\$500 or less!

MadSky clients often refer to the MadSky Program as

LIGHTNING IN A BOTTLE.

Become a MadSky Preferred Contractor
and find out what they mean!



A ROOFING CONTRACTOR PERSPECTIVE

To MADSKY:

I have been part of the MadSky program this storm season. I am glad I had an open mind, even though I thought it is hard to pay a salesman on the pay split they have and I could still utilize other sources for leads.

My experience with this program is it opened the door for all the neighbors, the neighbors friends, the friends of the friends of the friends of the neighbors!

One example is, I was sent to Brainerd, Minnesota for a MadSky file. To make a long story short I did not sign the MadSky lead, he already had a contractor, but I knocked on his neighbor's door and signed him, a 54 square home, who was the actual mouthpiece of the neighborhood! He turned me on to two resorts with multiple dwellings, over 250 squares of siding and roofing!

I took another job in Cosmos, Minnesota, came there one day, did the adjustment, built it two days later, and I am on my eighth home in Cosmos, Minnesota. The houses are smaller but at 15 to 26 square a piece, they add up!

Another example, I was sent to Delano, Minnesota on a re-inspect, and was able to find enough damage for a new roof. I sent one of my sales guys over there and he has turned in a couple of deals, one more example, which is the best!

I was sent to New Brighton, Minnesota, and closed a MadSky deal for 60 squares, and while I was there I went out to lunch, started talking to a guy there that led to 370 squares of roofing at a condominium association in Minnetonka!

Out of the eight MadSky leads I was given, I closed six of them. That led to \$300,000 in business! I really didn't realize the number was that big until I sat here and thought about it. The complaints I have would be minor! The outcome it is well worth it!

Roofing Contractor -
E. Main

