

ROOFERS EXCHANGE

print

online

digital

marketing

RoofersCoffeeShop.com

Dear Industry Partner:

Although the purpose of this proposal is to solicit advertising from you, we wanted to point out why our company is a little different from any other media company that you may be dealing with.

Our company focuses only on the Roofing Industry. We have always cared about roofing contractors and their businesses. We want to see them succeed. The Roofers Exchange started as an idea to make a classified bulletin for the contractors, mail it to them for free and with advertisers support to publish it we have a win-win situation. Advertisers get good exposure with the bulletin and roofers can communicate with a trade only publication.

This business has grown into so much more than display and classified ads. We have heard it said, "We are the voice of the industry." We have a few articles but the voice they hear is their own, communicating with each other. This is a very rewarding business because we receive deep appreciation from our roofing contractors.

We try and encourage the contractors to support the trade organizations, but if they don't, maybe the trade associations can reach them through us. We support any program or organization that helps roofers. Design Build Marketing, Inc. is proud to be associated with the following organizations: NRCA, FRSA, MWRCA, RCAT, RCAC, RCASC, NERCA and WSRCA.

Our Online resource RoofersCoffeeShop.com, offers something to the roofing contractor that no other business has achieved – real-time communication with each other. Our website offers industry-only forums, live chat room, weekly email updates, educational resources, links to products and services, news, and stores, 24 hours a day. With our new CoffeeShop Digital Advertising program you can now reach your audience while they shop at their local distributor.

Our goal is for this industry to be educated, safe, organize, and profitable; not necessarily in that order. Our new mission statement is: To be a roofing advocate, putting information and communication at the roofers' fingertips and to promote the positive growth, education and success of the roofing industry.

Our unofficial mission is to provide them with terrific tools that meet the need for every resource they could ever want -- training, trading, talking, researching, and purchasing. *To be where the industry meets "for coffee."*

If you find in your advertising program a place for us, please note that you will be supporting a company that supports the industry it makes its livelihood off of. Of course, we will do a great job for your company to boot!

Sincerely,

DESIGN BUILD MARKETING, INC.



Victoria L. Sharples, *President*