

# ZERODRAFT

*your way to*  
**increased profits**

**How to get into the business  
quickly and successfully**

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How to get into the business quickly and successfully

Today you will get answers to these questions:

- What is the business opportunity?
- Is Zerodraft the best way to enter the market?
- What services will you offer?
- Who is buying?
- Who and what will you compete against?
- What do you need to get started?

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How to get into the business quickly and successfully

- Which materials and tools will you use?
- What support will you get from Zerodraft?
- Where will you get business most quickly?
- Who will be your business allies?
- Who should you talk to for future business?
- How big is the business opportunity?

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## 1. What is the business opportunity?

- Consumers want homes that are:
  - More comfortable with clean, healthy environments
  - Last longer
  - Are safe from falling ice
- Businesses want buildings that are:
  - Less costly to heat and cool:
  - Have better smoke control
  - Have longer life expectancy
  - Have fewer occupant complaints about:
    - Thermal comfort
    - Noise, smells, pests, dirt, mold

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## 1. What is the business opportunity?

- When you Zerodraft a building, you improve:
  - Occupant comfort
  - Energy and cost efficiency
  - Moisture control
  - Smoke control
  - Life expectancy

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## 2. Is Zerodraft the best way to enter the market?

- Yes. Over 20 years, Zerodraft and its parent company, Canam, have proved:
  - The best materials for the job
  - How to install them quickly and effectively
  - How to price jobs to sell and make profit

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## 3. What services will you offer?

- Residential single-family homes:
  - Make sure ice-damming doesn't reoccur
  - Make sure mold, mildew and other moisture problems don't reoccur
  - Solve drafts, cold room, cold floor problems:
    - Especially above garages
  - Solve small insect, dust, dirt, soot, odor problems

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## 3. What services will you offer?

- Industrial, commercial, institutional, multi-family:
  - Improve thermal comfort
  - Solve problems caused by stack effect:
    - Smoke control
    - Odor, noise, dirt, dust
  - Solve problems caused by moisture:
    - Condensation, mold, mildew
  - Improve energy efficiency

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## 4. Who is buying?

- Residential:
  - Mid to up-market homeowners
  - Government subsidized low income homeowners
  - Condominium boards and associations
  - Condominium managers
  - Up-market home builders, including multi-family

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## 4. Who is buying?

- Industrial, commercial, institutional, multi-family:
  - Building, property and real estate management companies
  - Condominium boards and associations
  - Owners of rental properties
  - Energy service companies
  - Performance contracting companies
  - Building science and forensic consultants
  - Mechanical, electrical and design/build contractors

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## 5. Who and what will you compete against?

- Insulation contractors who don't seal
- Traditional, reluctant-to-change, contractors
- HVAC contractors who claim their product will do everything
- Ignorance: you will need to educate your prospects!

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## 6. What do you need to get started?

- Technical training
  - Using the materials
  - Specialized applications
- Business opportunity training
- Sales support
  - Information kit
  - Flyers for targeted mail drop
  - Yellow page advertising
  - Web site

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## 6. What do you need to get started?

- People
  - Salesperson
  - Installer
- Materials
  - Foam
  - Weatherstripping
  - Caulking
  - Firestop

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## 6. What do you need to get started?

- Equipment
  - Van
  - Basic carpentry tools
  - Breathing apparatus
  - Ladder
  - Blower door
  - Air leakage detector
  - Tyvek suit

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## 7. Which materials and tools will you use?



**Air Leakage  
Detector  
makes  
invisible air  
leaks visible**

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7. Which materials and tools will you use?

**Zerodraft® Air Leakage Detector Kit**

Smoke your way towards  
a more comfortable building



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## 7. Which materials and tools will you use?



**Blower door to  
depressurize a  
house**

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## 7. Which materials and tools will you use?

- 1-component polyurethane foam sealant



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## 7. Which materials and tools will you use?

- 2-component polyurethane foam insulating air seal kits



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## 7. Which materials and tools will you use?

- Door and window weatherstripping and seals



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## 8. What support will you get from Zerodraft?

- Continued product development
- Marketing support:
  - PowerPoint presentations
  - Trade Shows
  - PR
  - Website
  - Sales literature development
- Joint distributor promotion

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## 8. What support will you get from Zerodraft?

- Codes & Standards representation
- Information binder
- Training programs (at cost)
- Sub-contract opportunities for qualified contractors

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## 9. Where will you get business most quickly?

Ice-damming, wet attics, mold, moisture, mildew problems in single-family homes

### Talk to:

- Roofers
- Insurance restoration contractors
- Insulation and HVAC contractors
- Home inspectors

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## 9. Where will you get business most quickly?

Ice-damming, wet attics, mold, moisture, mildew problems in single-family homes

### Buy a Yellow page ad

- under 'Roofing'
- Use a big ICE-DAMMING headline

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## 9. Where will you get business most quickly?

Ice-damming, wet attics, mold, moisture, mildew problems in single-family homes

### Get in your local newspaper

- Call and say you're a local business
- Offer to write tips for homeowners on:
  - The dangers of mold, mildew
  - How to prevent them

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## 9. Where will you get business most quickly?

Drafts, cold floors, other thermal comfort problems in single-family homes

### Talk to:

- Heating and AC contractors

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## 9. Where will you get business most quickly?

Drafts, cold floors, other thermal comfort problems in single-family homes

### Buy a Yellow page ad

- under 'Heating / AC' and Insulation Contractors
- Use big DRAFT or COLD FLOOR headline

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## 9. Where will you get business most quickly?

Drafts, cold floors, other thermal comfort problems in single-family homes

### Get in your local newspaper

- Call and say you're a local business
- Offer to write tips for homeowners on:
  - How to stop cold floors
  - How to stop drafts

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## 9. Where will you get business most quickly?

### Multi-family buildings:

- Odors, noise, pests
- Drafts
- Ice-damming, mold, moisture, mildew (low-rise condos)

### Talk to:

- Property and real estate managers
- Condo boards and associations
- Building science and forensic consultants

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## 9. Where will you get business most quickly?

### Commercial office buildings:

- Thermal comfort
- Energy savings
- Humidity and air quality
- Smoke control

### Talk to:

- Property and real estate managers
- Mechanical / electrical engineers / contractors

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## 10. Who will be your business allies?

- Affordable Comfort
- Building Performance Institute
- Air Barrier Association of America
- State and provincial energy departments
- ZERODRAFT distributors

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## 11. Who should you talk to for future business?

- Engineers
  - Building science, forensic
  - Civil, structural, energy, environmental
  - Mechanical, electrical
- Designers
  - Architects, spec writers
- Building officials
- Design/build contractors

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## 11. Who should you talk to for future business?

- Municipalities
  - Arenas and recreation
  - Consumer service departments
- Retailers offering in-home services
  - Sears
  - Home Depot
  - Others

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## 12. How big is the business opportunity?

- 70 million single-family homes in North America
- Most have attics
- Maybe 10% have crawl spaces or earth floor basements
- Not more than 1% have sealed and insulated these areas

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## 12. How big is the business opportunity?

- You can charge \$800 to \$2,000 for each attic you seal and insulate
- You can charge \$1,000 to \$3,000 for each crawl space you seal and insulate
- Multiply these \$s by the homeowners you can sell on a longer-lasting more comfortable home.

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## 12. How big is the business opportunity?

And that's just for starters. You can charge:

- \$1,000 - \$2,000 for sealing and insulating a garage ceiling / bedroom floor
- \$8,000 for insulating brine header trenches in an arena
- \$20-50,000 for sealing and insulating roof / wall joints and re-weatherstripping doors and windows in an average high school.
- \$50-200,000 for a complete retrofit seal of a large building

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**One of the biggest business opportunities  
contractors have ever seen...**

**Are you ready?**

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