



A Division of **U.S. LBM**

ADVANTAGE+ PROGRAM



YOUR BUSINESS BUILDING RESOURCE

- FINANCING
- MARKETING
- BUSINESS MANAGEMENT
- TRAINING & EDUCATION

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Welcome to our Advantage+ Program.

ADVANTAGE+ offers a variety of tools and services to help set you apart from your competition, maximize efficiencies and grow your business. We understand your challenges and the solutions you need to be successful. Our program has been developed specifically with you in mind.

Financing - Close larger deals, increase your sales and get paid fast with the best financing option on the market!

Marketing - We offer turn-key, marketing services to help you reach your target audience with social media advertising, Google Ads, postcards, wearables and more.

Website Development - Ditch your outdated website and get an online showroom featuring only the items you sell.

Reviews & Project Photos - We have a variety of options to help you collect, curate, and display these important sales tools.

Business Management - Our program includes apps and programs to help you efficiently run your day-to-day operations. Options range from estimating to project management and bookkeeping.

Training & Education - Our ADVANTAGE+ training program is a customizable resource to keep you and your team up to speed.

Contact your Universal Supply sales representative to learn more about our programs or schedule a demo!

At your service,
Universal Supply Company

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EARN CASH BACK WITH HOMESPHERE®

HomeSphere connects you to rebates on 1,500+ building products including roofing, siding, decking, HVAC and more. With their help, you're able to take advantage of over 80 manufacturer and brand rebates, most likely products you're already using. The best part is, HomeSphere processes your closings & bundles all earned rebates into one check which is mailed directly to you! It's FREE and the rebate management platform is super easy to use. Don't leave money on the table. Scan the QR to get started today!



FINANCING

Upgrade Home Improvement is a financing platform designed specifically to support your business growth while providing homeowners with affordable promotional financing options. They offer instant pre-screening technology to check which leads may be pre-approved for financing before you even arrive at your appointment. Financing options include no payments due for up to 24 months and terms starting at just 2.99% for up to 15 years. Upgrade also provides staged funding, which can greatly improve your cash flows during project lead times, ensuring smooth progress and timely completion. Why wait to get paid?

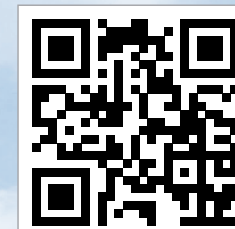


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TURN-KEY ONLINE BUSINESS IN A BOX

YourWebPro gets your business on the right track with all the online tools you need in one place! They can assist you with logo branding, online showroom/website development, review management, custom QR codes, Google & social search marketing, and more. Get an amazing website, with an online showroom, starting at \$795. Their service package is only \$99.95 a month and includes unlimited support, a business email, the BirdEye review management app, and custom QR codes with a canvassing page. Stop wondering what to do! Get a solution — "The YourWebPro Solution".



SATELLITE GENERATED ESTIMATES & TAKE-OFFS

RoofScope and SidingScope's aerial measurement reporting tool saves you time and money! Each report is drafted by a team of highly trained, experienced technicians, goes through a quality control inspection and then compiled into a detailed report. Their measurement takeoff reports are generated using the latest in aerial satellite imagery and software, and they can even provide reports using blueprints. Plus, their report data ensures you are compliant with IBC, IRC & OSHA standards. RoofScope has a 24-hour processing guarantee and a 95% accuracy rate or better.

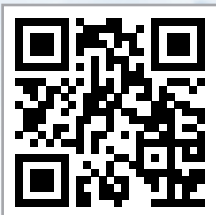


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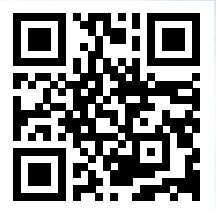
DIGITAL MARKETING, GRAPHIC DESIGN & MORE

As a full-service marketing agency, Jarvis Green Design offers both traditional and digital marketing solutions. They provide high-impact, turnkey solutions to generate traffic, leads and sales. Their services include everything from logo design and direct mail to pay-per-click digital campaigns, geofencing, paid social ads & more. You can rely on our building industry marketing experts to create smart strategies that are expertly implemented.



LEAD GENERATION APP

Lead Scout is an all-in-one canvassing and direct mail marketing app that gives your field reps the ability to quickly qualify bite-sized prospect lists around their appointments and jobsites. Once the rep has qualified a home, an automated MarketServe mail campaign will trigger over multiple weeks or months to further build your brand in the areas you're working.



MANAGE ESTIMATES, CONTRACTS & WORKFLOW

Leap is an easy to use mobile and desktop app to track and manage your workflow from anywhere. The all-in-one platform is flexible, highly intelligent and secure. The app features tools for developing estimates, proposals and contracts and even includes digital signatures and remote pay options. You can also use Leap for project management, financials, sales and customer communications. Make more money and increase productivity with Leap!



JOB SPECIFIC PHOTO MANAGEMENT

CompanyCam is a photo-based solution that makes it easy for you and your crews to keep track of your projects. Photos taken in CompanyCam are automatically stamped with the location and time, sent to the cloud, organized by project location, and instantly available to your whole team. Document progress, keep crews on the same page, and protect yourself from liabilities—all with CompanyCam's user-friendly functionality.



BOOST LEADS & CONVERT MORE SALES WITH A.I.

Growth requires leads, and our machine learning technology gives you the ability to be in control of your lead generation. With proven success across many industries over 30 years, we have accumulated the blueprint to scaling your home improvement business. Harness the power of machine learning to provide your company with more online opportunities, backed by artificial intelligence to convert those opportunities more effectively.



SATELLITE GENERATED ESTIMATES & TAKE-OFFS

EagleView's aerial imagery, data analytics and property data provide detailed 3D diagrams that calculate roof length, pitch, waste calculations and additional info in just a few hours. Their tools help reduce costs, minimize labor safety risks and increase profitability. They also offer EagleView Works for web and iPad to help you create proposals based on virtual property inspections.



TRAINING

CLASSROOM & HANDS-ON TRAINING

Knowledge is power and keeping your crew up to speed is critical. The ADVANTAGE+ team can help! We offer sales and management education, as well as product and installation training, for your entire team. Our trainer will touch on roofing specific topics that address day-to-day challenges in classroom and hands-on seminars.



STORM RESPONSE TRAINING

Do you know the proper insurance codes? By asking the right questions, your project can change from a simple repair job to an entire roof replacement. Training sessions cover key topics like, what qualifies as storm damage, how to navigate the insurance process, when a code upgrade is required, replace versus repair and more. Contact your sales representative.