

FOUNDATION *news*

October 2002

World of Concrete

The World's largest Annual Trade Show for Commercial Construction

World of Concrete, together with the World of Masonry, is the ultimate showcase for the equipment, products and technology in the commercial construction industry. In February, these three events combine to deliver face-to-face interaction with manufacturers, hands-on experience with the latest products and in-depth training from the industry experts.



Exhibit Dates

Show dates are February 4-7, 2003. The exhibit hall will be open from 9:30 a.m. to 5 p.m. February 4 - 6 and 9:30 a.m. to 1 p.m. on February 7.

Location

The 2003 show will be held at the Las Vegas Convention Center in Las Vegas, Nev.

The Exhibitors

More than 1,700 manufacturers and exclusive distributors will display equipment, tools and accessories for concrete construction, concrete repair, masonry construction, and ready mix, precast and prestressed production. Search the Exhibitor Directory for complete company and product information.

Attendees

Nearly 60,000 professionals, including concrete contractors, general contractors, specialty contractors, masonry contractors, architects and engineers, concrete producers and distributors will attend—representing the United States, Canada, Mexico and more than 100 other countries.



Seminar Program

Featuring the largest, most respected educational program

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NAWSRC Gets Back to the Basics

Back to the Basics, the theme of our Annual Meeting at the Opryland Hotel in Nashville, was a GREAT success! With the help of Management Alliance, this was the best attended Annual Convention in the history of the NAWSRC. The education programs were the best ever. Every seminar and roundtable had full participation. The speakers were the best informed speakers that we have had to date. The hands on demonstrations of Concrete Mixing and Finishing, Crack



Scott Robeson tells NAWSRC members about Shooting Benchmarks for Piering.

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PRESIDENT'S CORNER



Up for the Challenge

NAWSRC's 2002 annual meeting delivered all that was promised. Attendees left wanting to hear more of what each of our speakers had to say. I'd like to extend my sincerest thanks to the facilitators and speakers. You did a great job on your presentations.

As we continued to benefit from the roundtables and seminars, our attention turns to the NAWSRC meetings at the World of Concrete. Scheduled for February 3-7, 2003, World of Concrete will be held at the Las Vegas Convention Center in Las Vegas, NV. You can register with NAWSRC by returning the form enclosed with this newsletter.

I'd also like to thank all of you for the opportunity to serve as NAWSRC's president. I have a hard act to follow, but I will do my best. The board of directors and management staff look forward to serving the membership. Our next meeting and agenda is already scheduled, and we welcome your input. Contact our headquarters at nawsrc@managementalliance.com and let us know how we can help.

*Alan Chandler, CWS, CSRS
President*



New Tax Law Allows Additional First Year Depreciation

How would you like to save tax dollars by increasing your deductions? If you purchased assets for use in your business after September 10, 2001 and at any time before September 11, 2004, you are entitled to an additional 30% write-off of the purchase price.

The property you purchase must be used in your trade or business and have a class life of 20 years or less. This generally means that any real estate will not qualify for the additional depreciation deduction.

The deduction is mandatory unless you elect not to take it. You can elect out of this 30% first-year depreciation by attaching a statement to your income tax return indicating that you are not claiming the deduction. The statement should indicate the class of

property for which you are electing not to claim the additional 30% special depreciation, and it applies to all assets that fall into the selected class. ♦



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How to Keep Your Employees Happy

According to management experts the single greatest key to productivity is happy employees. Satisfied employees are usually energetic and tend to be highly motivated. But determining what makes workers happy can be a mind-stretching exercise. For years, the belief was that money was the source of employee happiness and retention. While there is no question that money is important, management studies show that it does not buy employee happiness. While employees want to be fairly compensated for their efforts, they also want to be challenged and treated with respect.

The Better Business Bureau offers the following suggestions to managers for how to increase employee happiness:

- Understand why people are working and commit to help them achieve their goals on the job. Develop a plan that will assist them in getting where they want to go.
 - Empower workers to do the job you hired them to do. A work environment in which employees are constantly monitored, micro-managed and bossed around can be stifling. While most employees are capable of receiving empowerment, not all will seek it, how-
- ever. The overriding motivation for all employees is to be treated with respect.
 - Keep employees informed. Share the big picture as to why they are being asked to do what they do and how their work can benefit others. Invite them to share their opinions. Allow them to actively participate in the discussions that lead to business decisions. By including them, you signal that you value their expertise and recognize that they are a valuable asset to the organization. Remember, involvement equals commitment!
 - Communicate your expectations. Let your employees know what you expect from them in terms of work ethic, quality, honesty, and job performance. Do not assume that employees somehow inherently understand what is required.
 - Take care of the people who work for you. Recognize their accomplishments with frequent and sincere praise. Take time to single out employees who have gone well beyond the call of duty.
 - Hire the best people for the job, give them direc-



tions and tools to do the job and step aside. But be sure to follow up.

- Treat employees the way you would want to be treated. Think about how you would want to be informed of changes or acknowledged for a job well done. Then do the same with your employees. ◆

FOUNDATION news

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Note: The opinions expressed by the authors of articles published in this journal are those of the author and not the National Association of Waterproofing and Structural Repair Contractors. The reader is strongly urged to confer with a professional before taking any action as a result of statements made in this publication.

Insuring the Key Players

You run a successful business. You want the best for the future of your employees. Increasing you bottom line is contingent on your sales revenue and the future looks bright. You feel invincible. On top of the world. And then your VP of sales suddenly dies.

The last thing that any business owner likes to consider is the death of an employee, yet the consequences of not planning for the possibility of an unfortunate loss of a staff member, particularly a vital player, could devastate an entire company. In order to make certain that a

business could indeed stay alive after a harrowing loss, some business owners find that obtaining key man life insurance, purchased to help protect and reimburse an employer for the economic losses that can occur when a key employee dies, is necessary for business survival.

Like individual life insurance, the key employee is subject to the same criteria, guidelines and rules including a medical history check and physical. The policy pays out a benefit when the insured dies, yet the main difference between the two similar policies is the strategy. With individual life insurance the policy is generally purchased for the main source of income for a household. With key man life insurance, the owner of the business pays the premium, owns the policy and is the beneficiary. The company is ensured that it is covered financially, should that key person die, and the money that is paid out to the company can then be used to help meet financial obligations during the downtime and to find and train a replacement.

Finding and training a replacement for the key person that was lost can be a daunting task for any business leader, so having the key person life insurance is quite beneficial to the employer. It can take from three months to a year to find and train a key replacement. You will also have to educate them on your business and

allow them time to establish relationships with your customers. Even if the company promotes from within, a curve will still need to be granted while that person becomes thoroughly familiar with the job. If the person who dies was in a position that generates revenue, you can expect to see a downturn in company figures during this time, a disruption in production. The cost of losing a key employee is reflected in more than dollar signs. For many small to mid-sized companies, that can be all it takes to come apart.

A person is considered a candidate for key person life insurance depending on their impact on the bottom line of the company. Employers generally value their key persons so highly that without them the revenue of the company would most likely be significantly affected. It can be you lead sales person who is generating immense revenue or it could be a tech person who is highly valued for their extreme technical knowledge. A key person could also be an employee as seemingly unlikely as an administrative assistant who is your right hand and allows you to do all that you need to do. If you lose your assistant would there be a tremendous amount of time spent on finding, educating and retraining another person? What about the time taken away from selling and

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NAWSRC Enjoys Music City U.S.A.

The Opryland Hotel and its Delta Island played host to NAWSRC's 21st Annual Convention July 25-27, 2002. Members and exhibitors alike enjoyed a great time in Nashville, Tennessee sharing the industry's latest products as well as gaining a wealth of knowledge in the well attended seminars.

My thanks go out to the speakers, exhibitors and attendees alike who worked together to make the convention a great success! Looking forward to seeing everyone in February 2003 for our Annual Meeting at World of Concrete in Las Vegas, NV!

*Claudia J. Clemons
Executive Director*



The Power to Build Your Business

THERE'S NOTHING BETTER THAN BEING HERE.

When it comes to getting your hands on the products, equipment and information you need to increase productivity and stay competitive, nothing compares to World of Concrete.

- All the latest equipment and technology. More than 1,600 leading companies from around the world.
- Action Exhibits and Mega Demos, Concrete Alley and Test Track.
- Seminars, training and certification programs.
- The Producer Center. A high-profile showcase for producer products and equipment.



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CONCRETE**

FOR MORE INFORMATION VISIT

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WITH | **WORLD OF MASONRY**

February 4-7, 2003 Seminars: February 3-7
LAS VEGAS, NEVADA LAS VEGAS CONVENTION CENTER

CODE A15

NAWSRC Gets Back to the Basics

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Injection using Epoxy and Polyurethane Grouts, Shooting Benchmarks for Piering and Carbon Fiber Reinforcement left the participants of these roundtables with no questions about the profitability of using these technologies in their own businesses.

The Seminars on Wet Sealing and Joint Sealing, and the Case History of Piering showed that our speakers knew what they were talking

about. Everyone was impressed with the quality of the education program. Our thanks to our speakers Steve Andras, Lou Cole, Scott Robeson, Todd Jackson, Rafael Rivas and Mike Trotter for a job well done.

Our many suppliers added so much to our time together. They showed many new products as well as the old "stand bys." Exhibitors and members utilized all of the time available to network ideas and techniques.

Our time together began with the welcoming cocktail party and ended with our Annual Meeting and luncheon. At the Annual Meeting the new Board of Directors was elected and the new slate of officers was announced.

We are all looking forward to attending the World of Concrete and their education programs as well as the education programs planned for the NAWSRC.



Insuring Key Players

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bringing in revenue while you are training a new assistant?

You generally see key person life insurance in small to mid-sized companies where one or two people have a significant impact. There are some business conditions to think about when determining if key man life insurance is right for your business.

- Is your business big enough to hire and retain a key employee that is *not* the sole owner?
- Is your business *not* so big and diversified that one person doesn't make a difference?
- Do you have an employee who is not easily or not at all replaceable?

The most important question is whether or not you have an employee who is not easily, if at all, replaceable. You should review your management team on an individual basis, and ask "if this person were to die, where would the organization be? Having key man life insurance will help assure that there is as little disruption to the business as possible.

Reprinted with permission of smartCEO, March, 2002

(Clockwise from right) Lou Cole, Emecole, Inc., shares his expertise with conference participants. Speaker and board member Rafael Rivas flashes a smile. Several long-standing members gather for a photo (left to right) Mike Trotter, Tim Schulter, Alan Chandler, Dick Young and Charles Begley. Below, first timers Nick Latoof and Ray Lorah chat with President Steve Andras.



(Opposite page from top) Steve Andras is recognized for his service as NAWSRC president. Stan Marko accepts the winnings from the earlybird registration raffle from Andras. NAWSRC recognizes conference speakers (left to right) Mike Trotter, Steve Andras, Todd Jackson and Rafael Rivas.

World of Concrete

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in the industry, World of Concrete and World of Masonry will present 90 focused three-hour sessions in eight specialized tracks. Sessions cover every segment of your business—construction techniques, repair methods, safety, business management and more. Browse through the complete Seminar Program for more information.

History

World of Concrete has served the concrete construction marketplace with the industry's premier exhibition for more than a quarter century. What began in 1975 in a parking garage hosting 71 exhibitors, 1,500 attendees and three seminars, has since developed, with the help of 20 Cosponsoring Organizations, into the must-attend event for a worldwide audience of construction professionals. The debut in 2001 of The Producer Center and World of Masonry running side-by-side World of Concrete raised the position of two former pavilions, allowing them to better serve these distinctive markets.

Musty Basements, Dehumidifiers, Mold and Radon



As kids, when our parents sent us to fetch something from the basement we had visions of monsters or hidden dangers lurking in the dark cobweb-decorated corners. We went on our mission and escaped as soon as we could. Once we grew up, and got a better education about monsters, we realized we DO have monsters in the basement — moisture, mold, stale air, radon, seepage, flooding, and such. As real estate becomes more expensive, and families need more space, the basement has become the easiest and least expensive area in which to create living room. However, many foolish decisions are made in expanding into the basement, and overly thrifty

homeowners have, at times, lost their entire investment in a finished basement.

Some fool-hardy moves in basement have been to install cedar closets and stuff them with clothes. When homeowners had flooding problems they were reassured by waterproofing paint manufacturers that their product was

guaranteed, and they would get a full refund on the product if it didn't work. Overlooking, other monsters in the basement such as moisture, mold, and radon, has also led to poor investments in basement living quarters.

Waterproofing contractors have helped people see that a good waterproofing system, to solve a water problem, is a wise foundation investment to protect from future problems. But more wise decisions lie ahead for people finishing off their basement. Knowing that anything below grade is subject to moisture attack, and knowing that mold likes feeding on anything cellulose, a wise homeowner will avoid cellulose based finishes and storage materials as much as possible. Metal studs are a good alternative to wood

framing.

Wood paneling and particleboard materials should be avoided. Cardboard storage boxes are taboo. Plastic sealed storage containers are a far smarter choice. Never put cheap finishes on sheetrock walls, as this is a perfect, porous medium for mold to grow. Within hours or days of hanging and finishing the sheetrock walls, two coats of a *high quality* kitchen and bathroom paint should be applied. Zinnser brand kitchen and bath paint guarantees that mold will not grow on their paint if at least two coats are applied. Using this type of paint is one of the smartest decisions a homeowner can make, and the added cost is miniscule compared to one day of washing mildew off painted basement walls, and then repainting with a kitchen and bath paint. Their product has been so successful, they are about to release a waterproofing paint that will not grow mildew. Some homeowners have even seen the wisdom of putting two coats on the *back* of sheetrock before hanging.

After solving any water intrusion problems in the basement, the existing solutions were to provide a minimum level of heat, at least 60 degrees or more, a dehumidifier, or a central AC system. All of these are very important if cedar closets filled with clothes were mistakenly built in the

basement, or family heirlooms are kept down there with the hope of them staying in museum condition. All of the preceding is expected of basements too frequently.

Some negatives of the "old workhorse" for basement moisture control is the dehumidifier. Although they have valiantly defended many basements for years, it is still the most hated appliance in the house. It can burn out the bearings on your electric meter; a dehumidifier costs an average of \$30 a month to operate. The collection pan has to be drained daily. Elevating the unit so that it will drain into the laundry tub is inefficient since the unit needs to be on the floor to correct a moisture problem. It creates heat as it operates and they can freeze up in certain conditions. And, they do nothing to improve the air quality in the basement. Central AC solves some of these problems but never gets rid of all the moist air since it cycles too quickly and shuts off when the right temperature is reached. The cycle is not long enough to pull all of the moisture out of the basement.

So, there is no perfect solution but some enterprising homeowners have opened all their basement windows on dry days, or put fans on the bulkhead stairs because they have a basic understanding that they have to get the musty, stale, moist air out of the basement.

About 11 years ago, Canadians, who build their houses tighter than we do, and

heat them longer than we do, started using a ventilation fan to pull moisture off the basement floor. This unit is vented outside, making air go into the basement to make up for the air moving out. This venting unit is put as far away from the basement stair opening as possible so that the air working its way to the ventilation unit acts like a broom, sweeping out the moisture, air borne dust and mildew, and resulting musty odors. The benefits of such units are a better smelling basement and less condensation on the upstairs windows in the wintertime. One homeowner was able to use her patio sliding door 12 months a year where previously it had an ice dam on the inside for the three winter months, rendering it useless.

Although many have seen less mold in their basement after installing a ventilation system, no claims concerning mold should be made since some basements have a well-established and high mold count. Lack of good house-keeping, too many cellulose building and storage materials, or a waterproofing problem that has not been addressed contribute to the mold count. Mold is everywhere, and this issue is litigious, and it should be left to the professional mold mitigation companies to make any claims, not over eager waterproofing or ventilation system salespeople.

Two other manufacturers have come out with products similar to Humivent. All of them make stale, musty basements healthier and more

useful. These humidity ventilation systems operate on the principle that the moist air settles in the basement, and stays there because the basement doesn't have the same benefit of the constant opening of doors and windows that the upper floor has. When was the last time you heard of someone putting a dehumidifier upstairs?

One concern many people have is the negative pressure that such units create on furnaces or fireplaces. One super simple and economical way to overcome this problem is to install a section of 2" PVC pipe to the outside of the house, and bring it to the proximity of the combustion device, with a double plumbers trap to keep cold air from spilling in. There is one manufacturer that makes a metal diffuser attached to the side of the furnace with a supply air pipe to the outside of the house. A more sophisticated approach is to install an air exchanger with a heat recovery core.

In Canada, one cannot build a new house and get an occupancy permit without installing an air exchanger. Given enough time, it will be the standard building code in the Northern United States. Of course, a window can be left open slightly somewhere in the house. There is also a product on the market that installs in the wall and is a passive air exchanger. It has a manual open and close lever. Some air exchangers are also

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NATIONAL ASSOCIATION OF WATERPROOFING AND STRUCTURAL REPAIR CONTRACTORS, INC.™

MEMBERSHIP APPLICATION

Why Join NAWSRC?

For more than two decades, the NAWSRC has championed the needs of those in the waterproofing and structural repair industries. Whether below-grade or above, commercial or residential, NAWSRC has developed programs to benefit members of the industry and to be a resource to consumers. Here's what you get with membership.

Instant Credibility: As the only recognized national trade association in the waterproofing and structural repair industries, each member attains instant credibility through strict adherence to NAWSRC's Code of Ethics and Standards of Practice.

NAWSRC Certification Program: The NAWSRC Certification Program® is a comprehensive program of work experience, textbook and classroom study designed to qualify members of the profession as leaders in the waterproofing and structural repair industry.

Meetings: Twice each year, NAWSRC offers seminars and roundtables allowing members to network, solve mutual problems and see the latest equipment and products.

Foundation News: NAWSRC's newsletter keeps members informed about developments in the industry and the opportunities available to them.

800 Hotline and Web Site: Communicate instantly with NAWSRC to get information. Prospective customers can find out more about your company using NAWSRC's 800 Hotline. At www.nawsrc.org, you'll find loads of information. We'll even include a link to your site if you join.

Insurance Program: NAWSRC offers comprehensive business insurance including auto, liability and workers' compensation, as well as other unique coverages.

To become a member of the National Association of Waterproofing and Structural Repair Contractors, Inc., complete the application below and mail it along with \$450 (first year's dues @ \$350 plus \$100 initiation fee) to:

NAWSRC, 8015 Corporate Drive, Suite A, Baltimore, MD 21236

You may enclose a check or pay by credit card. Faxed applications are accepted with credit card information. You may fax them to (410) 931-2060. To find out more about NAWSRC, visit our website www.nawsrc.org.

Company Name: _____ dba: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Contact Person: _____ Title: _____

Type of organization: Corporation Partnership Sole Proprietorship Other

How long has your organization been in existence: _____ Number of Employees: _____

Do you offer: Bank Financing Credit Card Financing

What warranties do you offer: _____

Describe your services: _____

Do you have franchises or distributors: Yes No

If yes, do you understand and agree that this application is for your membership only and does not entitle your franchises or distributors to membership benefits: Yes No Would you like assistance from NAWSRC to encourage your franchises/distributors to become members: Yes No

On which of these committee(s) do you wish to participate:

- | | | | |
|--|---|---|-------------------------------------|
| <input type="checkbox"/> Education | <input type="checkbox"/> Benefits | <input type="checkbox"/> Budget | <input type="checkbox"/> Membership |
| <input type="checkbox"/> Above-grade Section | <input type="checkbox"/> Grievance and Discipline | <input type="checkbox"/> Supplier Liaison | |
| <input type="checkbox"/> Commercial Section | <input type="checkbox"/> Annual Convention / Mid-Year Meeting | <input type="checkbox"/> Standards | |

What educational programs do you wish NAWSRC to initiate: _____

Agreement & Signature

The undersigned hereby agrees, on behalf of the organization represented by this application, its employees and agents, that the organization will abide by the Code of Ethics and Standards of Practice of the National Association of Waterproofing and Structural Repair Contractors.

Signature: _____

Title: _____ Date: _____

Payment: \$ _____ Check Enclosed VISA MasterCard American Express Discover

Account # _____ Exp. Date: _____

Signature of Cardholder: _____

*Your membership dues may be deductible as an ordinary and necessary business expense.
Your membership dues are not deductible as a charitable contribution.*

SPECIAL OFFER

\$100 initiation fee will be waived if you apply using this newsletter.

Become an NAWSRC Certified Specialist

Becoming an NAWSRC Certified Specialist has many benefits. For one, you are recognized as one of those members of the industry who has demonstrated superior knowledge and dedication to the ideals of the association. You demonstrate to your customers your commitment to the best in technical skills and devotion to the highest ethical standards.

NAWSRC offers three certifications. You can become a Certified Waterproofing Specialist, an Above-Grade Waterproofing Specialist or a Structural Repair Specialist.

It is not easy to become certified. To qualify, you must be a member of the industry for at least four years and your company must be a member of NAWSRC for at least one year. You must demonstrate high industry standards and dedication to continuing your professional education. After qualifying, you are tested in various technical areas including safety and ethics. Your obligation to the ideals of the certification program do not stop upon certification. To maintain your certification, you must obtain 15 hours of continuing professional education every two years.

As part of the certification process, you will obtain a comprehensive library of books and articles which contain a rich store of reference material. In addition, you will receive a handsome certificate and be eligible to receive media material for use in advertising your certification.

Certification examinations are given during the annual convention and mid-year meeting. For more information, call NAWSRC at (800) 245-6292 or write to NAWSRC Certification Program, 8015 Corporate Drive, Suite A, Baltimore, MD 21236. Be sure to state which certification you wish to pursue. A brochure and application will be sent.



So become certified.

Show the industry that you are a cut above the rest.



8015 Corporate Drive
Suite A
Baltimore, MD 21236



Musty Basements

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available that will filter all the air in the house to HEPA efficiency, while bringing in outside air. So Grandma and Grandpa weren't so crazy years ago when they left open their bedroom window in the winter, and brushed the snow off their quilt in the morning.

Speaking of negative pressure, many homeowners with high radon levels have seen those levels drop with a properly installed humidity ventilation system. This is

because in an average home a humidity ventilation system will change the air in the basement in about one hour, thus diluting the radon. A properly installed system will always make provision for make-up air coming from upstairs.

So, waterproofers, next time you are in a basement and the dehumidifier is in your way, or it's making a disturbing racket, or the basement smells musty, it is telling you that there is an opportunity to assist the customer in making their basement a more livable area. A knowledgeable business will use this opportunity to add to

their profit potential and show that they are full-service basement specialists. In fact, if they put a ventilation system in first, before their waterproofing system, it will benefit their employees as well as the homeowner. Think of the added sales you can make with previous customers and dead end sales calls during a dry spell. Opportunity is where you make it.

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