THE EDGE

2019 Marketing Catalog for Roofing Contractors

TCM master's EDGE™
CONTRACTOR ASSURANCE PROGRAM

TCM homeowner's™ EDGE financing program

TCM contractor's EDGE™
METAL ROOFING INSTALLATION TRAINING
GAINING THE EDGE IN SKILL, MARKETING & CUSTOMER SERVICE

TRI COUNTY METALS

tricountymetals.com

TRI COUNTY METALS

OUR MISSION STATEMENT:

It is Tri County Metals' mission to provide its customers with the knowledge, tools and products to accomplish their projects on time/complete and at a fair price.

OUR VISION STATEMENT:

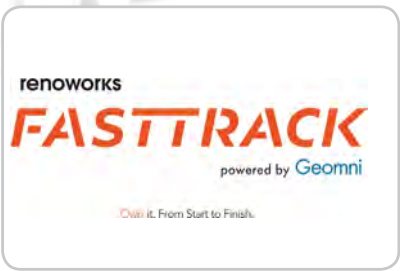
1. To provide world class customer service through the manufacturing and distribution of metal roofing.

2. To be a place that employees love coming to work to and for customers to enjoy doing business with.

About YOUR Winning Team

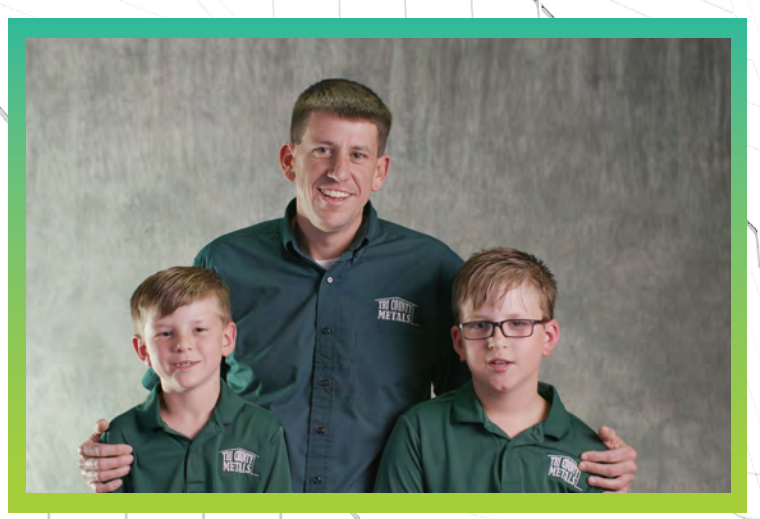
The Tri County Metals marketing team has nearly 75 years of combined sales and marketing experience. Your award-winning team is poised ready to assist you as you work to take our metal roofing panels to your market and strive to grow your business. Your success is our success. Let us know how we can work together.

Welcome to THE **EDGE**



Our Company PROFILE

We are a service company that just happens to sell metal roofing. Tri County Metals' mission is to provide its customers with the knowledge, tools and products to accomplish their projects, on time / complete and at a fair price. And in many ways, that begins with you, our contractor customer. We have recognized that if we can do whatever we can to help make your business successful, it will help Tri County Metals grow and become more successful as well. This is why we have developed revolutionary programs, not of smoke and mirrors, but real programs related to training, sales, and financing, all carefully crafted to help you grow as a company. We take great pride in striving to become a world-class manufacturer with efficient and accurate manufacturing, accessory orders, and order loading or delivery. We present this book to you as a guidepost for your business. Within these pages you will find scores of ways we can work together to help make your business even more successful and we encourage you to take advantage of all that we can offer you. We thank you for your business.



Chris Weatherilt, President, and sons

TCM master'sEDGE™
CONTRACTOR ASSURANCE PROGRAM

INTRODUCING OUR
TCM **master'sEDGE™**
CONTRACTOR ASSURANCE PROGRAM

The pinnacle of our program series, the TCM **master'sEDGE™** contractor assurance program is a revolutionary residential NDL (no dollar limit) warranty program designed to help give your customers peace of mind while also give you tools you need to help you grow your business.

With access to more sales tools, more expert marketing, and limited financing programs, the contractor who embarks on the TCM **master'sEDGE™** journey is highly likely to yield sales success and revenue growth.

Ask your Outside Sales Representative today about this exciting new program.

TRI COUNTY METALS

www.tricountymetals.com

Table of CONTENTS

08 FINANCING

10 MARKETING

22 WARRANTIES & GUARANTEES

30 TRAINING

34 BUSINESS SERVICES

FINANCING

TCM homeowner's™ EDGE financing program

Give Your **Customers** the **Power** to **Act** on their **Roofing Needs** Today!

As a TCM Factory-Trained & Certified installer, you have the ability to offer your customers the convenience & flexibility of paying for their Metal Roofing project through one of our Loan programs.

You can provide hassle-free & homeowner-friendly payment options, and your customers typically get an answer within minutes of the application being submitted.

- Give your customers more options
- Get access to working capital
- Offer competitive rates
- Increase sales
- Grow Your Business!

AVAILABLE TO

contractor'sEDGE
Participants

homeowner'sEDGE ✓
Participants

master'sEDGE
Participants

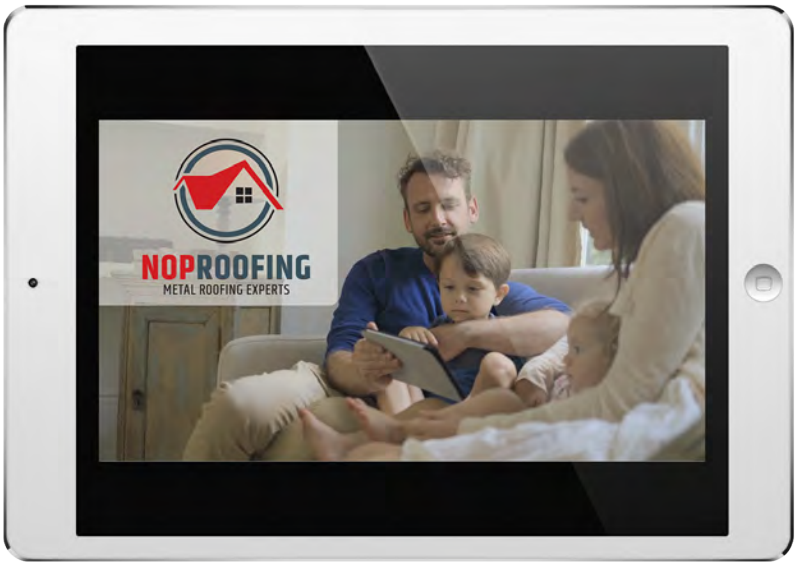
12 MONTH LOANS	**12 Month Same As Cash** No interest, and no payments if the loan is repaid within the same-as-cash period.
7 YEAR LOANS	**7 Year Loans** Reduced interest, with 6.99% interest and equal monthly payments.
10 YEAR LOANS	**10 Year Loans** Reduced interest, with 6.99% interest and equal monthly payments.
TRADITIONAL LOANS	**Traditional Loans** Traditional installment, with 8.99% to 12.99% interest and equal monthly payments.

Member FDIC EQUAL HOUSING LENDER EnerBankUSA®

In-Home SALES PRESENTATION

IN-HOME SALES PRESENTATION VIDEO

By TCM



Watch a demo version now:
Vimeo.com/tricountymetals/inhome

Our marketing team has developed a comprehensive sales tool that will help you increase your sales. Our In-Home Sales Presentation walks potential customers completely through the process of choosing metal roofing, why metal roofing is the smart choice, energy efficiency topics, financing, and much more. This short 6 min video can be tailored to your company with your added logo and contact information details. Let us personalize a presentation for you!

This is a business-direct service provided by Tri County Metals to our valued contractor customers at a reduced cost.

AVAILABLE TO

contractor'sEDGE Participants ✓

homeowner'sEDGE Participants ✓

master'sEDGE Participants ✓

Signage SERVICES

SIGNAGE
THROUGH TCM

Let our talented design team assist you with custom yard signs, point-of-sale signage or point of purchase signage. Let us work together to promote both your business and your involvement in our numerous programs like TCM **homeowner'sEDGE™**

This is a business-direct service provided by Tri County Metals to our valued contractor customers at a reduced cost.

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master'sEDGE Participants

Direct Mail SERVICES

EVERY DOOR DIRECT MAIL SERVICES THROUGH TCM

Coordinating an EDDM campaign is easy with the assistance of our marketing team. Just submit a project photo and mail routes you'd like covered, and we will produce an engaging postcard design for your approval. Once approved, our staff will coordinate printing and shipping for you. It's that easy!

This is a business-direct service provided by Tri County Metals to our valued contractor customers at a reduced cost.

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homeowner'sEDGE Participants ✓

master'sEDGE Participants ✓

Business CARDS

BUSINESS CARDS
THROUGH TCM

Nothing communicates confidence like a brand new, well-designed business card. Let us help you with the basics of promoting your business with our business card services. Our marketing team is ready to assist you with putting together a stand-out design that is sure to help you be noticed apart from your competition.

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Customized PROMO ITEMS

PROMO ITEMS THROUGH TCM

Do you want to leave a lasting impression on your prospective customers? Let our marketing team assist you with putting together a fun promotional products package to help promote your business.

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homeowner'sEDGE Participants ✓

master'sEDGE Participants ✓

Customized APPAREL ITEMS

APPAREL ITEMS THROUGH TCM

Let us help with the cost of embroidered apparel with apparel items through TCM that will include both your logo and the TCM logo. Let your prospective customers know we stand together to offer them the best metal roofing package for their project. We can assist with a variety of apparel items. Ask us how.

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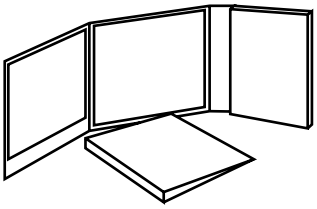
Sales LITERATURE



SALES LITERATURE
By TCM

We have a well-stocked, full supply of sales and technical literature available for you. Need some color charts or an install manual? Just place an order with your local branch location or Outside Sales Representative. We can typically have orders filled and to your local branch within just a few days.

This is a business-direct service provided by Tri County Metals to our valued contractor customers at a reduced cost.

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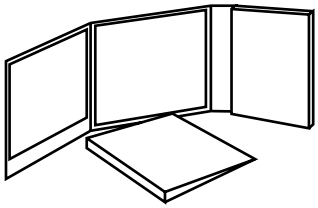
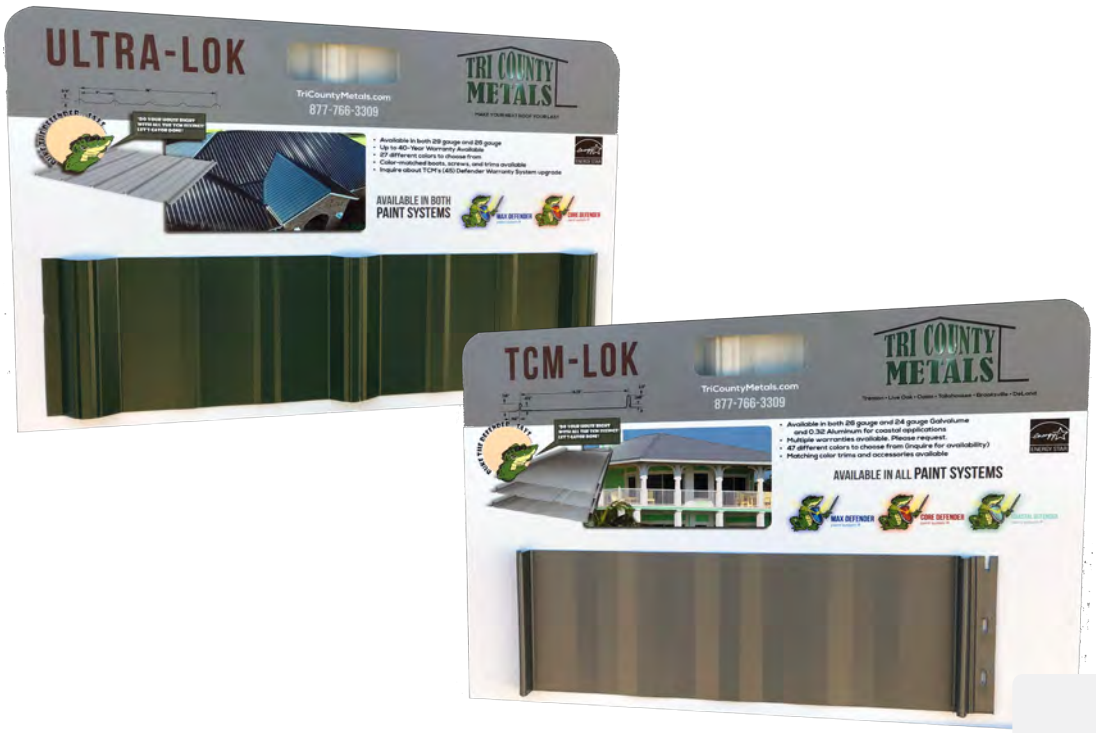
Panel
DISPLAY BOARDS



PANEL DISPLAY BOARDS
By TCM



A great way to round out your showroom or stock your salespeople with terrific sales tools. Our Panel Display Boards are currently offered in both TCM-LOK and ULTRA-LOK. Place your order today!

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Participants ✓

master'sEDGE
Participants ✓

REFERRAL COUPON

Give the gift that keeps on giving! Offer your customers the opportunity to refer more business to you with our residential consumer referral coupon. The potential customer being referred gets $100 off their material purchase and your referring customer gets $50 should the sale finalize. A triple win!

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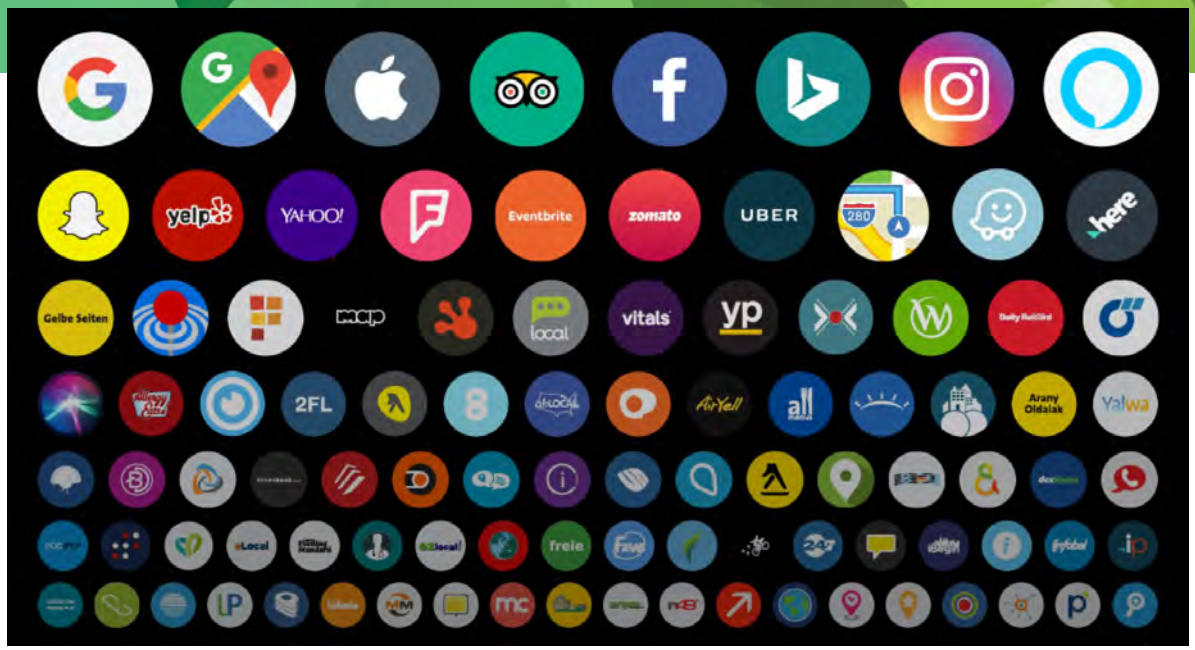

REPUTATION MANAGEMENT

yext

In today's business environment, your reputation is gold.

Build a strong business reputation that protects your brand from negative attacks, false reviews, and misleading press.

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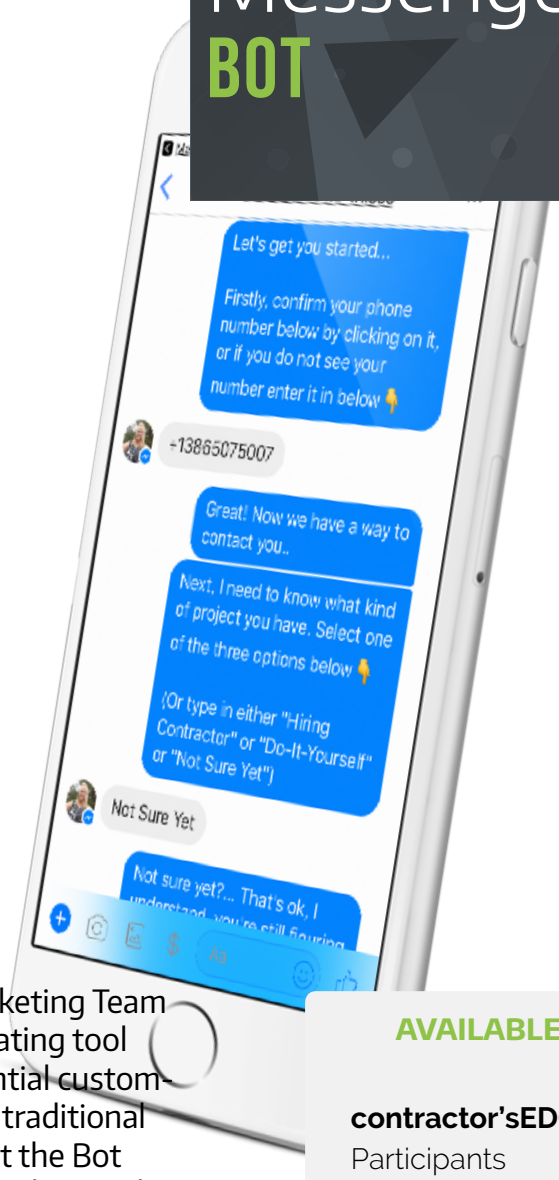
Messenger BOT

MESSENGER BOT
By TCM



For a video demo and more info visit:
TriCountyMetals.com/bot

Partner with Tri County Metals and let our Marketing Team assist you in creating an advanced, lead-generating tool with our Messenger Bot. Engagement of potential customers using our Messenger Bot far exceeds more traditional methods like email marketing or direct mail. Let the Bot start the conversation and then move in for the close with our proprietary system. The fees are minimal, the results are extraordinary.

This is a business-direct service provided by Tri County Metals to our valued contractor customers at a reduced cost.

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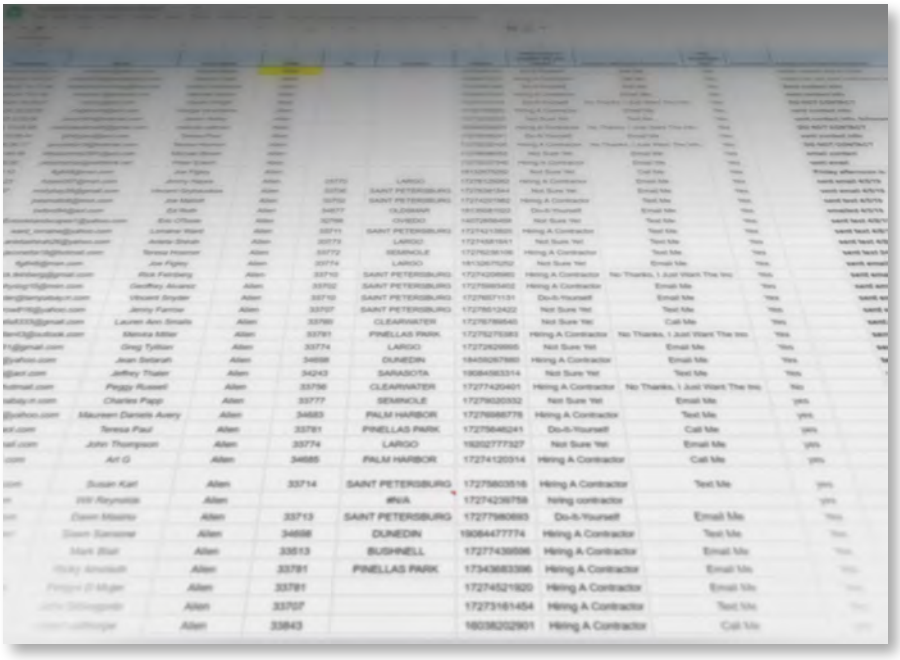
Lead GENERATION

TCM LeadGEN

LEAD GEN
By TCM



How would you like a lead-generation system that uses advanced social media ads to ultimately populate a spreadsheet with scores of leads weekly - all automated? Sound too good to be true? We promise it isn't. With our proprietary Lead Gen system, we can help deliver prequalified leads directly to an automated spreadsheet for your sales staff to work and close. Ask us how.

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Participants ✓

CORE DEFENDER
paint system ®

TRI COUNTY METALS
40 YEAR
Core Defender **Warranty**

- ENERGY STAR PARTNER
- 40 YEAR PAINT WARRANTY
- 30 YEAR FADE AND CHALK-WARRANTY

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MAX DEFENDER
paint system ®

- ENERGY STAR PARTNER
- 35 YEAR PAINT WARRANTY
- 30 YEAR FADE AND CHALK-WARRANTY
- PROVIDES LONG-LASTING, BEAUTIFUL COLOR

TRI COUNTY METALS
35 YEAR
Max Defender **Warranty**

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homeowner'sEDGE Participants

master'sEDGE Participants

WARRANTIES & GUARANTEES

TRI COUNTY METALS

25 YEAR

Warranty

- 25-year warranty from rupture, structural failure or perforation

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Participants

master'sEDGE
Participants

COASTAL DEFENDER
paint system ®

- FOR OUR ALUMINUM PANELS
- ENERGY STAR PARTNER
- 25-YEAR PAINT WARRANTY
- 25-YEAR FADE AND CHALK WARRANTY
- NO SETBACK REQUIREMENT

TRI COUNTY METALS
25 YEAR
Coastal Defender
Warranty

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Our Extended

TRI COUNTY METALS
45 YEAR
Platinum Warranty

Offer your customers a premium, Energy Star, energy efficient painted panel, with the right line up of trim and accessories.

The homeowner gets peace of mind and an added length of warranty.

And you increase your average package price in the process.

Warranty: PLATINUM 45

Happy Customers want Choices for the best Metal Roofing System

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master'sEDGE
Participants

page 27

TCM master'sEDGE™
CONTRACTOR ASSURANCE PROGRAM

REV

COBALT 10-Year

10-Year Weathertightness Warranty

for materials and labor

Tri County Metals and the approved TCM **master's**EDGE roofing contractor who installs the metal roof, provide a warranty to the original homeowner such that the contractor's workmanship on the installation of the roof system will be adequate to prevent roof water leaks for a period of ten (10) years.

Contractors who are eligible to offer this NDL warranty completed training programs to be able to offer this warranty, and Tri County Metals has issued certificates to the contractor indicating they have sufficiently passed the training course.

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homeowner'sEDGE
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Participants ✓

OLUTIONARY

Two program options. One amazing result.

TITANIUM 25-year

25-Year Weathertightness Warranty

for materials and labor

Tri County Metals and the approved TCM **master's**EDGE roofing contractor who installs the metal roof, provide a warranty to the original homeowner such that the contractor's workmanship on the installation of the roof system will be adequate to prevent roof water leaks for a period of twenty-five (25) years.

Contact your outside sales representative for more information on program availability.

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TCM homeowner'sEDGE

TCM homeowner's™ EDGE financing program

TCM HOMEOWNER'S EDGE TRAINING

Sign up for TCM homeowner'sEDGE financing program today and let's schedule your training with a knowledgeable representative who can walk you through the details of submitting applications and the payment process.

Why join our program? There are several reasons:

- 4 out of 5 applications are approved
- Grow your revenue as much as 40% by offering financing
- Increase your close ratio as much as 18%
- Help customers who can't otherwise afford a new roof

AVAILABLE TO

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homeowner'sEDGE Participants

master'sEDGE Participants ✓

TCM contractor'sEDGE

TCM CONTRACTOR'S EDGE TRAINING

Our metal roofing certification training will teach you how to sell and install metal roofing. Once you show your ability to properly install metal roofing through this training process, we will issue you a certificate as a factory-trained installer.

There are two parts to this one-day certification training. During the morning session, we will comprehensively train you on how to properly install our metal roofing panels. Then in the afternoon session, we will train you on sales. When you complete the sales portion of the training you will be equipped to sell metal roofing systems in your customers' home and have access to our arsenal of sales tools.

There are many benefits to becoming a factory-trained Tri County Metals metal roofing installer. Our training can potentially reduce call-backs to your jobs by giving you the comprehensive knowledge you need to achieve a solid installation.

Our training can also increase your sales closing ratio by giving you the training and tools needed to steer your customers toward a roofing system to meet their needs while maximizing any up-sell potential.

TCM DRONE 101 Training

DRONE TRAINING

We can assist you with some initial drone training and give you suggestions on best practices when utilizing drones to help promote your business.

Contact us today for more information on drone training.

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Drone like a Professional

and get the money shot

Introducing TCM marketPRO SUITE

ESSENTIAL BUSINESS TOOLS ALL IN ONE SUITE

Our TCM marketPRO Suite is a complete suite of marketing tools to help take the stress and guesswork out of selecting the best business services for your organization.

Website design, email marketing, reputation management are just the beginning of capabilities offered by the business service platform. You can host videos, run support desks, book calls and create specialty web forms to help capture leads.

Our marketing team will help you get set up and running with this system. Contact us for a consultation today.

Why pay more for individual services when you can have it all in one package, plus help with set up? Ask us how.

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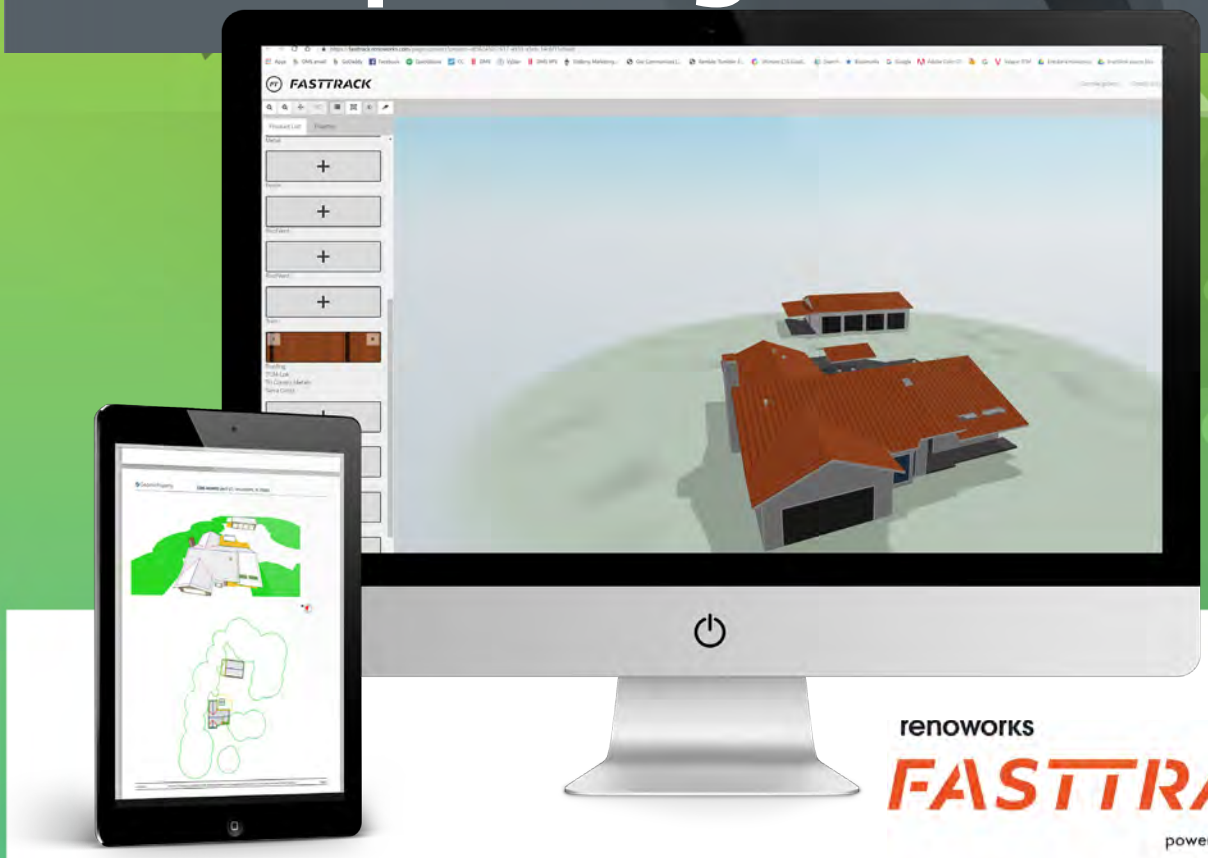
LIFE IS GOOD in the SUITE

sign up for

TCM marketPRO SUITE

3D-Reporting Services



renoworks
FASTTRACK
powered by Geomni

Own it. From Start to Finish.

FASTTRACK

Let our new visualizer system help cut down on travel time and quote processing. Our new Fasttrack visualizer from Renoworks will allow you to submit an address and within just a few hours you'll get back a 3D rendering that you can share with homeowners to help them easily visualize their new roof. **Additionally, this system will generate a roofing report accurate within 1 inch so you can quickly and confidently prepare an estimate.** Capture your customer's enthusiasm and close the sale quickly while reducing your travel and quote time with our impressive new business service tool.

Easy Estimates! with zero travel

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Become LEED certified

Metal Roofing is 100% Recyclable

LEED CERTIFICATION POINTS POSSIBLE

The LEED certification program is the leading international program for sustainable building design and construction. Attaining LEED certification demonstrates environmentally responsible building practices, and this can be a big boost for the image of both a building's owner and for a contractor who designs and/or constructs LEED-certified buildings. A record of LEED-certified projects can help a builder become recognized as a leader in the construction industry. Metal roofing has been well-proven to provide points toward certification.

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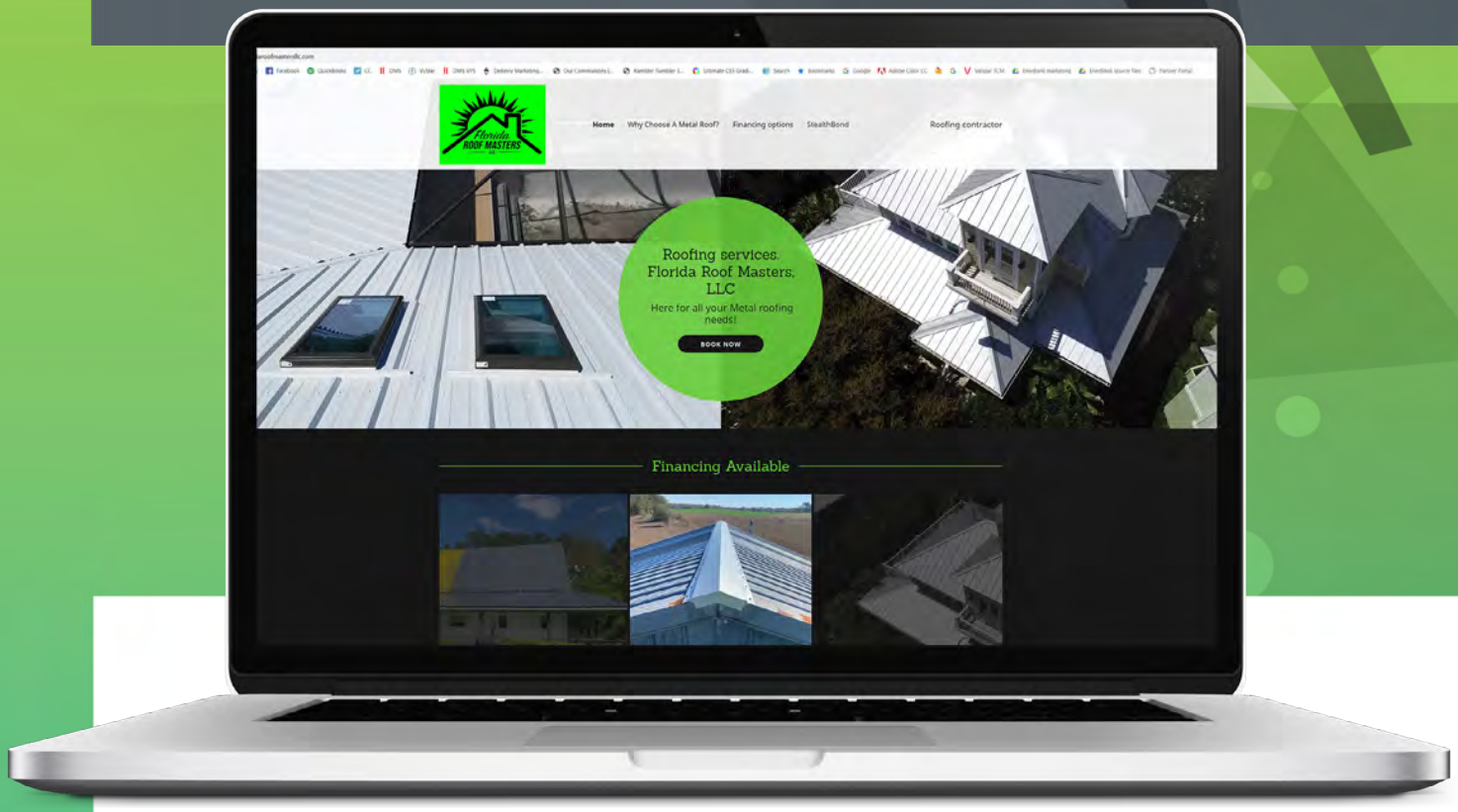
WEBSITE Services



WEBSITE BUILDER

GoDaddy®

Building your own website can seem like a daunting task. Who wants to deal with code, anyway? Website Builder makes it simple to create a modern, professional site with no technical knowledge required.

For more info visit:
GoDaddy.com

This type of service is also a part of our TCM **market**PRO SUITE along with several other powerful marketing tools and services.

TCM marketPRO SUITE

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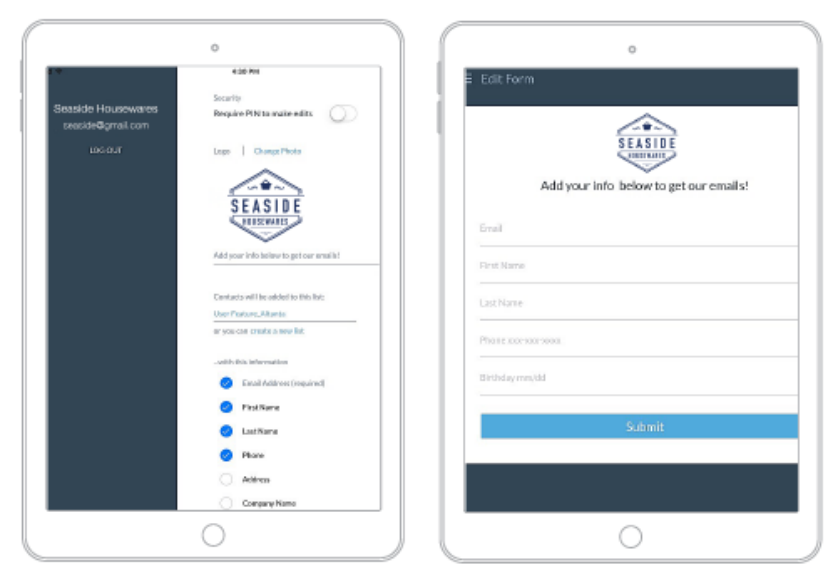
LIST BUILDER Services



LIST BUILDING SERVICES

Constant Contact

Collecting new contacts on the go has never been easier.

Sign up new subscribers right on your tablet using our List Builder app. You can instantly add contacts to any list, create new lists, and even add contacts offline.

For more info visit:
ConstantContact.com

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AD CAMPAIGN Services

freshmarketer

CAMPAIGN SERVICES

Drive real-world visits with location-based self-serve ads.
Fresh marketer is an easy-to-use, self-serve mobile ads platform. Reach your customers based on where they are or have been to drive real visits to your stores.

For more info visit:
FreshWorks.com

Then visit FreshMarketer under the "Products" tab

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EMAIL MARKETING

Stay in FRONT of your Prospects

EMAIL MARKETING

Build email campaigns in minutes.

Mail Chimp will help you get up and running with pre-built templates, ready-made segments, and 1-click automations. With our intuitive design tools, it's easy to create beautiful campaigns that put your brand in the spotlight.

For more info visit:
MailChimp.com

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VIDEO HOSTING Services

VIDEO HOSTING

vimeo

For more info visit:
Vimeo..com

Welcome to mission control. Host videos on your website with Vimeo. No more juggling videos between platforms and hard drives. Vimeo gives you up to 7TB of storage – that's enough space for 600 feature films – and the tools you need for every step of your video workflow.

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BOOKING Services

Get BOOKED!

Genbook

BOOKING SERVICES

All in one appointment scheduling software solution for modern professionals and small business owners. Manage your schedule with ease. Delight customers and promote your unique brand seamlessly with automated text and email communications. Never miss a booking with real-time availability. Genbook helps you chase up payments and reviews, giving you more time to do the things you want to do.

For more info visit:
Genbook.com

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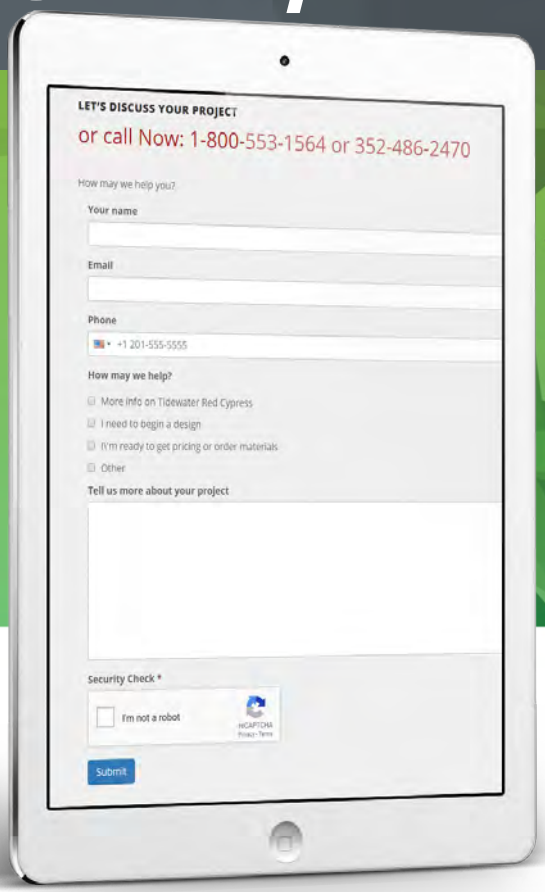
WEB FORM / LEADS



WEB FORMS

Leadformly

We know that building online forms can be hard. Leadformly is here to help you work smarter, not harder. With the intuitive drag-and-drop system, anyone can get started building forms. You don't have to be a web developer to build a great looking form.

This type of service is also a part of our TCM **market**PRO SUITE along with several other powerful marketing tools and services.

TCM marketPRO SUITE

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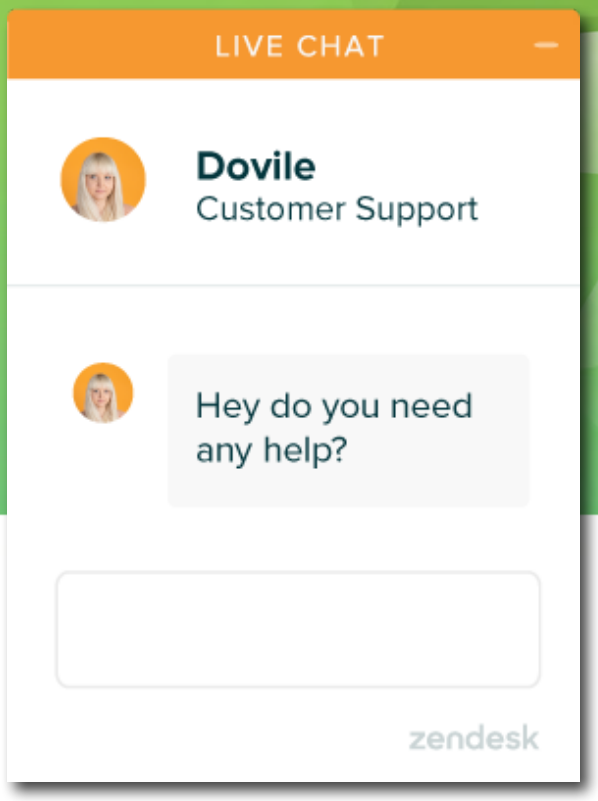
CUSTOMER SERVICE



zendesk

Zendesk Support is a beautifully simple system for tracking, prioritizing, and solving customer support tickets.

Other features include:

- Integrated Customer Support
- Knowldege Base and Smart Self-Support
- Live Chat and Messaging
- Call Center Software

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builderall

Web Design & Building SERVICES

TCM
WEB DESIGN

We believe that in the modern business world, digital marketing and a solid online presence are vital to success. All entrepreneurs and small business owners, regardless of their level of business experience, should be able to manage their online presence, marketing, and sales processes. However, juggling all those parts and still delivering your product can be time-consuming and frustrating!

That's why Builderall has developed the most complete and easy-to-use digital marketing platform available. Now, you can bring your ideas to life, bring more customers to your doorstep, deliver your message to thousands of people, sell your products, and more.

With Builderall, you can start out with a simple test website and build it out using a platform equipped with the most advanced and sophisticated sales funnels and dozens of other included features. That's why Builderall is the perfect solution for all small business owners who want to become great entrepreneurs, service providers, digital marketing professionals, designers, coaches, networking professionals, and much more.

AVAILABLE TO

contractor'sEDGE
Participants

homeowner'sEDGE
Participants

master'sEDGE
Participants

This is a third-party business development system available at a discounted rate under Tri County Metals' relationship with this provider.

Reputation Management SERVICES

whitespark

WHITESPARK DASHBOARD
THROUGH TCM

From building citations, to earning reviews, to tracking your rankings, our tools help you show up, win customers, and manage your local search. With Whitespark's managed citation and local SEO services, we take care of the legwork so that you can take care of all your new customers.

Thousands of businesses around the world use Whitespark to get found locally. With tools and services to optimize and manage your local search, getting more customers is about to get a whole lot easier.

AVAILABLE TO

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Contact Us

Branch Locations

- Brooksville -
922 Ponce De Leon Blvd, Brooksville, FL 34601 - **(352) 587-8120**
- Deland -
1721 Langley Ave, Deland, FL 32724 - **(386) 738-2579**
- Live Oak -
10142 SW 90th Trail, Live Oak, FL 32060 - **(386) 330-0101**
- Ocala -
3021 NW Blitchton Road, Ocala, FL 34475 - **(352) 622-5500**
- Tallahassee -
3708 NW Passage, Tallahassee, FL 32303 - **(850) 574-4001**
- Trenton -
301 SE 16th ST, Trenton, FL 32693 - **(352) 463-8400**