



Lead Generation Program

We are excited to have our dealers participate in the Solara Lead Generation Program which will allow them to get free qualified leads who are excited about getting a quote.

The following are requirements to participation will make it possible to dramatically increase the leads in a dealer's area with this web optimization technique.

Benefits:

- 1) Solara dealers will be listed as Solara representatives in Google business and other local map applications.
- 2) Solara dealers will have their own page with original text, pictures and videos, and local number.
- 3) Dealer can promote other services and products in our website, as long as it's not other shading systems.
- 4) Solara will promote the local Solara dealer page in their own territories.
- 5) Solara will contact the lead via phone or via email and give them basic information, make sure this is a hot lead, and you don't have to waste your time.
- 6) Solara will transfer lead information to their local dealer.



Requirements:

1. The dealer might receive a post card from Google Place/Business at their local address and will call the code to us so we can register their location as a place Solara is sold at.
2. The dealer will fill out the form below with the information about their business so we can put it on www.patiocover.us as a special page for them next to their location under Dealers.
3. The Dealer will put up a Solara page on their website with the photos, flash, and their own verbiage taken from the web package Solara will provide.
4. Every dealer must have a link to the Solara website on their homepage.
5. Dealers must treat leads as a priority we will elaborate on the specific details about this later on.

Please answer the following questions and elaborate as much as possible.

We will create an original text to your webpage at our website.



Q. How long have you been in business?

A. Jim patio covers has been in business since 1965, and have been serving your happy customers for 40 years.

Q. How did you start, family owned?

A. Jim patio covers is a small family owned contracting company that has been managed by 3 generations, we know every client by name and what their favorite football team is _____.

Q. How many employees, installation crews, installed jobs?

A. We have 2 installation crews and 2 professional design advisors that have been with our company for many years and can help you choose the right products for you.

Q. What is the most important value to the customer?

A. Our customer satisfaction is above any other value. Most of our clients are referrals from other clients and we count on our reputation to bring us more work. After leaving your backyard we only want to come back for new projects or a party. We like that our work is done the best possible.



Q. Do you have a mission statement, motto, sayings?

A. Our motto is do not compromise, get the best product with the best installation crews with a reasonable price. You do not have to settle for a product that you don't like because you can't afford it or for an unreliable contractor, you can get it all at Jim's patio covers.

Q. What awards have you gotten?

A. Contractor of the year in Time out magazine

Q. What shows are you in and the dates coming up?

A. You can meet us, see some projects, and get to know us at San Diego Home Show on December 21st. Please call us for free entrance tickets.

Q. What area or cities do you cover?

A. We can cover a pretty large area from Strawberry in the North to Carefree on the West, through the Sun Valley up to the Southern city limits of Happy Valley. To the East side you can find us in Surprise, Golden city, and Makemoney town.



Q. What other products do you sell that are not patio covers?

A. Besides the Solara adjustable patio cover, Jim patio covers carry's other top notch products. We have outdoor kitchens, garden lightings, spas, etc.

Q. What other locations do you have, where are your showrooms?

A. You can always come by and visit us at our shop where you can see a Solara patio cover model and other high end products as well. Please make sure that you schedule a meeting with our designer specialists, so we can clear some time for you with our busy schedules.

Q. How can Solara Patio Covers help your customer's concerns with their local weather?

A. Solara adjustable patio covers can be used year round, however here in Happy Valley, winter rain can be rough. When it rains really hard, you can close the Solara louvered roof system and get protection from the rain. Your outdoor furniture will be kept dry, your deck will get protected and you will not have your pet's foot marks when using the backyard doggy door. Yes, we know you can get all of this with a flat panel or with a standard roof, however when the sun comes out and it happens 95 days of the time in



Happy Valley, you can open the louvers, get the sunlight in your porch and inside your house. This is something that only Solara patio covers can provide.

Q. Do you have contractor's license, bond/insurance?

A. Jim Patio covers is a licensed bonded company and for a project that size, we always recommend using license and bonded companies.

Q. What is your procedure for a free estimate?

A. Please call us today for a free estimate with no obligation what so ever. Our designer specialist will do the design of a patio cover that fits your needs and your budget. We can show you pictures of similar projects for your design. We will also go over the color samples and make sure it matches your design.

Q. Do you offer discounts to: Seniors, military etc.

A. We value our troops and the services they provide. In appreciate you can now get 10% discount with proof of service.

Q. What is the square footage to your facilities, and showroom?

A. We have a 2000 square feet show room that is open to the public and you can always



come over and inspect our product line. We have the Solara Patio Cover, motorized or manual, all the color samples, extruded as well as roll forming louvers, so you can see the difference for yourself. At the same time we can talk about your new landscaping design and decide on the spot you would like it in.

A. We currently do not have a showroom, however we can always schedule a time to go and check the Solara Patio Cover in one of our many happy customers. Usually it will take a week or two to schedule an appointment at the home owner's back yard.

Q. Do you work with both residential and commercial projects?

A. We at Jim's Patio Cover can do both residential and commercial adjustable louvered systems. We cover many restaurants, hotels, and schools. We feel that Solara is a great solution for businesses as well. Restaurants can increase their outdoor sitting all year round. Kids at school can enjoy the outdoors and have a better learning environment with the Solara Patio Cover. Having said that most of our clients are residential projects and we are covering almost any size and any place. We can build a small gazebo above your spa and a golf resort sitting area as well.

Q. Do you offer DIY?

A. If you are a handy man and feel that this is a type of project that you can do by



yourself, we can offer you the Solara Patio Cover do it yourself kit. We will meet you at your home, help you design your patio cover, pick colors and understand the span and what it will take. Once this is done we will make the order from the manufacture and make sure you have everything you need. We can also help you unload the crate and proved technical support over the phone or you can always meet us at our facility for further assistance.

Q. How many patio covers have your installed?

A. Over the years Jim Patio covers installed thousands of shading systems, all types and kind all colors, commercial and residential. However just recently over two years that we are selling Solara Patio Covers we installed about 50 smart shading systems. Being in the market for many years we know this is the future of the shading system. It just makes sense. It's like we started with a wood patio cover 20 years ago, and gradually everyone wanted the aluminum lattice cover. Now everyone wants the Solara patio cover the evolution of the shading system.