



SALES REPRESENTATIVE

TRAINING MANUAL



1-800-290-6106 | www.LeafFilter.com
1595 Georgetown Rd. Hudson, OH 44236
LF-U-S-010 05/2022

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INTRODUCTION

CONGRATULATIONS! You've made a great decision joining LeafFilter, the nation's leading gutter protection company and one of the fastest growing businesses in the United States.

LeafFilter's growth rate since incorporation in 2005 reveals that we're a company that believes in one simple fact: We hire the best, to produce the best. That's why we're happy to have you as part of the team as we continue forward with success, growth, and industry leadership!

This handbook will give you a foundation to build upon for success here at LeafFilter. It's a complete guide that details what will be required of you on a day-to-day and week-to-week basis. Do not discard this set of instructions, as it will answer any questions you may encounter, including commission structure, the sales process, checklists, forms, and product specifics. It's vital for you to become familiar with this information to fulfill your duties as a Sales Representative.

We believe that our victories here at LeafFilter are a direct result of the team's determination. It's a collective effort by everyone at LeafFilter to continue to grow and become the best gutter protection solution on the market. We cannot reach our goal without you! Welcome to the team! We're glad you chose to join LeafFilter.

Success at LeafFilter has always been predicated upon the idea that we must win at everything we do. The LeafFilter team has had big goals since the very beginning, and a "today not tomorrow" mentality has been instrumental in hitting those goals. In the beginning, when things weren't going as planned, we'd work hard, maintain a positive attitude, and be willing to seize the day. Sticking to those principles, through the good and the bad, has made LeafFilter a success story.

LeafFilter was developed to assist homeowners with the perpetual task of gutter cleaning. LeafFilter's patented three-piece system keeps gutters free of debris while drawing water in, effectively eliminating clogged gutters. Homeowners with LeafFilter also enjoy an added line of defense against overflow and costly water damage, which can be caused by clogged gutters.

In the time since LeafFilter North, Inc. was incorporated in 2005, LeafFilter has received numerous positive reviews from multiple consumer review publications, won many awards and been accredited, affiliated, and endorsed by various professional groups and consumer agencies.

Despite humble beginnings as a small business operation in Northeast Ohio, LeafFilter and its sister brands have since expanded to 175+ offices throughout the United States and Canada. LeafFilter has always maintained the work ethic and outstanding customer service that made the company successful from the beginning.

OUR EVOLUTION

LEAF'S ROOTS

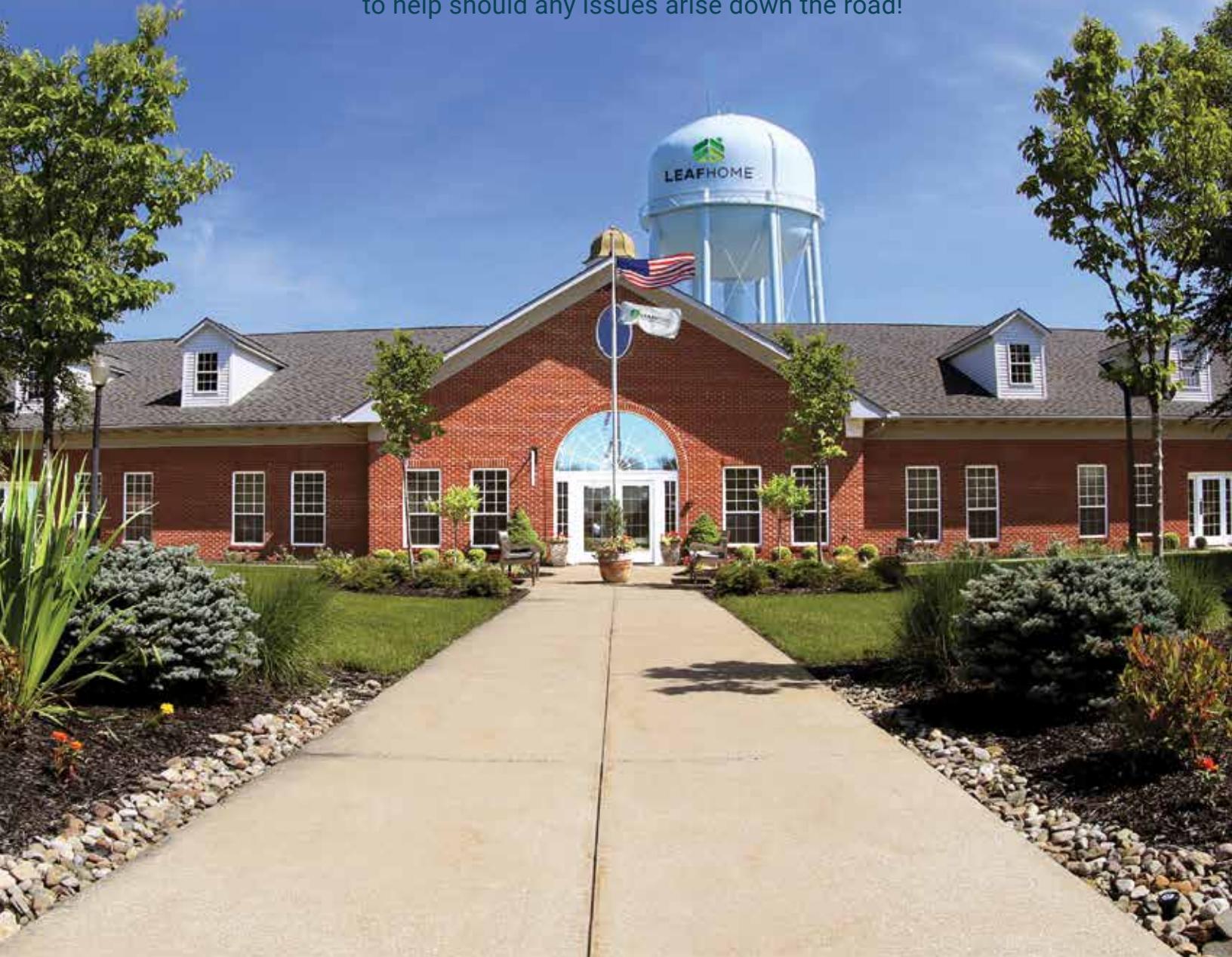
- **2005**
LeafFilter launches its first office in Hudson, Ohio
- **2017**
LeafFilter expands its market into Canada
- **2019**
Leaf Home forms to serve as the parent company of LeafFilter and future brands
- **2019**
Leaf Home Safety Solutions opens its first office in Hudson, Ohio and offers home accessibility solutions
- **2020**
 - Leaf Home acquires Thiel's Home Solutions of Ashland, Ohio and rebrands as Leaf Home Enhancements, expanding the company offerings to include quality kitchen, bathroom, and general home improvement solutions
 - Leaf Home Water Solutions is formed, officially opening its first office just months later in January 2021
 - Leaf Home Enhancements expands its offerings with the acquisition of Storm Tight Windows of Florida, which offers both replacement and hurricane-rated windows.
- **2021**
 - Leaf Home Enhancements expands its window and shower offerings with the acquisition of Miracle Windows & Showers, which serves Florida communities with windows that block 90% of solar heat gain.
 - Storm Tight Windows of Texas joins its Florida branch in joining Leaf Home Enhancements, expanding the vertical's offerings throughout the Southern United States.
 - Quillen Brothers, Inc of Northwest Ohio is acquired by Leaf and joins the Leaf Home Enhancements brand offerings. Modern technology and old world craftsmanship work together to provide chic window and door upgrades to homeowners.
 - Leaf Home Enhancements grows with the addition of Bath Planet of Chicago Inc. and Bath Planet of Iowa, LLC. By providing bath and shower conversions and replacements, these brands further expand Leaf's bathroom remodeling offerings.
 - Window Works, Inc. (WindowWorks) and Comfort Shower and Bath join the Leaf Home Enhancements family of brands, providing speedy solutions to consumers in the Chicago area.
- **2022**
Leaf Home Enhancements welcomes Tundraland Home Improvement to its brand portfolio, adding 200 employees to its staff and expanding its footprint in Wisconsin with home upgrades that include baths, decks, and cabinet refacing.

A PROUD COMPANY

LEAF HOME

We strive to present a custom solution for your home with your needs and budgets in mind. Backed by the strength of one of North America's largest home improvement companies, Leaf Home, you can feel reassured that you are working with the best team and getting the best products available on the market. Plus, our friendly customer service team is always ready

to help should any issues arise down the road!





Bestcovery



Trustpilot Top 10



Remodeling Big 50



BBB



Inc. Hire Power Awards



NARI



Trustpilot



Inc. 500/5000



Consumer Reports



Guild Quality



Angi



Angie's Super Service Award



Exterior Contractor



HomeStars



Remodeling 550



HIP 200



Qualified Remodeler



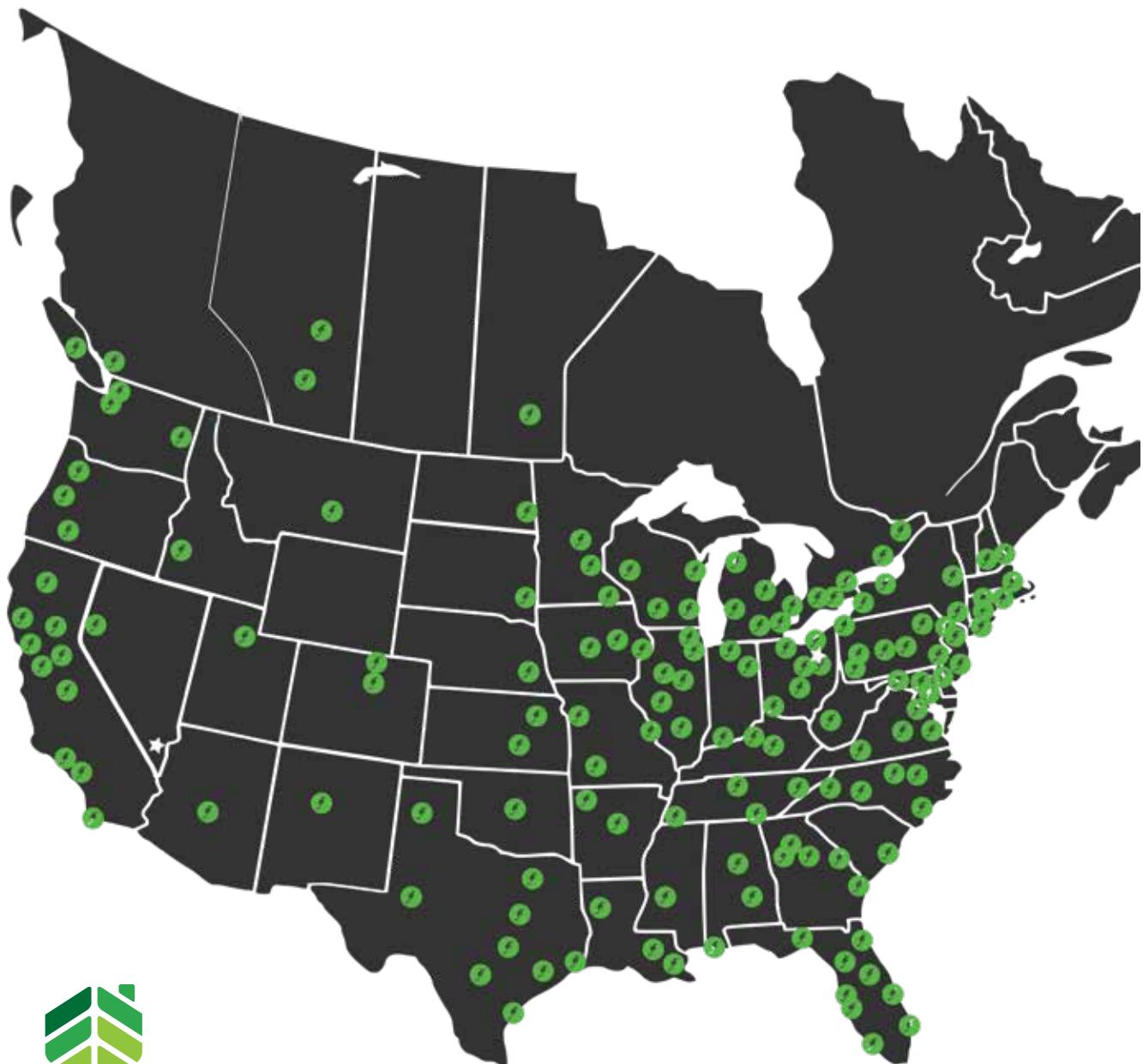
Home Advisor



National Association
of Home Builders

NATION'S LARGEST HOME SOLUTIONS COMPANY

175+ Locations Across North America



LEAFHOME™

MAP ABOVE: Leaf Home has expanded rapidly since 2005. We have consistently opened multiple offices every year throughout North America.

ALABAMA	GEORGIA	MASSACHUSETTS	NEW YORK	SOUTH DAKOTA	CANADA
● Birmingham	● Athens	● Boston (2)	● Albany	● Sioux Falls	● Calgary
● Mobile	● Atlanta		● Buffalo		● Edmonton
● Montgomery	● Augusta	MICHIGAN	● Long Island	TENNESSEE	● Hamilton
	● Peachtree City	● Ann Arbor	● Newburgh	● Chattanooga	● London
ARIZONA	● Savannah	● Detroit (2)	● Rochester (2)	● Knoxville	● Ottawa
		● Grand Rapids (2)		● Memphis	● Prince Edward
		● Port Huron		● Nashville (2)	● Toronto
ARKANSAS	IDAHO	● Saginaw	NORTH DAKOTA		● Vancouver
	● Boise	● Traverse City	● Fargo		● Vancouver Island
					● Winnipeg
CALIFORNIA	INDIANA	MINNESOTA	NORTH CAROLINA	TEXAS	
● Anaheim	● Evansville	● Minneapolis	● Asheville	● Amarillo	
● Concord	● Indianapolis (2)	● St. Charles	● Charlotte (2)	● Austin	
● Fresno	● Fort Wayne	● St. Cloud	● Greensboro	● Beaumont	
● Los Angeles	● South Bend		● Raleigh (2)	● Corpus Christi	
● Modesto	ILLINOIS	MISSISSIPPI	● Wilmington	● Dallas	
● Redding	● Bloomington	● Jackson		● Houston	
● Sacramento	● Chicago (2)	MISSOURI		● Midland	
● San Diego	● Joliet	● Kansas City (2)		● San Antonio	
● San Jose	● Mount Vernon	● St. Louis (2)		● Waco	
● Santa Rosa	● Peoria	● Springfield	OHIO		
	● Springfield		● Akron (2)		
COLORADO	IOWA	MONTANA	● Ashland	UTAH	
● Denver	● Cedar Rapids	● Billings	● Canton	● Salt Lake City	
● Fort Collins (2)	● Des Moines		● Cleveland		
	● Quad City	NEBRASKA	● Columbus (2)		
CONNECTICUT	KANSAS	● Lincoln	● Cincinnati (3)		
● Hartford (2)	● Topeka		● Toledo	VIRGINIA	
● Milford	● Wichita			● Fredericksburg	
DELAWARE	KENTUCKY	NEVADA		● Norfolk	
● Dover	● Lexington	● Reno		● Richmond	
	● Louisville	● Las Vegas (2)		● Roanoke	
FLORIDA	LOUISIANA	NEW HAMPSHIRE	OREGON	WASHINGTON	
● Fort Lauderdale (2)	● Baton Rouge	● Manchester	● Eugene	● Everett	
● Fort Myers (2)	● New Orleans	● Portsmouth	● Medford	● Seattle	
● Jacksonville	● Shreveport	NEW JERSEY	● Portland	● Spokane	
● Ocala		● Pleasantville			
● Orlando (2)		● Newark	PENNSYLVANIA	WEST VIRGINIA	
● Port Saint Lucie		● Union	● Erie	● Charleston	
● St. Petersburg	MAINE		● Harrisburg		
● Tampa (2)	● Portland	NEW MEXICO	● Philadelphia (2)		
● Tallahassee		● Albuquerque	● Pittsburgh (3)	WISCONSIN	
	MARYLAND		● Scranton	● Eau Claire	
	● Baltimore		● State College	● Green Bay	
	● Hagerstown		● Washington	● Madison	
	● Queenstown			● Milwaukee (2)	
		RHODE ISLAND			
		● Providence			
		SOUTH CAROLINA			
		● Charleston			



COMPANY INFO

- LeafFilter is proudly manufactured in Plainwell, Michigan.
- LeafFilter's Corporate Office is in Hudson, Ohio.
- LeafFilter was invented in 1998.
- LeafFilter was patented in 2003 and issued Patent # 6,598,352.
- LeafFilter has 145 Offices Nationwide.
- LeafFilter is constructed with a vinyl base and a surgical grade stainless steel screen.
- LeafFilter is the LARGEST independently owned gutter protection company in the nation.
- LeafFilter has an 'A+' rating with the BBB in all offices.
- LeafFilter was rated #1 in Consumers Reports for best gutter protection (September, 2010 issue).
- The only way to get LeafFilter is through LeafFilter North, Inc. You cannot buy it at Lowes, Home Depot, or from any contractor.
- LeafFilter is a completely sealed system; there is no way for anything to get in to your gutter except for water.
- LeafFilter can be installed on most styles and sizes of gutters.
- When a consumer purchases LeafFilter, our installation team will clean out their gutters and downspouts to the ground. They will seal all corners and seams with 50 year silicone. They will install internal hangers as necessary and secure them into the fascia board with a 1.5 inch wood screw. They will realign the gutters for proper drainage and secure the gutters to the home. They will then install LeafFilter on top of the gutters and secure it to the front lip of the gutter with self-tapping zip screws.

remodeling

REMODELING MAGAZINE RANKS LEAFFILTER

2nd AMONG TOP 550
REPLACEMENT CONTRACTORS

550
remodeling

1. Window World
North Wilkesboro, NC
\$793,844,615

2. LeafFilter Gutter Protection
Hudson, OH
\$581,971,546
Number of jobs: 162

3. Improvement Associates
Fort Lauderdale, FL
\$295,000,000
Number of jobs: 20,000

4. West Shore Home
Mechanicsburg, PA
\$22,580,163
Number of jobs: 23,206

5. Window Nation
Fulton, MD
\$160,564,381
Number of jobs: 17,704

6. Universal Windows Direct
Bedford, OH
\$134,375,991
Number of jobs: 16,053

7. Windows USA
Royal, AR
\$112,551,111
Number of jobs: 8,534

8. NewSouth Window Solutions
Tampa, FL
\$97,264,745
Number of jobs: 5,077

9. 1-800-HANSONS
Troy, Michigan
\$95,000,000
Number of jobs: 9,560

10. Great Day Improvements
dba Patio Enclosures and
Screen & Windows

11. Window World of
Baton Rouge, LA
\$1,067
of jobs: 20,673

12. Gutterfix Custom Remodeling
Upper Marlboro, MD
\$700
of jobs: 7,031

13. Castle Windows
Mount Laurel, NJ
\$67,154,155
Number of jobs: 9,148

14. ABC Seamless
Fargo, ND
\$66,500,000
Number of jobs: 8,755

15. Window Depot USA
Youngstown, OH
\$59,531,598
Number of jobs: 13,25

16. Gutter Helmet
Harry Helmet
Millersville, MD
\$43,485, 9,79
Number of jobs: 9,66

17. Infinity Roofing
Houston, TX
\$42,000,000
Number of jobs: 2,81

18. The Glass Guy
Roseville, CA
\$37,000,000
Number of jobs: 6,1

19. Home Perf
St. Petersburg, FL
\$36,764,067
Number of jobs: 2,

20. Woodbridge
Dallas, TX

remodeling
Issue 12 • Spring 2012

Climbing to the Top
Visit the rest of the 2012 issue online at www.remodelingmagazine.com



**NAMED TO THE TOP 30 REMODELING COMPANIES
IN THE NATION FOR 10 YEARS RUNNING.
RANKED IN THE TOP 10 FOR 7 YEARS IN A ROW.**



2



**Qualified
Remodeler**

RANK	COMPANY/FRANCHISE/WEBSITE	ADDRESS	TELEPHONE	FAX	WEBSITE	JOBS	RESPONSES	STAFF/CLASS	EMPLOYMENT	NUMBER OF VEHICLES	ASSOCIATED REVENUE	THE WORKERS' COMPENSATION INJURY RATE PER 100 HOURS	TOP SPECIALTY
1	FEI PRO INC.	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.fei.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
2	POLARIS INDUSTRIES INC.	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.polaris.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
3	LEAFLETT CUTTER PROTECTION	Jeff Beck, CEO - leafleattcutterpro.com	(800) 333-1000	(800) 333-1000	www.leafleattcutterpro.com	2005	2005	2005	2005	2005	\$581,971.546	1,450	Auto body repair, painting and collision repair
4	CHAMBERLAIN GROUP INC.	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.chamberlain.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
5	FIA INSURANCE SERVICES INC.	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.fia.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
6	WPS INSURANCE SERVICES INC.	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.wps.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
7	FEI AUTO LLC	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.fei.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
8	GODFATHERS	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.godfathers.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
9	WINDON AUTO INC.	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.windonauto.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
10	STRUCTURETEC	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.structuretec.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
11	ATI - Auto Tech Inc.	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.autotechinc.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
12	UNIVERSAL WINDSHIELD DIRECT	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.universalwindshielddirect.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
13	WINDSON USA LLC	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.windsonusa.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
14	DRAGSTERLINE FURNITURE	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.dragsterline.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
15	WEI SYSTEMS HOLDING COMPANY LLC	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.weisystems.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair
16	7 DODGEMERS	1000 N. University, Suite 100, Indianapolis, Ind. 46202	(317) 273-1000	(317) 273-1000	www.7dodgemers.com	1,000	1,000	1,000	1,000	2,000	\$581,971.546	1,450	Auto body repair, painting and collision repair

The August release of Qualified Remodeler's annual ranking marks the ninth time LeafFilter Gutter Protection has finished within the Top 30 on the prestigious list. LeafFilter was first recognized on the list as No. 27 in 2012, and has risen to No. 3 in this year's edition, and making the cover.

Inc. 5000

Named to Inc. Magazine's
**Inc. 5000 LIST
THE PAST 9 YEARS!**

Inc. 5000

The fastest-growing privately held companies
in the U.S. on the **2020 Inc. 5000**

RANK	COMPANY NAME	3-YEAR % GROWTH	INDUSTRY	STATE	CITY
1098	LeafFilter Gutter Protection	416%	Consumer Products & Services	WA	Seattle
1099	Emergent Method	415%	Business Products & Services	LA	Brentwood



1098 LeafFilter Gutter Protection 416%

AMERICA'S FASTEST-GROWING PRIVATE CO.

RANK	COMPANY NAME	3-YEAR % GROWTH	INDUSTRY	STATE	CITY
1098	LeafFilter Gutter Protection	416%	Consumer Products & Services	WA	Seattle
1099	Emergent Method	415%	Business Products & Services	LA	Brentwood
1100	NorthStar Insurance Advisors	410%	Insurance	MO	Wentzville
1101	KINETHX	405%	Software	MI	Warren
1102	Perfit	405%	Business Products & Services	CA	Los Angeles
1103	Motor Beach	405%	Food & Beverage	CA	Santa Monica
1104	Zipwhip	405%	Telecommunications	WA	Seattle

LeafFilter **RANKED NO. 97** within the Consumer Products & Services category of the entire, 2020 Inc. 500|5000 list.

LeafFilter earned a **416% GROWTH** rate over the past 3 years.

LeafFilter is **THE TOP-RANKED** gutter protection company in the nation for the ninth year in a row.



Inc.



The fastest-growing privately held companies
in the U.S. on the **2020 Inc. 5000**

RANK	COMPANY NAME	3-YEAR % GROWTH	INDUSTRY	STATE	CITY
1098	LeafFilter Gutter Protection	416%	Consumer Products & Services	WA	Seattle
1099	Emergent Method	415%	Business Products & Services	LA	Brentwood



1098 LeafFilter Gutter Protection 416%

"Despite so much growth over the years, each new office opening continues to feed special" explains Jeff Beck, CEO. "We value each new member of the team especially, as our teammates that bring in new ideas and ways of thinking only make us stronger."







EXPECTATIONS

EXPECTATIONS

We pledge to provide you with an unending supply of training and knowledge, and we're committed to helping you achieve your goals. By working with LeafFilter, you agree:

- That all appointments issued to you are hit at the pre-set time.
 - In the event this is not possible, you are required to inform the Operations Manager of your office immediately.
- That you conduct yourself at all times in a professional manner and portray yourself and LeafFilter in as positive a fashion.
- That all interaction between yourself and any prospects remains factual.
- That you agree to refrain from "high pressure" sales tactics and deception.
- That all paperwork (contracts, quote sheets, measure sheets, credit applications, etc.) is turned into the corporate office immediately.

COMMISSION STRUCTURE

As a LeafFilter Sales Representative, there are four prices you should become familiar with.

RETAIL PRICE –This equals all cost outs and charges to the job.

SALE PRICE –This is the contract price agreed upon by you and the homeowners.

COMMISSIONABLE PRICE - This is the sale price minus any financing fees and the admin fee.

PAR PRICE -This is retail price minus 35%.

Acceptable Pricing is Retail price to 65% of Retail.

Par is 65% of Retail.

A sale that is 64.99 – 60 % of retail pays 5%.

A sale that is 59.99 – 55% of retail pays 2%.

All sales have an admin fee of \$400 taken off of the sale price.

Any financing fees are taken off of the sales price before the admin fee.



THE SALES PROCESS

Your goal as a LeafFilter representative is to make as many sales to as many prospects as we can. In order to do this you must give a presentation – called a demo – to as many prospects as you can. If you do not demo the lead, it is impossible to make the sale. Your presentation is an important and proven opportunity to help each homeowner feel more confident and informed about our product.

What follows is an outline of the sales process. The steps listed are what you as a sales rep should strive for on every appointment. Periodically, it will be necessary to do these steps in a different order or fashion... the goal, however, will remain the same. When you cannot do the steps in the prescribed fashion, this is known as “creative selling.” Oftentimes, creative selling entails customizing your presentation to the needs of a specific lead.

STEP 1 - THE WARM UP

It's a fact that consumers buy from people they like and trust. When you first greet your prospect, you should ensure that the things you can control are taken care of: you're on time, clothes are neat and pressed, you're wearing a LeafFilter shirt or jacket, and all samples are clean and accounted for.

- This step is called the warm-up because the goal for the salesman is to find a subject that the homeowner can warm up to. Everyone likes to talk about themselves or their own interests. Pay attention to things in and around the home that will show this homeowner's interests, and then talk about them. Start a conversation about these interests to get the prospect comfortable with sharing information with you.

Keep in mind that the customer has invited us to their house knowing that we are going to try to sell them. They will naturally have a wall of defense that you need to breach in order to be able to close the sale. In order to create trust, they need to like you and believe that you're an expert. You'll need to draw the customer out and engage them in conversations about their interests.

While outside, you can begin your plan of attack for Step 2 of the sales process. A salesperson's ears are the most important weapon they have in their arsenal, so be sure you're using yours. Customers will always give you information in this step that will help you close the sale.

STEP 2 - THE INSPECTION

It is imperative that on each and every job you do a walk-around inspection with the homeowners. Our goal in this step is threefold:

- Establish that you are an expert.
- Identify the need for our product.
- Create urgency for the job.

You establish that you are an expert by asking pointed questions pertaining to potential problems they may currently have, or identifying potential areas of concern. Every home has a problem of some sort with their current gutter and/or gutter protection system. While doing a walk-around, be a detective and look for clues to increase the customer's urgency and sense of need. Some of these clues are:

- Tiger striping indicates overflow from clogs or poorly pitched gutters. Tiger striping is easily identified as vertical marks or stripes on the front face of a gutter. This is caused by poor pitch or clogged, overflowing gutters and downspouts. The water in the gutter has oils from the shingles that leave permanent dark marks.
- Gutters that are loose or pulling away from the fascia board are usually caused by loosening spikes. Just like with nails, spikes on older gutters can loosen over time. This is exacerbated by a gutter that is full of debris and water, and it's much worse in the winter when ice adds weight in the gutter.
- Erosion of dirt or mulch may indicate overflow from a clog. Typically, a gutter will clog at the mouth of the downspout. If there's a clog here, you'll notice a depression or other signs of erosion at the base of the downspout. Many times, the homeowner will also notice moisture in their basement close to this problem area. Look for splashed dirt, mulch, or mud on the side of the house. If you spot erosion issues, ask about them!
- Any existing gutter guards are likely ineffective since the homeowner is seeking a better solution. If they have gutter protection already, find out what they like or dislike about what they have currently. This is very important! If you listen well, THEY WILL TELL YOU EXACTLY HOW TO SELL THEM AND WHAT THEY EXPECT!
- Twisted, warped, or improperly pitched gutters are easy to spot. If there is a swale or low point in the gutter, ask if they overflow at that spot. Explain how wood soaks up and absorbs moisture... if the fascia board gets wet, then the rafter tails get wet, then the roof decking gets wet, and so on.

Never forget to ask a customer how they clean their gutters now. By bringing it to the top of their mind, we are reinforcing and reminding them how unpleasant and dangerous it can be to keep gutters clean.

TIE DOWN – “I imagine that you see the benefit in making your gutters maintenance-free while protecting your largest investment? Would you agree that projects that protect us and our largest investment are best done sooner rather than later?”

STEP 3 - COMPANY STORY

In this step, we need to convey that LeafFilter is the only company for their job. We do this by establishing our company’s credentials, longevity, and satisfaction rating. We ultimately want to establish that we can be trusted and that we’re committed to their satisfaction. Remember to ask questions and listen to what the homeowner tells you.

“Have you ever hired a contractor to do work on your house and how did it go?”

If the customer’s prior experience with a contractor was bad, listen closely; they’re going to tell you exactly what NOT TO DO! Then, you can tailor your pitch to reassure the customer that that will not happen with us. If it was a good experience, you’ll still garner useful insight that can help you tailor your pitch.

The most effective sales reps don’t “pitch” a prospect; they have a conversation with them. This is because they understand the power of the most basic maxim in professional sales... If you tell a prospect something, they may or may not believe you. However, if you can get the prospect to tell YOU that same something, that becomes fact to the customer.

- Be sure to ask, “When you have work done on your home, what qualities or traits do you look for in a company that you’re going to hire?” Listen closely. The prospect is on the verge of telling you what they want... tailor your presentation accordingly.
- We have been in business since 2005
- Over the years we have grown into a \$2 billion company.
- Leaf Home now has over 175 locations, and we’re still growing!
- We are the exclusive LeafFilter manufacturer for the entire country and Canada, selling almost 40 million feet a year.
- We are not only a Better Business Bureau Member, but also a Gold Star Award winner (3 consecutive years in a row without a complaint)!
- The #1 rated gutter protection system according to Consumer Reports Magazine. – October 2010

- Featured on the “Today” show
- Building Products magazine “Top 100 Best New Products 2 years in a row”
- We are a member of leading industry organizations – NARI (National Association of the Remodeling Industry) and PRO (Professional Remodelers of Ohio)
- It is very important to set ourselves apart from the competition. We do this by doing things differently.

MOST HOME IMPROVEMENT PROJECTS FOLLOW A FAIRLY TYPICAL PATH:

1. GENERAL CONTRACTOR – You hire a company to do the work.



2. SUB-CONTRACTOR – Contractor hires someone to do the installation.



3. RETAIL/WHOLESALE OUTLET – Sells product to the contractor.



4. DISTRIBUTOR – Ships product from manufacturer to outlets.



5. MANUFACTURER – Makes the actual product.

The problem with doing business this way is that when the homeowner has a problem or service issue, they’re often unsure who to call to take care of it. Regardless of whom they choose to contact, the odds are high that blame will be placed on another party. Because so many different parties were involved, there is opportunity for them to place blame on a different party. Ultimately, there is a good chance that homeowners will get the run-around with nothing ever being addressed.

LeafFilter is different. As the exclusive LeafFilter distributor, you can be assured that it will be done right and, if not, we will service it until it is done right. Here's why:

At LeafFilter we do it all, every step of the way.

- We manufacture our product.
- We sell it.
- We install it.
- We service it.

TIE DOWN – Would you have any reservations at all about having LeafFilter do the work for you on your house?

STEP 4 - THE PRODUCT DEMO

This step must be done with enthusiasm and excitement. We're going to educate the prospect about gutter protection choices and why LeafFilter is the only logical choice.

Step 4 goals:

- Eliminate the competition
- Price conditioning
- Remove shop-around objections
- Establish LeafFilter as the only solution

Our focus in this step is going to be two major points that we want to drive home to the homeowner.

- ◆ You should never ever consider a product that installs underneath your shingles.
- ◆ If you are looking to keep debris out of your gutter, then be sure you choose a product that has NO openings, gaps, slots or louvers that will clog.

Frame the presentation as a conversation and talk with prospects about what other choices they have. It is important to control the conversation and systematically show and explain the other choices that are available. As you show each product and explain how it is installed, ask the customer what they think will happen with each one. Since we already know how many linear feet they have, we can inform them of how much each product would cost installed on their house. After that is done, tie the customer down with,

"Is this a product you would put on your house?"

After you go through all competing products, the prospect will likely tell you, "No, I wouldn't put that on my house." This is how you effectively eliminate the competition and remove the shop-around objection.

An effective transition statement into this step is, "So what do you know about gutter protection?"

It is most effective to start this step by introducing the most expensive products and working up to the cheapest ones.

Remember that your goal is to educate the prospect so they can make a good decision. Reinforce that to be a truly effective lifetime solution, the product must do three things:

1. Eliminate a gutter from clogging.
2. Reduce any type of maintenance.
3. Not disturb the roof or shingles in any fashion.

◆ If a product cannot do all of those things it is not a wise investment, it is a waste of money AND time!

SEEING IS BELIEVING: YOUR SECRET TO SUCCESS!

The most effective element of this step is the "Sink Demo." At this point, take LeafGuard and LeafFilter to the prospect's sink or faucet and run water through both products while placing debris on both.

The homeowner will see that debris gathers around the nose of the reverse curve system and water pours over the edge. At the same time, even covered in debris, the water will still go through LeafFilter's micromesh screen.

DISADVANTAGES AND AVERAGE PRICE PER FOOT BY GUTTER GUARD TYPE

HOME DEPOT DIY SCREENS. \$3-\$4/FOOT INSTALLED.



"Have you ever seen this?" Explain how that this product is clipped onto the lip of the gutter and tucked under shingles. Point out the size of the holes in the product and ask, "What do you think will happen with spinners and pine needles? Even though this would only cost a couple of hundred dollars is this something you would waste your money on?"

Price Conditioning –The purpose of price conditioning is two-fold. You are essentially shopping with the prospect. Point out the problems and pitfalls of each competing product, get the prospect to say that product isn't something they would consider, and then inform them of how much each solution would cost. To do this effectively, the prospect must trust and believe that you are indeed an expert. In order to price condition most effectively, take the linear foot total of their house and multiply by an average price per foot for each product. Don't just tell a prospect that it is four dollars a foot or twenty eight a foot – put the total cost into perspective for them.

At a house that needs 150 feet of gutter protection, you might say, "It would cost \$600 to put these Home Depot screens on your house. Would you pay \$600 for something that you know won't work?"

The other goal of price conditioning is to get the customer used to hearing prices in the thousands. Then, they won't be surprised by cost when we get to the close.

WATERFALL – This is a plastic louvered cap.



- Installs under the shingle.
- Fills with debris in a matter of weeks.
- Caves in under any amount of weight.
- Sells for \$6 to \$8 per foot.

LEAF RELIEF – This is a piece of rolled aluminum shaped like a flat tray, with holes punched through it.



- Sits down in the gutter so debris stays on top of it.
- Doesn't shed debris since it has no pitch.
- Isn't backed by a lifetime warranty.
- Sells for \$20 per foot.

GUTTER FOAM – A spongey polynylon product that gets stuffed into a gutter.



- Impedes the flow of water by reducing the volume of water a gutter can accept.
- Allows debris to gather on its flat and porous top.
- Provides only temporary protection and degrades quickly over time.
- Creates more maintenance and requires regular replacement.
- Sells for \$10 to \$12 per foot.

GUTTER BRUSH – A pipe cleaner-like product that sits under the spikes of a gutter.



- Allows debris to gather on the “fingers” of the product.
- Provides only minimal protection and degrades quickly over time.
- Creates more maintenance and requires regular replacement.
- Sells for \$10 to \$12 per foot.

REVERSE CURVE PRODUCTS – Refers to Gutter Helmet, Gutter Pro, GutterTopper, Gutter Genie, Gutter Shutter, Leaf Slugger, LeafX, and any other similar product.



- Installs under the shingles.
- Overflows during heavy rains.
- Allows all kinds of debris into gutters.
- Requires company maintenance to unclog.
- Attracts nest-building birds and insects.
- Adds no curb appeal.
- Sells for \$40 to \$60 per foot.

ONE-PIECE SYSTEMS – LeafGuard, K-Guard



- Installs under the shingles.
- Overflows during heavy rains.
- Allows all kinds of debris into gutters.
- Requires company maintenance to unclog.
- Attracts nest-building birds and insects.
- Requires full gutter replacement (the product is one solid piece rather than a topper or insert).
- Sells for \$60 to \$100 per foot.

LEAFFILTER PRODUCT INFORMATION

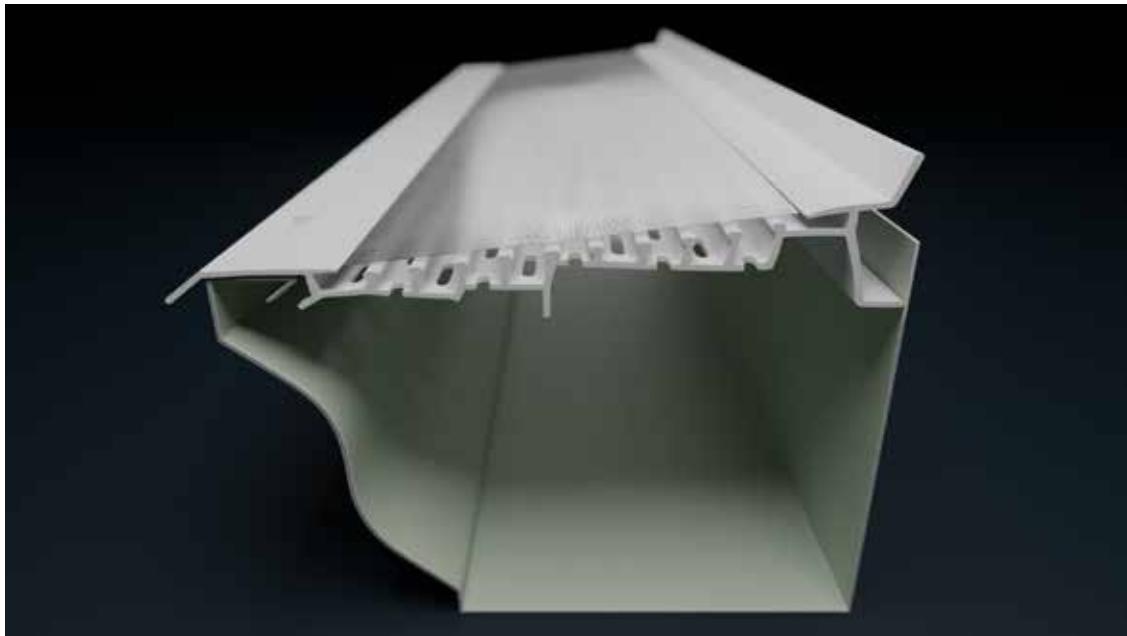
THE TWO BIGGEST BENEFITS OF LEAFFILTER GUTTER PROTECTION ARE:

- Does not disturb the roof or shingles.

LeafFilter uses the most effective debris-blocking and water-handling technology on the market. LeafFilter's surgical grade stainless steel screen won't rust or corrode, and it is positioned at the optimal angle to shed debris. It offers a unique approach to gutter protection that can't be found in competing brands with reverse-curve technology, perforations, or channels.

LeafFilter's stainless steel micromesh screen blocks particles as small as shingle grit, preventing it from entering and clogging a gutter system. Its distinguished scientific design uses surface tension and touchpoints to draw water directly into the gutter while keeping debris out.

Even with pine needles, oak tassels, or other debris on top of LeafFilter, water flows through and under debris. As it makes contact with the micromesh screen, water is drawn into the gutter and channeled away from the home... NOT cascading over a clogged gutter!



LEAFFILTER IS COMPOSED OF TWO PARTS:

- Durable PVC extruded base.
- Surgically engineered stainless steel microfilter.

LEAFFILTER'S BASE:

- Comes in a variety of colors to match customer's existing gutters.
- LeafFilter products come in widths from 4"-15"

LEAFFILTER'S MICROFILTER:

- Is manufactured of the same grade of stainless steel that is in a heart stent, fuel injector, or filterless coffee pot.
- Surgical grade stainless steel will never rust or corrode but, more importantly, nothing is able to permanently adhere to its surface.

LEAFFILTER INSTALLATION PROCEDURE

- LeafFilter can be installed onto existing aluminum gutters or LFN can install new gutters as well.
- Prior to installation, LFN will clean all gutters and downspouts.
- Gutters will be realigned if necessary to ensure proper drainage.
- Gutters will be reinforced with Hangtite brand aluminum hangers and screwed into fascia board with 1½" woodscrews.
- All seams and end caps will be sealed with 50 year silicone to ensure that gutters are leak-free.
- LeafFilter is then installed onto gutters with self-tapping sheet metal screws.



THE PRE-CLOSE

OVERVIEW

Your goal is to create the proper conditions to close the sale by “pre-closing on price and payment.” The presentation has brought the prospects to an impasse in their buying decision. At this point in your presentation, the question remains, “Can we afford it?” If the representative has performed these first steps properly, the remaining issue or final consideration would have to be the total cost.

The impression you want to instill in the prospects’ minds is that LeafFilter is the best product on the market today.

PRE CLOSE ON PRICE AND PAYMENT

Now, at this point in the presentation the objective is to clarify that only two factors remaining: price and terms.

- This installation is something you want to do, if not now... then sometime in the future, right John, right Mary?
- Because it is not a matter of if you will do this project, but when, let me show you how to save a lot of money by considering this now. (Do not hesitate.)
- If I can show you a way to save a lot of money and work out a price... or maybe even a payment that fits into your budget, then...
- Would there be any reason besides price or payment why you wouldn’t consider getting this project started while I’m here today.

SECONDARY PRE-CLOSE COMMITMENT

Unfortunately, you may get resistance to your request to do business today. Never leave the home without offering the prospect a price and attempting to close the sale. If you get stiff resistance, you may find it necessary to soften your request to purchase today if the price is right. The Secondary Pre-Close is effective with a difficult prospect that states, "I never make a decision in one day." Key Points in using the Secondary Pre-Close:

- John and Mary, we have spent a lot of time here today.
- Can you do me a personal favor?
- Can you just keep an open mind to a fair business proposition?



THE CLOSING SEQUENCE

ONE-LEGGER APPOINTMENTS (THOSE APPOINTMENTS WITH ONLY ONE HOMEOWNER PRESENT) ARE HANDLED DIFFERENTLY. FOR THESE TYPES OF SITUATIONS PLEASE REFER TO SECTION 7.

LET'S FOCUS ON THE MAJOR COMPONENTS OF THE CLOSE

- **LIST PRICE** - This is the retail price, the price the homeowner can get anytime.
 - o The Add, Subtract, Multiply, and Divide Technique – Used for Price Justification.
 - **THE COUPON INCENTIVE** - Offering a Price Reduction through a company promotion to motivate the prospect to purchase today.
 - **THE IMMEDIATE ORDER INCENTIVE** – Offering a small coupon incentive for the homeowner to place an immediate order with the rep.
 - o The LARIC Approach to Handling an Objection – Used to systematically funnel a prospect's objections to solely price.
 - **THE FLEXIBLE INSTALLATION DISCOUNT** – Offering a secondary discount conditional on the installation date and a decision today.
 - **THE INVOICE PRICE DISCOUNT** - Offering the lowest acceptable price to make a sale today.
 - **QUOTE THE LIST PRICE** – This is the price that is available to the prospect anytime.
-
1. Verbalize job description using the estimate sheet. Build value, be thorough about specifics (colors, size, and work-scope), and be sure prospect is comfortable with the terms of the project.
 2. Present price and payment options, clarifying payment first. "And believe it or not the whole thing comes to only thirty five hundred. When you do this would that be check, credit card, or would you take advantage of our financing?" And quote a payment of 2.15% of the price or \$35, whichever is greater.
 3. If the answer is check, cash, or credit card we need to ensure that the price is actually affordable to the prospect. "So, if this was something you were going to do today, is it something you could comfortably write a check for?"
 4. If the answer is financing then we need to ensure that the payment amount is indeed affordable. "So, if it were \$76 a month that would be comfortable for you?"
 5. We have the ability at this point to offer interest-free financing if we meet resistance to our offer of financing if the objection is paying interest.
 6. "What is your opinion of the price?"

3-TIER BUMP

1. Hoping – What were you hoping a project like this costs? “\$2,000” How did you come up with that?
2. Expecting – After seeing Bottom Line Secrets saying expect to spend \$3,500-\$6000, and the product and all the tune-up we do to your gutters, I’m sure you were expecting it to be a little more, maybe 20%-25% more, so that takes us to \$2,500 (head nod).
3. Most people – You’re not far off at all. Most people are expecting a project like this to come in at around \$3,000. So we’re not far apart.

JUSTIFY THE LIST PRICE BEFORE YOU OFFER A DISCOUNT! When you handle a price objection an effective technique is known as the add, subtract, multiply, and divide. This technique means:

1. **ADD UP THE BENEFITS OF QUALITY** – Using the LeafFilter sample review the key features and benefits.
2. **SUBTRACT THE DISAPPOINTMENT OF A CHEAPER PRODUCT** – While adding up the benefits, subtract what you would get if you purchase a cheaper priced, inferior gutter protection product.
3. **MULTIPLY THE INTANGIBLES OF OWNERSHIP** – What benefits would they receive from owning the product. Pride of ownership, peace of mind, convenience, safety, the warranty, the money back no-clog guarantee, etc.
4. **DIVIDE THE DIFFERENCE OVER TIME** – Use ‘reduce to the ridiculous’ for the difference between what it is and what they were hoping.

EXAMPLES OF PRICE JUSTIFICATION – Below is a conversation you should have with the prospect.

THE “ADD” PORTION: The goal here is to justify the price with the quality of the LeafFilter system.

“What did you like best about the LeafFilter?”

Let them tell you what they like and then use it for the remainder of this technique.

“A lot of our customers love the fact that we use surgical grade stainless steel. It will stand the test of time and ensure a lifetime of performance.”

"A lot of our customers love that we use virgin vinyl. They know that because of this the LeafFilter won't twist, warp, crack, or yellow. They know that it too will ensure a lifetime of performance."

"Our customers tell us how important it was to them that we cleaned, realigned, and sealed their gutters before we installed LeafFilter. Our process provides them with peace of mind. In a nutshell, they saw a lot of value in knowing that their gutters were going to function better than brand new ones."

SUMMARY STATEMENT TO ADD:

- "As a company, we are dedicated to providing the highest quality product for our customers, and I'm glad you feel that it's the right choice for your home."

THE SUBTRACT PORTION: The goal here is to "subtract the quality of the LeafFilter system and show how making a decision for a lesser priced/quality product would be a disappointment."

"There are ways that we could make this cheaper...."

"Instead of using surgical grade stainless steel we could have used something like a nylon window screen. Now keep in mind that stuff would stick to it, it would rip and tear and certainly wouldn't stand the test of time. You would consider that to be a temporary solution, right?"

"It certainly would be a lot cheaper for us to make the body of the LeafFilter out of plastic. But, that would likely twist, warp, and discolor over time. I'm sure you see that this solution wouldn't add value to your home, right?"

"Our crews are experts in that this is all they do... all day, every day! It would certainly be a lot cheaper for us if we just put LeafFilter on your gutters without cleaning, re-aligning, or sealing your gutters. It would certainly be a lot cheaper if we didn't reinforce your gutters with our hidden hanger system. However, they would probably drip and leak, twist, and pull away. Isn't your goal to find a lifetime solution for your gutters?"

"Most people aren't willing to eliminate these benefits to save a few dollars... What about you?"

SUMMARY STATEMENT TO “SUBTRACT”:

- “You see, we could remove all the things you love about the LeafFilter system to get you a cheaper price, but you would have to settle for a far inferior product, which I’m sure you don’t want to do.”

THE MULTIPLY PORTION: Multiply the intangible benefits of ownership...

“There’s a lot of benefits with our LeafFilter system that I am sure you would agree with me are tough to put a price tag on.”

“First of all, your gutter protection system warranty is backed by the largest gutter protection company in the country; would that give you peace of mind?”

“Let me show you how LeafFilter puts your satisfaction first. This is our Customer Satisfaction Certificate. The installer will go over this with you once your LeafFilter is installed. Your installer will show you all they did, and you can inspect and make sure that not only is everything done, but that they cleaned up, as well. When you’re completely happy with the crew, the work and the cleanup, you will sign the certificate. Then you pay us. Knowing that we do all that without taking a dime from you, let me ask.... what risk is it to do business with LeafFilter?”

SUMMARY STATEMENT TO MULTIPLY:

- “LeafFilter will continue to exceed your expectations year after year, protecting your gutters from clogging and protecting your whole-home from the threat of costly water damage.”

The Divide Portion –This is used to break down the difference between what they were hoping the price would be and what the Retail price is.

“They say cheap things aren’t good and good things aren’t cheap. Let me ask you, how much were you hoping this was going to cost?”

Whatever number they give you subtract it from the retail price of their installation. Then divide this number over the next ten years and divide that number over 365 days in the year. For example if the retail price is \$3800 and they were hoping it was going to be \$2000 the math would be:

- $\$3800 - \$2000 = \$1800$ /10 years = \$180
- $180/365$ days = \$.49/Day

SUMMARY STATEMENT TO DIVIDE:

- “So I don’t think you’re saying it’s not worth the extra 50 cents a day, it’s just a little more than you were hoping to spend... isn’t that what you’re really saying?”

- **JUSTIFICATION OF DISCOUNTS** – It’s not the size of the discount that motivates the homeowner to buy, but rather the justification of the discount. In other words, they must truly believe that you’re offering something special, and that it’s truly a now or never situation. If not well justified, then there’s no reason for the homeowner to make the decision now.

THE COUPON DISCOUNT - Offering a Price Reduction through a company promotion to move the prospect closer to purchasing. We offer a 15% discount here.

THE IMMEDIATE ORDER INCENTIVE - Offering a small discount to incentivize the prospect to move forward (typically \$250 off) and place an immediate order.

- This will be your first attempt to “close” the sale. Before you offer the Factory Discount, you must justify the discount before you drop the price. Without rationalizing the discount, dropping the price has little urgency and will not motivate the prospect to purchase today.
- So now the scenario is: You have quoted retail price, you have justified the retail price (through the add, subtract, multiply and divide) and the prospect’s objection remains, “that’s a lot of money.”

THE KEY POINTS THAT CREATE A REASON TO ASK FOR THE ORDER TODAY:

- First, justify your reason and discuss your urgency for orders before you offer a discount.
- Second, establish the Price and when it’s available (anytime) to create customer urgency.
- Finally, explain the discount and factory direct price available today and ask for the order!

"As you've told me earlier, this is an installation that you definitely want done... if not now, then certainly sometime in the future, right?"

"I'd love to have your business, and I'm willing to offer you some HUGE incentives to working with me while I'm here today."

"Our production manager has looked over the schedule for the next several weeks and he has seen a need for immediate orders. So, for anyone that is in a position to move their timeframe up from when they wanted to do this, to placing an immediate order we can offer you a significant savings...."

"Remember, the (quote the retail price as a dollar amount...ex: \$5585) is good anytime. But based on our need for immediate orders, I can do the whole thing today, for only \$4497!"

NOW YOU NEED TO ASK FOR THE ORDER:

"Based on a savings of \$1088 on something you need to get done, wouldn't you agree that now is the best time to go ahead and get this started?"

DISCUSSION BETWEEN DISCOUNTS

- There is a chance that the prospect will not say yes after the Factory Discount has been offered. This is normal buyer's resistance. Prospects will stall making decisions; this is natural and we have a systematic approach to breaking down this buyer's resistance.
- The key strategy to handling the objection from the prospect is to question down the prospect, and funnel the objection, regardless of what it is, into a price objection.
- Prospects typically don't like to be asked to buy something, but may feel uncomfortable saying no. In this case, they will likely offer up an excuse to explain their reluctance.
- To turn the prospect's excuse for not purchasing in a more legitimate reason, we need to systematically funnel their reluctance into just being about the PRICE.

HOW TO HANDLE OBJECTIONS

Below is a systematic approach to overcoming objections. Two of the most frequently missed questions by sales reps are:

1. In response to “it’s too much money,” we should always say, “Keep in mind that this investment adds value to your home and comes with a transferable lifetime warranty. How much were you hoping it would be, again?”
2. In response to “we need to think about it,” we should always say, “Great, how long do you need?” Let the prospect answer and then follow up with, “Why a couple days?” This will lead to the real objection.

OVERCOME OBJECTIONS

L A R I C

Listen

- For specific objections to purchasing
- For insight on how to close the deal
- For useful information about the values they look for in a company and product

Acknowledge

- Show empathy in your interactions
- Make the homeowner aware that you’re listening to them

Restate

- Gather information and strive to learn their real objections
- Reframe objections so that LeafFilter feels like the only solution for their home

Isolate

- Funnel any reluctance into just being about the PRICE and cater your pitch from there. “To make sure I understand correctly, the price is the only reason you’re not sure about moving forward today?”

Close

- Use rebuttals to overcome objections
- Lean on the previous steps to appeal to the homeowner’s needs

The Flexible Installation Discount

- The next discount should be the “Flexible Installation” discount.
 - This discount should be between 20-25% off of Retail Pricing
 - “There might be something else I could do to save you some money but we would have to agree on some conditions.”
 - “If it meant saving some more money could we install your project anytime in the next 3-4 weeks. In other words, as soon as tomorrow or as late as four weeks from now?”
 - “Could we install on a Saturday?”
 - “Could we install on just a 24 hour notice?”
- We are getting the customer accustomed to saying yes while at the same time justifying the discount. Draw out a weekly schedule showing how we install so many jobs a week and that we never have to reschedule a customer. “Usually, we’re not given a lot of notice when a customer needs to reschedule, so then we are stuck with a crew not working. So under these terms, your LeafFilter will be installed based on available crews.”
 - If you agree to these conditions, what I will do is back-charge a portion of the labor bill back to the installation department saving you some money. But you have got to promise to be flexible with me.
 - Now, what I am about to show you is far less than I sell LeafFilter for every day.

SO BEFORE I SHOW YOU I AM GOING TO ASK YOU FOR A PERSONAL FAVOR. IF WHAT I SHOW YOU LOOKS GOOD TELL ME YES AND WE’LL GET IT DONE, IF NOT TELL ME NO, I CAN TAKE A NO AS GRACIOUSLY AS I CAN TAKE A YES. BUT CAN YOU AT LEAST LET ME KNOW WHERE YOU STAND ON MY PROPOSITION WHILE I AM HERE TODAY?

The previously highlighted section is crucial and must be used every single time, no matter what. Without it, you are liable to get a noncommittal.

The strategy is to get the customer to agree to a yes or no while you are there, thus eliminating the “we’ll think about it” or “we’ll let you know” response. Whatever their response is, thank them for the decision.

- If the answer was no, then begin to warm down and put your stuff away as if you are conceding defeat. This will lower the prospect's defenses and allow them to feel as if they have won.
- At some point bring it back to the gutter project. "I have a long drive home and it is going to really drive me nuts why you folks weren't able to take advantage of what I had to offer while I was here today. Just to clarify my own thinking, what was the real reason you decided to pass?" Then be quiet. It will almost always be the money. Once this is established, presto, you are right back into the close. Dig a little bit, question down and ensure that is the money.

THE INVOICE DISCOUNT – Offering the lowest acceptable price in order to make the sale today.

This discount should be \$100 over our Par Price. Par = Retail Price – 35% + The Admin Fee.

This discount is one last attempt to get the prospect to make a decision today. Your prospect may give you different "reasons" for delaying the buying decision. DON'T BE FOOLED BY THIS TACTIC! "I need to think about it," "we don't make a decision in one day," or "we need to talk to so and so" are their methods to avoid making a decision.

However, it is important to realize that there COULD be another possibility:

- You, as a sales person, did not convince the prospect of the value of the project and you are asking more than they feel it may be worth.
- The customer truly may not be able to afford the price you offered.

In order to eliminate both of these scenarios we need to give the prospect one last chance to buy at Invoice Pricing.

"Well, John and Mary, let me ask you, do you know what a factory invoice is?"

"Right, it's actually what it costs us to generate an appointment, make the materials, and pay everyone involved in a sale."

"Well I have a factory invoice on your project. I never offer it because it's ridiculous."

"If you could get a project done at-cost, especially one that you know you need to get done sooner rather than later, it would be an incredibly wise investment."

"Well, here's the invoice price (as you show it to them on a calculator) what do you say? Do you want to get it done?"

COMMON OBJECTIONS AND REBUTTALS

1. WE WANT TO THINK ABOUT IT.

This is always just a stall tactic. Most customers are leery of buying something right away and may need more information or incentive to rationalize or justify a purchase.

"You need to think about it? Great! How long do you need?" they will always give a timeframe of a couple days to several weeks.

"That soon? Why a couple of days?" Now really listen to what they say; if you are lucky they may divulge why they need the time.

If they don't reveal their reluctance, follow up with, "If you don't mind me asking, what phase of the transaction do you feel

you need to give more consideration to? Is it whether or not you want to make your gutters more maintenance-free? Earlier you told me you want a company like mine to do the work, that hasn't changed, has it? When we were discussing gutter protection, you said you didn't want any of the other products available. In fact, you said LeafFilter was the only one you would put on your house, right? I haven't offended you any way have I? Well if you don't need to think about any of those things ,the only thing you could have left to think about is the price, is that it? Is it just the money?"

2. WE WANT TO SHOP AROUND OR YOU ARE THE FIRST WE HAVE SEEN.

We can't physically stop someone from shopping, so we must systematically walk them through the shopping process so that in their minds, you have offered them everything they could ask for in a company and gutter protection and that the decision just comes down to price.

SEQUENCE – “I can appreciate that! There are a lot of things to consider when purchasing gutter protection. You aren’t just saying that to get rid of me are you? Okay, great. So if you don’t mind me asking, who are you going to call? (Let them answer. We want them to genuinely consider this.) As you are out there shopping, what exactly are you going to be looking for in gutter protection? Something that doesn’t interfere with the roof? Something that won’t allow anything into the gutters?” If you have done a good product demo and a good add, subtract, multiply, and divide, you should be able to easily narrow their search again to LeafFilter. “If you’re like most of my customers, and I think that you are, it’s not that you are looking for a better company or better gutter protection, it’s just that you want to make sure that you are getting the best price. So if you could find a product just like mine with a company just like mine, for a lower price, it would be a no-brainer right? Great!”

3. ALTERNATIVE TO SHOP AROUND

“We want to shop around; you are the first gutter guy we have seen”

SEQUENCE- “I understand how you feel. There are a lot of things to consider when you’re buying gutter protection... a lot more than you thought before I explained about gutter protection right? That’s usually the case, but there are a few more things about gutter protection that you still don’t know.”

“You see, shopping for gutter protection isn’t like shopping for cars, TVs, or refrigerators. Let’s consider a TV, for example. You pick out a model you like and you check two or three places for the exact model and whoever has the cheapest price is who you’re going to buy your TV from. You know that the cheapest model was made at the same place under the same conditions as the same model that was more expensive at the other store right? And that’s the way that most retail purchases work. But gutter protection is completely different.”

“To put it simply, you can’t shop around for LeafFilter! Let me explain why. Remember when I showed you how most home improvement projects work? And how LeafFilter is different because we handle the whole process ourselves? You said you definitely liked the LeafFilter and that was what you wanted on your house. We are the exclusive dealer, so you can’t get the LeafFilter anywhere else.”

“Now, let’s assume you did find a product you liked (although we all know you won’t.) You will hire a contractor, who will buy it from a distributor who bought it from the manufacturer and who will then pay a sub-contractor to put it in. All that is fine until there is a problem and you need service. Then who are you going to call? Again there is a good chance that you are going to get left holding the bag. Is it worth that risk just to save a couple bucks?”

“Let me remind you again that here at LeafFilter we handle every step of your installation. Our lifetime transferable warranty and clog-free guarantee ensures a lifetime of peace of mind. No one else has that, and I know that’s important to you.”

"So to sum it all up doesn't it make sense to go with a sure thing, a product that doesn't interfere with your roof, one that will not let even a grain of sand into your gutter and backed by a company you know you can trust? So can we go ahead and give it a try?"

4. ALTERNATIVE "THINK ABOUT IT" REBUTTAL

"That's great Mr. Jones! I'm glad that you do want to think about it, because obviously you would not waste your time thinking about my offer if you were not interested. I assume you want to think about it to reduce your chances of making a mistake, whether you say yes or no. Is that correct, Mr. Jones? Would you agree that the length of time that you think about something is not the important point? If I'm reading you right, and I think that I am, your prime objective is to be as certain as possible that you make the right decision, regardless of whether you think about it for two minutes or two days. The right decision for YOU is what you want, isn't it Mr. Jones?"

"Business people and efficiency experts agree that the best time to make accurate decisions is when you have the necessary facts in front of you. This way your mind is aimed at making the best decision for you based on factual information which is fresh in your mind. Forgotten facts or confused information almost always lead to a bad decision. With this in mind, could we think together for a minute to make sure we arrive at the right decision, which is what you want, isn't it, Mr. Jones?"

Now question down the prospect turning the objection to price.

5. We never make snap decisions

This is another common stall tactic. More often than not, the hidden objection is price. We need to uncover and overcome this. For example, every prospect would buy LeafFilter for their home for just ten dollars if given the opportunity... even the ones that say they never make snap decisions! It's not that they don't make snap decisions, it's just that we haven't given them enough information or reasons to make the decision.

"Mr. and Mrs. Jones, business people and decision making experts agree that the best time to make a decision like this is when all the facts and figures are right at your fingertips while your mind isn't clouded by the other issues of the day."

"When we've gone back and asked our customers that needed to think about it, they've told us that the decision came down to just four things:"

1. Do you need it? (Confirm that they do)
2. Do you like it? (Confirm that they like it)
3. Can you afford it? (Confirm that they can afford it)

4. Can you save money by doing it now? (Assure them that they are)

"They say that if you can say yes to all of these questions, then you've made a good decision. So, all indications are that this would be a good decision for you. So can we go ahead and give it a try?"

6. WE'VE HAD A LOWER PRICE.

"That's fine Mr. Jones; there's always someone out there that sells a cheaper product. You always get what you pay for, and cheap is never good and good is never cheap. Consider this – LeafFilter has been an industry leader since 2005. You get a lifetime warranty, a company that stands behind their product, and nothing but water in your gutter. Don't you think that what I have to offer is truly the better investment?"

CUSTOMER RESPONSE: STILL WANT TO WAIT...

OPTION CLOSE

Rep: I can understand; however, there are really only three options facing you at this time and these options don't change, regardless of when you decide to proceed... whether it's now, 1 month from now or one year from now.

The first option is to DO NOTHING... however, you mentioned earlier that you need to do something to improve your current situation, so leaving things the way they are really isn't an option. So let's dismiss that, right?

CUSTOMER RESPONSE: "OK"

Well your second option is to "roll the dice" and use a CHEAP company, with CHEAP materials, CHEAP installers, CHEAP warranty and CHEAP service, for a CHEAP price. However, you've convinced me that you want to do this improvement just once and not over and over. I'm sure you know by now that good things are seldom cheap, and cheap things are seldom good. You get what you pay for, right? Realistically, you can't pay a little and get a lot. It's for this reason that our customers don't even consider devaluing their home with something cheap.

Now, the THIRD OPTION is by far the wisest. Select the #1 gutter protection company in North America and get state-of-the-art high-quality gutter guards that are backed by a warranty and service program to protect your investment. The worst thing that could happen is you get the product you want and increased value in your home. What do you say we get this paperwork out of the way and get this work scheduled for you?

CUSTOMER RESPONSE: WE ALWAYS GET THREE PRICES...

PRICE SHOPPER CLOSE

REP: I can appreciate how you feel, however there are only three results that could happen when collecting prices from contractors listed in the yellow pages...

The first thing that could happen is that you receive a higher price. If you received a higher price, is it safe to say you would call me back to have us do the work for you?

CUSTOMER RESPONSE: "Yes..."

REP: Great! The second thing that could happen is that you receive an EQUAL price. Is it also safe for me to say that if you received an EQUAL price, you would still call me back and have us do the work?

CUSTOMER RESPONSE: "Yes..."

REP: So, in two of the three possibilities, you want LeafFilter to do the work for you, right?

CUSTOMER RESPONSE: "Yes..."

REP: Well, the third thing that could happen is that you receive a CHEAP price, however considering that CHEAP things are seldom good and good things are seldom CHEAP, it's probably safe for me to say that you're not looking for something CHEAP, am I right?

CUSTOMER RESPONSE: "That's right..."

REP: You're an intelligent consumer; you know that you get what you pay for. Correct me if I'm wrong, I think you're saying that you want the best VALUE for your dollar, not necessarily the CHEAPEST price, is that fair to say?

CUSTOMER RESPONSE: "Yes..."

REP: Considering that more families like yours have selected us for their gutter protection needs over anyone else and would make that same decision all over again, wouldn't it stand to reason that they purchased because LeafFilter delivered the best VALUE?

CUSTOMER RESPONSE: "I guess so..."

REP: Isn't it better to spend a little more than you expected to in order to receive the best, as compared to spending what you wanted to and end up with an inferior company using sub-standard products and service?

CUSTOMER RESPONSE: "Yes..."

REP: What do you say we get the paperwork out of the way and you can join LeafFilter as a satisfied customer? All I need is your approval right here. You'll love your new gutters. (Extend your handshake)

CUSTOMER RESPONSE: "TOO MUCH MONEY..."

TRADING MONEY CLOSE

REP: I understand how you feel, however if you give us, let's say, \$4,000 and they give you back \$4,500 or more in added value to your home, it would be a great thing to do, right?

CUSTOMER RESPONSE: "Yes..."

REP: Well, that's exactly what you're getting here. Every real estate expert agrees that you increase the value of your home dollar for dollar of what you put into your roof.

If LeafFilter can put me in the position where I can:

- 1) Put a comfortable amount down with the order;
- 2) Review the price protection guarantee.
- 3) Get dollar for dollar in added value to my home and;
- 4) Enjoy a risk-free, satisfaction guaranteed experience with LEAFFILTER; it makes all the sense in the world to do, right?

CUSTOMER RESPONSE: "Yes..."

REP: How's your credit by the way, there are no problems, right?

CUSTOMER RESPONSE: "No problem..."

REP: Great, let's fill this out?

CUSTOMER RESPONSE: "WE'RE GOING TO BE MOVING SOON..."

WE'RE MOVING – HOUSE A/B CLOSE

REP: I understand, I only hope that you can appreciate that this is an investment. It is not like a car that depreciates over time, it appreciates the value of your home immediately. I guess what you're saying is that if you felt confident that this improvement was an investment that will make you money and was affordable, you would have been more positive about moving forward, right?

CUSTOMER RESPONSE: "Sure..."

REP: Well, for just a moment, try to think back to when you were looking to purchase this home. Real estate experts say that most folks see between 5 and 10 listings before actually buying a property. Is that about how many you looked at before buying this house?

CUSTOMER RESPONSE: "Yes..."

REP: For conversation sake, assume for a minute that you are considering two homes on this street, both identical, however with one exception. (Draw two triangles on the back of your pricing form)

REP: One home has an updated roof and gutter protection and the other one looks like the gutters you have right now. Let's call the home with the gutter protection A, (write a letter "A" in the middle of the first triangle) and the other home, house B (write the letter "B" in the middle of the second triangle). Appropriately, what is the value of your home at this time 1, 2, or \$300,000?

CUSTOMER RESPONSE: "\$200,000..."

REP: Great, let's assume then that house B is on the market for \$200,000 (write \$200,000 in the middle of the triangle marked "B") and house A is selling for \$205,000, which includes the cost of the needed gutter protection at the manufacturer's suggested retail price. (Write \$205,000 in the middle of the triangle marked "A")

REP: Since a home buyer would amortize the cost of the gutter protection over a 30 year mortgage, the difference on the monthly installment from house A compared to house B is only approximately \$25 a month. (Rule of thumb: \$50 mo. per \$10,000 financed over 30 years). Considering that house A has updated gutter protection and only costs approximately \$25 a month more to own, which home would you buy if you had to do it all over again?

CUSTOMER RESPONSE: "House A..."

REP: So it's fair to say then that you feel this improvement is a good value and it really boils down to how to fit this into your budget, right?

CUSTOMER RESPONSE: "Yes..."

REP: Well let's get the work scheduled. Which one of these plans works best for you?

CUSTOMER RESPONSE: "WE NEED SOME TIME TO DISCUSS IT ALONE..."

LOST SALE CLOSE

REP: I understand how you feel, this is an investment and like all our customers, I know you'd like to have an opportunity to discuss it alone together, right?

CUSTOMER RESPONSE: "We always talk things over..."

REP: I'll take some of these samples out to my car and you take some time alone to talk it over. I can take a "no" just as graciously as a "yes." We've spent a lot of time together and I want you to consider that I will personally follow through in every possible way to assure your complete satisfaction with this improvement. Talk it over and I'll be back in 10 minutes. Like I mentioned before, what's the worst thing that could happen? You get the protection you need and want for your home.

Pack up, but leave one sample to come back for. Wait 5 to 10 minutes outside by your car. Go back in and say:

REP: Well, are we going to take care of that roof problem and add you to our family of satisfied customers?

CUSTOMER RESPONSE: "Yes, go ahead and write it up..."

"THE ECONOMY IS BAD; WE'LL JUST HAVE TO WAIT."

We're not talking about taking on a new obligation. We're talking about an investment in your home that is worth more than you are paying. The time to protect yourself from future slow time is now, as long as we can fit it into your budget.

"WE LIVE ON A FIXED INCOME."

Don't believe that everyone who lives on a fixed income doesn't have any money tucked away. Most people don't go through life without saving some money for emergencies and priorities. Sell comfort and security. Fixed incomes are most vulnerable to rising costs. Tell them that this investment protects them from inflation and rising prices.

"WANTS TO COME TO OFFICE TO SAVE US SECOND TRIP."

I really appreciate your offer. This tells me you must be very serious about making this investment, and I would like to have you come by our office. However, we are not allowed to make an exception for anyone, because it wouldn't be fair to those who do order while I'm here and it wouldn't be a true offer. What is the worst thing that could happen if you bought today?

"I WANT TO PAY CASH."

I can understand that. May I suggest that many of my customers use our flexible budget plan and leave their cash in the bank for emergencies? Most all of our customers feel that they might as well use someone else's money instead of their own... There are no pre-payment penalties, and you can pay off whenever you want to. Which one of these works best for you?

"I WANT TO TALK TO MY (SON, DAUGHTER, NEIGHBOR, ETC.)"

If they told you to do it with us, would you do it? If they told you don't do it, would you not do it? Are you prepared to hold them responsible if they tell you to use someone else and it turns out a disaster? Why risk your home and your relationship? Most families I meet with feel that the risk is not worth the gain. They would want this to be a pleasurable experience for you, right?

"WE HAVE OTHER PRIORITIES."

I'm sure you do. I know I do! However, let's look at those priorities. Most people's biggest priority is their home, their greatest investment. Then there are the other expenses, too, like the car... We all need a car, but their expenses add up quick. Then you might have credit cards, vacation, clothes... But how many of those things are investments? Only your home. What better investment is there than PROTECTING YOUR HOME? That's why most of our customers use our budget plan; they can invest in their home while focusing on other priorities, too. Which one of these would work best for you?

"TOO MUCH MONEY."

I'm not here to add an obligation to you. I'm here to give you a chance to do something about the obligation you already have. When you bought your home 20 years ago, didn't you purchase it with the intent of increasing its value and enhancing your enjoyment? Well doesn't this improvement give you both of those and doesn't it coincide with the same decision you made 20 years ago?



ONE-LEgger APPOINTMENTS

These types of appointments are different and need to be handled as such. A one-leg appointment refers to a lead where only one homeowner is present. Sometimes that homeowner does have the capability of making the decision without speaking to the other person. Sometimes that homeowner will use that fact to put off the decision. In this case, we need an alternative strategy to trying to sell that prospect.

The standard steps of the presentation remain the same. We still need to warm up, do a great presentation, eliminate the competition, and price condition. You'll find out whether they will be able to make the decision without the other homeowner present when you get to the pre-close. If the homeowner gives an objection after your pre-close attempt, then you should roll into a secondary attempt.

There are two effective ways of dealing with a one-leg.

1. When initially showing the Retail Price, Do not inflate it, show the actual retail pricing for the job. This allows us to give a discount down to the par price without losing our credibility. After the first price is shown, you should still do an add, subtract, multiply and divide. When you ask the homeowner what they think, they will almost always say, "Looks good, I just have to talk to my spouse."

Now you should attempt two things. The first is focus on what they would do if it was just up to them. The second is to find out when the other homeowner will be home and how soon they can talk about it. You may have to lead them down this path:

"So Mr. Jones let me ask you, what time does your wife get home?"

"When she gets back, I trust you will tell her that I was here and what we talked about?"

"So you will tell her that in your opinion this is by far the best product available even though it is priced within the average of the industry?"

Now is the time to set up the close. First, tell the homeowner that you have a way to save them a considerable amount of money.

Tell them about the commercial pricing, and ask that they let us know their decision by 9 a.m. tomorrow. This is when we must have the product for the commercial job ordered.

Fill out and leave behind a contract (without the homeowner signing it) so that their spouse can see it and understand exactly what we're proposing. Leave the prospect a folder with a one-leg brochure, the contract, and a business card.

THE PRICE YOU THEN OFFER THE HOMEOWNER SHOULD BE \$100 OVER PAR***

Then make sure you follow up with the homeowner before the time you gave them.

2. Another way to attempt to close the sale is to just work the lead. Get email addresses and cell phone numbers. Then follow up until the lead is dead. Stop by and visit with the other homeowner when possible.



CHECKLIST FOR SELLING LEAFFILTER

CHECKLIST FOR SELLING LEAFFILTER –This is a list of what all closers should ask themselves following a demo no-sale.

1. Show up on time_____
2. Great warm-up_____
3. Get homeowner outside for inspection_____
4. Commitment on need to get something done sooner rather later_____
5. Commitment that we are the company they want to use_____
6. Did we show Consumer Reports Page_____
7. Price condition every competitor product_____
8. Did we get the homeowner to eliminate every other product_____
9. Did we get a commitment that LeafFilter is the only solution_____
10. Did we pre-close_____
11. Did we do an + - x /_____
12. Did we offer immediate order discount_____
13. Did we offer a flexible installation discount_____
14. Did we do a phone call to the mgr._____
15. Did we offer a partial_____
16. Were both homeowners present_____
17. Did we offer financing_____



FORMS AND PAPERWORK

As a LeafFilter Sales Representative, you will be required to fill out a variety of paperwork. It is a minimal amount, however it is imperative that this is filled out as completely and properly as possible. This discussion will cover those forms.

CONTRACTS

- Contracts are not only intended to protect the consumer; they are designed to protect the corporation as well.
- Must include the customer name, address, and home and cell phone numbers.
- Must be specific regarding colors and sizes.
- Must be specific regarding scope of work. If we are doing the detached garage the contract must state that we are doing the detached garage. If not doing detached garage the contract must state, not doing detached garage.
- If replacing gutters specify size and color.
- If job is a partial job (not doing all gutters of house) specify which gutters we are doing and which ones we are not doing. LeafFilter to install the LeafFilter gutter protection system, white in color to all 2nd story gutters. LeafFilter not to do any work to 1st story gutters at this time.
- Contract must state that price includes all available discounts and coupons.
- In section A (Contract Price and Terms) we must be as specific as possible. If customer is paying by check or cash write Check/Cash Upon Completion.
- We take accept all major Credit Cards. The sales rep must get the card type, card number, expiration date & CVV while in the house.
- If job is to be a finance job we must put down the terms being sure to include the plan #.
- Include date, sales rep signature and customer's signature.

The image below shows how you should write the body of the contract. This example shows a job where we are covering all of their existing gutters.

LeafFilter™ North of New York, LLC.

- o 400 Oser Ave., Suite 200 Hauppauge, New York 11788
- o 2144 Brighton-Henrietta Town Line Rd.,
Suite 375 Henrietta, New York 14623
- o 12 Petra Ln., Suite 2, Albany, NY 12205
- o 4910 Camp Road, Suite 550, Hamburg, NY 14075
- o 614 Corporate Way, Valley Cottage, NY 10989

Main 1-800-290-6106

Customer Service 1-800-749-4566

Putnam County Registration: PC6475 Westchester County- WC-29998-H17

www.LeafFilter.com

THIS AGREEMENT, made and entered into between Marcia and Richard Parry, (OWNER) andLeafFilter™ North of NY, LLC. (CONTRACTOR), who agrees to furnish all labor and materials necessary to perform the work hereinafter on the premises of the Owner located at 39 Webb Lane, in the city of Highland Falls,State of NY Zip Code 10928 PH# 845-446-5639 H ALT.PH# 845-313-1734 MarciaEmail Address: Rdparry5@gmail.comCompletely clean out existing gutters and downspouts and seal them w/ 50 yr. sealant.Repair any damaged gutters or downspouts if necessary, replace front section of dark bronze gutter or downspout.Re-align gutters if necessary and install hidden brackets for reinforcementInstall 6 inch Clay Leaf Filter on entire house w/ 2 3x4 dark bronze downspout extensions on rear.Lifetime transferable warranty and manufacturer money back no clg guarantee.No taxes, all insurance, all clean up, and all available discounts. No extensions on front. MRP**PAYMENT TERMS:**

In consideration of the labor, material and repair, if any, furnished by said Contractor, the Owner agrees to pay to the Contractor:

A. Contract Price, including tax \$ 10,467.00Approx. Start & Completion Date: 3/23 8-12 am/noon est/standardDown Payment \$ 1,000.002009 (last 4-digits CC) SID # #4635944Unpaid Balance \$ 9,467.00N A (6-digit Auth) Plan # NAFor electronic payment of credit card, or financing, unpaid balance will be processed upon installation MRP (Owner Initial)Other Pay Terms: #9467.00 AMEX @ completion

- B. It is hereby understood and agreed that the unpaid balance of cash price or the bank composition certificate must be paid to the Seller's installer at the time the work is completed.
- C. If full price for all contract work is not to be paid in cash, then this contract is subject to financing approval.
- D. Installation is subject to production scheduling, weather conditions and related factors. The Contractor shall furnish materials for the work and complete the work to be done in a substantial and professional manner. All workmanship is guaranteed for one (1) calendar year. Service calls after one (1) year shall be subject to a service charge.
- E. You, the buyer, may cancel this Agreement of purchase by mailing a written notice to the seller post-marked not later than the third business day after the date this Agreement was signed. It is agreed that if the Owner cancels this contract AFTER THREE (3) DAYS from date of acceptance and before commencement of work, through no fault of the Contractor, the Owner agrees to pay 25% of the contract price or the cost of the materials purchased by the Contractor to the date of cancellation, whichever is greater.

IN WITNESS WHEREOF, the Owner and Contractor have caused these presents to be signed this:

Month Mar, Day 22, Year 20 22Cub M
Sales Representative

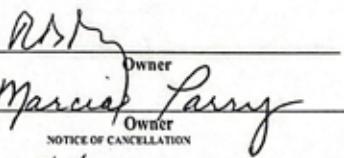
NOTICE OF CANCELLATION

Enter Date of Transaction:
Date: 3/22/22

You may cancel this transaction, without any penalty or obligation, within three business days from the above date. If you cancel, any property tendered in, any payments made by you under the contract or sale, and any non-refundable amounts received by you will be returned within ten business days following receipt by the seller of your cancellation notice, and any security interest arising out of the transaction will be cancelled. If you cancel, you must make available to the seller at your residence, in substantially as good condition as when received, any goods delivered to you under this contract or sale; or you may, if you wish, comply with instructions of the seller regarding the return shipment of the goods at the seller's expense and risk. If you make the goods available to the seller and the seller does not pick them up within twenty days of the date of cancellation, you may retain or dispose of the goods in further obligations. If you fail to make the goods available to the seller, or if you agree to return the goods to the seller in full, then you remain liable for the performance of all obligations under the contract. To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram, to LeafFilter North, Inc., at 1595 Georgetown Rd., Ste. G, Hudson, Ohio 44236.

not later than midnight of 3/25/22 (Date)

I hereby cancel this transaction.



Owner
Marcia Parry
NOTICE OF CANCELLATION
Enter Date of Transaction:
Date: 3/24/22

You may cancel this transaction, without any penalty or obligation, within three business days from the above date. If you cancel, any property tendered in, any payments made by you under the contract or sale, and any non-refundable amounts received by you will be returned within ten business days following receipt by the seller of your cancellation notice, and any security interest arising out of the transaction will be cancelled. If you cancel, you must make available to the seller at your residence, in substantially as good condition as when received, any goods delivered to you under this contract or sale; or you may, if you wish, comply with instructions of the seller regarding the return shipment of the goods at the seller's expense and risk. If you make the goods available to the seller and the seller does not pick them up within twenty days of the date of cancellation, you may retain or dispose of the goods in further obligations. If you fail to make the goods available to the seller, or if you agree to return the goods to the seller in full, then you remain liable for the performance of all obligations under the contract. To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram, to LeafFilter North, Inc., at 1595 Georgetown Rd., Ste. G, Hudson, Ohio 44236.

not later than midnight of 3/25/22 (Date)

I hereby cancel this transaction.

GUTTER
PROTECTION
N8603829

**ALWAYS WRITE THE
AMOUNT WITH 00 IN THE
CENTS POSITION**

**ALWAYS ENSURE PAYMENT TERMS
ARE ACCURATE AND COMPLETE**

**ENSURE THE HOME-
OWNERS SIGN THE
CONTRACT**

ORDER SHEET

- This completed sheet must be turned in with every new job.
- This is used to inform the installation department of everything they need in order to complete the job.
- It is your job to ensure that all of these sheets are completely filled out and are accurate.
- If there is a line or space it must have an answer. Do not leave it blank. If the answer is none then enter 0.
- Specify size and color.
- If downspout extensions are needed make sure they are properly noted. If not needed, specify not needed.

These sheets are the only thing the installation department has from the sales department. If used properly, they can ensure the efficient installation of your jobs. If not utilized properly, they will create significant problems.

Please see the next page for an example of how to fill out this sheet.

LeafFilter® Order Sheet

Customer Parry City Highland Falls State NY Job # NBG03829

A diagram illustrating three different styles of gutters. On the left, a 'K-Style' gutter is shown as a U-shaped channel. In the center, a 'Half-Round' gutter is depicted as a semi-circular trough. On the right, a 'Fascia' gutter is shown as a flat, horizontal board or panel.

The diagram illustrates three different LeafFilter profile types. On the left, the 'Core' profile is shown as a rectangular box with rounded corners, containing a grid of small squares representing a mesh or filter. In the center, the 'Modular' profile is depicted as a square frame with a grid pattern inside. On the right, the 'Versa' profile is shown as a rectangular frame with a diamond-shaped mesh pattern inside.

	0-12 ft.	12.1 ft. - 24 ft.	Over 24 ft.	<u>Core:</u> <u>LeafFilter Color</u>	White	Beige	<u>Clay</u>	Gray
<u>Story:</u>	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>Modular & Versa:</u>	White	Clay	Bronze	
Left Side of Home				Existing Gutter Color <u>Dark Bronze</u>				
Right Side of Home				Gutter Opening Width: 4" 4.5" 5" 5.5" <u>6</u> 7" 8" _____				
Front of Home	<u>99</u>	<u>20</u>		Total Footage <u>262</u> (Partial: Yes <u>No</u>)				
Rear of Home		<u>115</u>	<u>28</u>	Clean, Seal, Reinforce <u>Ø</u> ft. (circle if CSR Only)				
Garage				# of Inside Corners <u>1</u> # of Outside Corners <u>1</u>				
Other				Existing Protection: Yes <u>No</u> Type: _____				
Total	99	13.5	28	Fastener Types <u>Hidden Hangers</u> / Spikes / T Straps / Wedges / Rival Straps / Rival Bar / Sickle & Shank / Fascia Hanger / T-Wedge _____ Ft.				
R & R Total				Spring Clips Required: Yes <u>No</u> Color: _____				
				Roof Types <u>Asphalt Shingle</u> / Metal / Tile / Slate				
				Flat Roof / Wood Shake / Other _____				

Extensions Needed: Yes -or- No
Extension Footage Required: 4 ft.

Size	2"x3"	3"x4"	3"	4"
		Round	Round	Round
1)	_____	2 ft	dark Bronze	" "
2)	_____	2 ft	" "	" "
3)	_____	_____	_____	_____
4)	_____	_____	_____	_____
5)	_____	_____	_____	_____
6)	_____	_____	_____	_____

of A elbows \emptyset # of B elbows 4

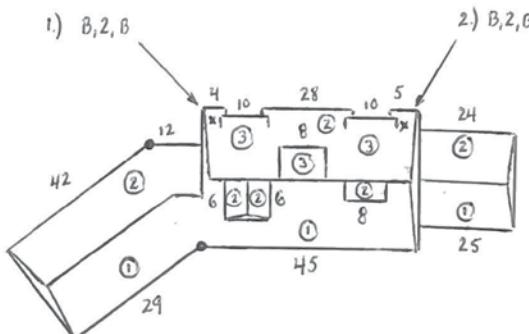
Spout Saver Quantity ♂

Ladders: 8' **10'** **24'** 28' 32' 40' Other _____
(Review Measurements above)

Walkboards: Yes No

Obstructions: _____

Drawing



(Front of House)

Notes: Install Date: Weds 3/23 8-12 arrival (#1000 Amex dep)

GUTTER PREP FORM

- This is only to be used when new gutters are needed.
- Fill out completely and accurately.
- Specify gutter run lengths that are needed; do not just total the linear feet required.
- Note how many inside corners (ISC), outside corners (OSC), downspout outlets, and left or right gutter end caps are needed.
- If replacing downspouts specify location, length, and number of A and B elbows that are needed.
- All gutter lengths need to be ordered 2 feet longer than actual length.

PLEASE SEE THE NEXT PAGE FOR AN EXAMPLE OF THIS FORM.

LeafFilter® FS-HR Gutter / Fascia / Soffit Prep Form

Customer Pagano

City Stony Point

ST NY Job # NB603657

Measurements (list each run separate and round up to the nearest foot)

Gutter Height:	0-12 ft.	12.1 ft. - 24 ft.	> 24 ft.	Roof Type: <u>Shingle</u>
Measurements:	<input checked="" type="checkbox"/> 1 st Story	<input type="checkbox"/> 2 nd Story	<input type="checkbox"/> 3 rd Story	Gutter Type: FS <input checked="" type="checkbox"/> K-Style <input type="checkbox"/> HR <input type="checkbox"/> Color: <u>white</u>
Left Side of Home				Gutter Size: 4" 4.5" 5" <u>6"</u> 7"
Right Side of Home				Total Gutter Footage: <u>86</u>
Front of Home				Downspout: 2x3 <u>3x4</u> / 3x3 / 3" Round / 4" Round
Rear of Home				Downspout Color: <u>white</u> Downspout Footage: <u>47ft</u>
Garage		<u>40</u>	<u>46</u>	# of A elbows (1=1ft): <u>0</u> # of B elbows: <u>14</u>
Other				# of Round elbows: <u>0</u> # of Offset elbows: <u>0</u>
Total		<u>40</u>	<u>46</u>	Total Footage (gutter + downspout + elbows): <u>147</u>
				# of Miters: (Outside) <u>0</u> (Inside) <u>0</u>
				# of End Caps: (Rights) <u>3</u> (Lefts) <u>3</u>
				# of Spout Savers: <u>0</u> # of Roof Straps: <u>0</u>
				# of Wedges: <u>0</u> Partial install? <input checked="" type="checkbox"/> Yes -or- No

Fascia Replacement: Full -or- Partial Total Footage: _____

Size: 1"x 4" / 1"x 6" / 1"x 8" / 1"x 10" / Other: _____

Type: (ex: pine, cedar) Painted / Metal Wrapped / Other _____

Total Ft. of new wrap: _____ (*We will put up primed, Cust. to Paint.)

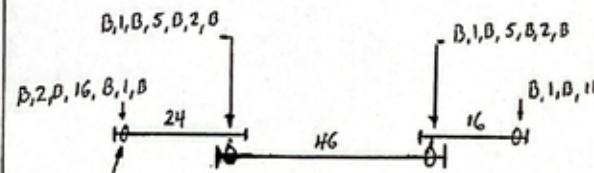
Soffit Replacement: Full -or Partial Total Footage: _____

Wood / Vinyl / Other _____ Color: _____
(Photos Required of Replacement Areas)

Porch Ceiling
Location length x Width = Sq. Ft.

Location	length	x	Width	=	Sq. Ft.

Drawing and Notes:



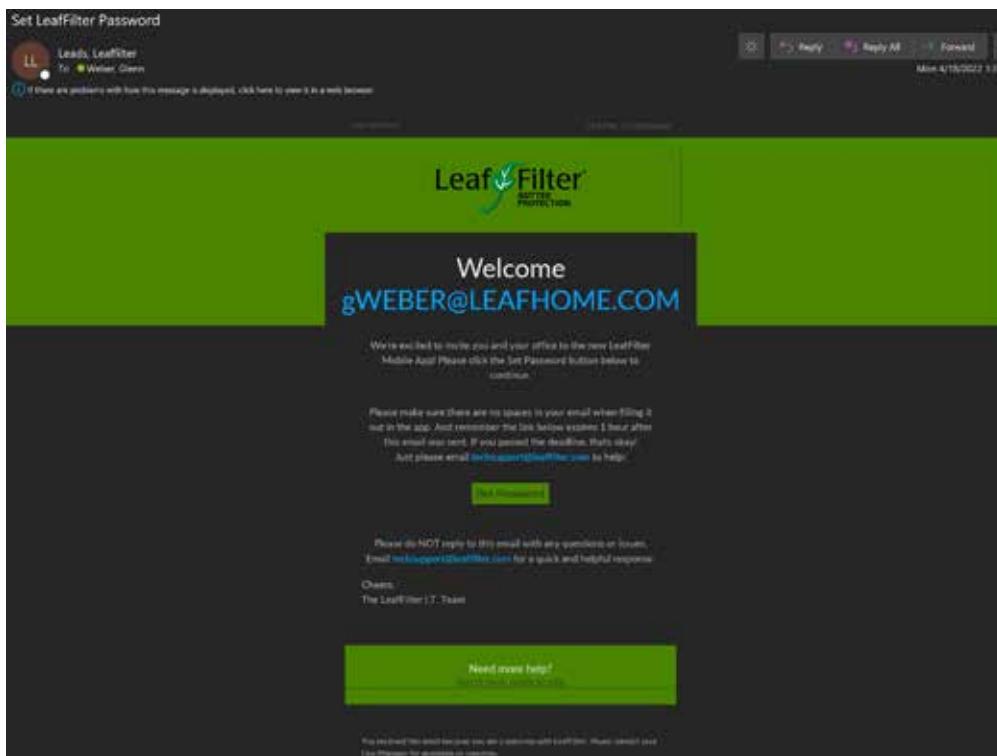
* Provide (1)
4in dia 3X4 PVC
Adaptor

(Front of House)

LEAFFILTER SALES APP TRAINING DOCUMENTATION

Getting Set Up

When you are first brought onto the sales app you will be sent an email inviting you to set your password and create your account fully. This email will expire after the 1 hour from receiving and if you miss the time frame, reach out to IT Support and ask them to send a First Login email. Below is what the email should look like and the subject line of the email will be “Set LeafFilter Password”



After clicking on “Set Password”, you will be brought to a page with the form shown below:

SET PASSWORD

SET YOUR PASSWORD

PASSWORDS MUST CONTAIN AT LEAST:

- 1 UPPERCASE CHARACTER
- 1 LOWERCASE CHARACTER
- 1 DIGIT
- 1 NON-ALPHANUMERIC CHARACTER (!@#\$%^&*)
- BE AT LEAST SIX CHARACTERS LONG
- CONFIRM PASSWORD MUST MATCH PASSWORD

EMAIL

PASSWORD

CONFIRM PASSWORD

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At this page you will need to set your password and confirm your password for your account. Make sure the criteria are fulfilled when you set up your password. Once your passwords match you will be able to click “Set”, shown below, which will set your password for your account.

SET PASSWORD

SET YOUR PASSWORD

PASSWORDS MUST CONTAIN AT LEAST:

- 1 UPPERCASE CHARACTER
- 1 LOWERCASE CHARACTER
- 1 DIGIT
- 1 NON-ALPHANUMERIC CHARACTER (!@#\$%^&*)
- BE AT LEAST SIX CHARACTERS LONG
- CONFIRM PASSWORD MUST MATCH PASSWORD

EMAIL	<input type="text" value="gWEBER@LEAFHOME.COM"/>
PASSWORD	<input type="password" value="*****"/>
CONFIRM PASSWORD	<input type="password" value="*****"/>
<input type="button" value="Set"/>	

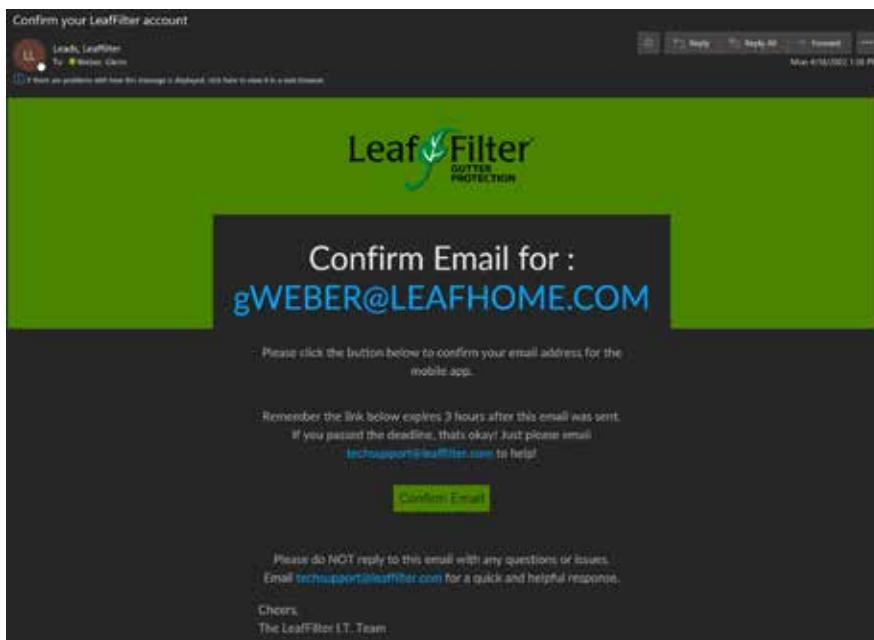
You will then receive a confirmation screen stating that you need to check your email to confirm the password being set.

SET PASSWORD CONFIRMATION.

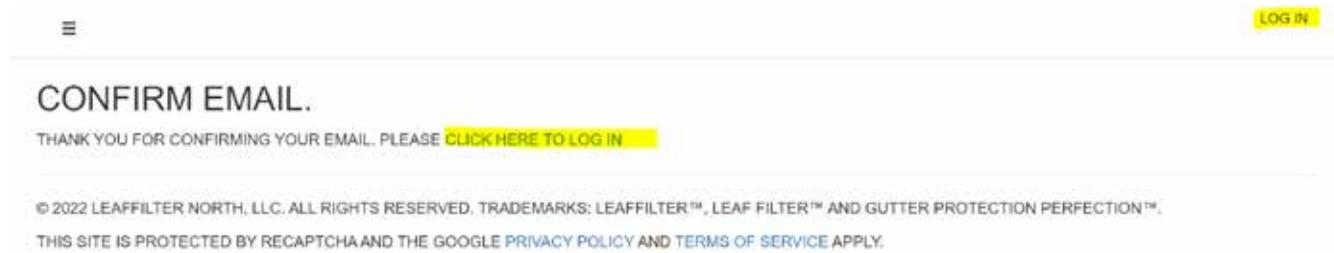
YOUR PASSWORD HAS BEEN SET. PLEASE CHECK YOUR EMAIL TO CONFIRM IT AND THEN LOG IN.

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You should receive an email with the subject line of “Confirm your LeafFilter account”. The link in the email is only active for 3 hours. If you miss this time frame you will have to go through the above process and set your password again even if you already set it earlier.



Once clicking on “Confirm Email”, you will be redirected to a screen that lets you know that your email is confirmed and that you are good to login. You can then click the “LOG IN” link up top or within the text to be brought to the login page.



Once on the login screen, please fill out the username and your password and click “Log In”. If you ever need to reset your password, you can click the “FORGOT YOUR PASSWORD?” link.



After clicking “Log In” you should see the following menu options based on your role.

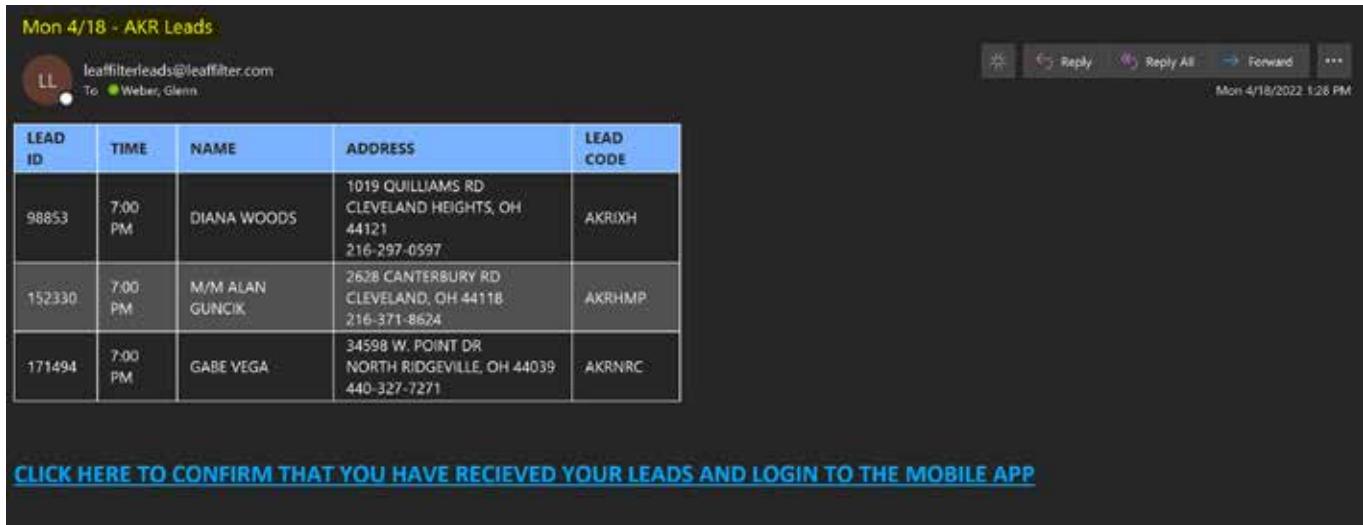
Sales Rep:



The screenshot shows the LeafFilter Gutter Protection website homepage. At the top right, there are links for "GWEBER@LEAFHOME.COM" and "LOG OFF". The main header features the "LeafFilter" logo with a green leaf graphic and the text "GUTTER PROTECTION". Below the header, there are two main sections: "LEAD SHEET" and "LEAD SUMMARY". Each section has a brief description and a button labeled "LEAD SHEET" or "LEAD SUMMARY". At the bottom of the page, there is a copyright notice: "© 2022 LEAFFILTER NORTH, LLC. ALL RIGHTS RESERVED. TRADEMARKS: LEAFFILTER™, LEAF FILTER™ AND GUTTER PROTECTION PERFECTION™. THIS SITE IS PROTECTED BY RECAPTCHA AND THE GOOGLE PRIVACY POLICY AND TERMS OF SERVICE APPLY."

Viewing and Resulting Leads

Each day, if you have leads assigned to you, you will have an email sent out with the leads and what specific day and office the leads are for. This email will have basic info on the lead which includes: LeadId, Time, Name, Address, and Lead Code. The email will be sent out by your ops manager and you will need to click the link to confirm to your ops manager that you received the email about your leads.



The screenshot shows an email inbox with one message from "leaffilterleads@leaffilter.com" to "Weber, Glenn". The subject is "Mon 4/18 - AKR Leads". The email body contains a table with three rows of lead information:

LEAD ID	TIME	NAME	ADDRESS	LEAD CODE
98853	7:00 PM	DIANA WOODS	1019 QUILLIAMS RD CLEVELAND HEIGHTS, OH 44121 216-297-0597	AKRKH
152330	7:00 PM	M/M ALAN GUNCIK	2628 CANTERBURY RD CLEVELAND, OH 44118 216-371-8624	AKRHMP
171494	7:00 PM	GABE VEGA	34598 W. POINT DR NORTH RIDGEVILLE, OH 44039 440-327-7271	AKRNRC

At the bottom of the email, there is a blue link: "CLICK HERE TO CONFIRM THAT YOU HAVE RECEIVED YOUR LEADS AND LOGIN TO THE MOBILE APP".

After clicking on the link you will be brought to the home screen of the sales app, or brought to the



GWEBER@LEAFHOME.COM
LOG OFF



LEAD SHEET

TO SEE YOUR LEAD SHEET CLICK THE "LEAD SHEET" BUTTON.

[LEAD SHEET](#)

LEAD SUMMARY

TO SEE ALL OF YOUR LEADS CLICK THE "LEAD SUMMARY" BUTTON.

[LEAD SUMMARY](#)

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From this page, you will be clicking on "Lead Summary" and you will be brought back to a page that should look something like the image below.

LEADS FOR:

MONDAY 4/18/2022

[Refresh Leads](#)[Create Self Gen](#)[Create Rehash](#)JOB NUMBER: Schedule Unscheduled JobFriday Saturday Sunday Today **Monday**

7:00 PM

ID: 98853

CODE: AKRXXH

WAITING TO INSTALL!!!

DIANA WOODS

NOT RESULTED

7:00 PM

ID: 152330

CODE: AKRHMP

WAITING TO INSTALL!!!

M/M ALAN GUNCIK

NOT RESULTED

7:00 PM

ID: 171494

CODE: AKRNRC

WAITING TO INSTALL!!!

GABE VEGA

NOT RESULTED

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If you ever need to create a self generated lead, you will click on the “Create Self Gen” button and fill out the form to create the lead. If you need to create a rehash, you will click on “Create Rehash” and fill out the form provided to create the rehash. If you need to schedule an unscheduled job, you will click put in the full job number of the job, such as “AKR12345”, and then follow the steps after clicking “Scheduled Unscheduled Job”.

LEADS FOR:

MONDAY 4/18/2022

[Lead Summary](#) [Refined Leads](#)

The screenshot shows a software application window titled "LEADS FOR: MONDAY 4/18/2022". At the top, there are two buttons: "Lead Summary" and "Refined Leads". Below the header, there is a red close button, a blue minimize button, and a green maximize/minimize button. The main content area displays a lead record for "DIANA WOODS".
Lead Details:
Address: 1019 QUILLIAMS RD CLEVELAND HEIGHTS, OH 44121
Phone: 216-297-0597
ID: 98853
MKT CODE: AKRDXH
Result Lead:
RESULT: SELECT A RESULT
ONE LEG: MR.
Explain Other:
This field is only required if you select 'Demo' from Result and 'Other' from Reason. Limit 100 Characters.
A navigation bar at the bottom includes icons for back, forward, search, and a note icon. The status bar at the bottom right indicates "1 = 1 OF 3 ITEMS".

From this page, you will result the lead based on how the lead went.

For a demo, you will need to choose a reason and fill out any demo properties. You will be able to add notes for the demo as well in the text box below "EXPLAIN OTHER"

7:00 PM
DIANA WOODS
1019 QUILLIAMS RD.
CLEVELAND HEIGHTS, OH 44121
216-297-0587
ID: 9990
MKT CODE: AKXKH

RESULT LEAD

RESULT: Demo **REASON:** SELECT A REASON

ONE LEG: MR. MRS.

DEMO INFO:

LF 1ST STORY FOOTAGE: LF 2ND STORY FOOTAGE: LF 3RD STORY FOOTAGE: COLOR: SELECT A COLOR

SIZE: QUOTED PRICE: CORNERS: GUTTER FOOTAGE: SELECT A SIZE

EXPLAIN OTHER:
This field is only required if you selected 'Demo' from Result and 'Other' from Reason. Limit 100 Characters

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For “No Demo”, “Not Hit” and “Reset” you will have to put in a reason, just like a demo.

For a sale, you will have to fill out the following information: Original Contract Price, Down Payment Type (choose/optional), Down Payment (optional), Payment Type (choose). If you require an additional payment type, you can click the “Add Additional Payment Type” checkbox and it will add more fields to put in the new amounts.

7:00 PM

DIANA WOODS

 1019 QUILLIAMS RD
CLEVELAND HEIGHTS, OH 44121

 216-207-0587
ID: 58833
MKT CODE: AKRDXH

RESULT LEAD:
RESULT: SALE
ONE LEG: MR. MRS.

SALE INFO:

JOB NUMBER:	DOWN PAYMENT TYPE:
ORIGINAL CONTRACT PRICE:	SELECT A PAYMENT TYPE
\$50.00	\$0.00

PAYMENT TYPE ONE:	PAYMENT TYPE TWO:
SELECT A PAYMENT TYPE	SELECT A PAYMENT TYPE
PAYMENT TYPE ONE AMOUNT:	REMAINING BALANCE:
\$0.00	\$0.00

Versatile **GREEN SKY**

ADDITIONAL PAYMENT TYPE 

SAVE TO SCHEDULE **VERSATILE INFO**

EXPLAIN OTHER:
This field is only required if you select 'Demo' from Result and 'Other' from Reason. Limit 190 Characters

FINISH MAKING YOUR CHANGES TO CONTINUE

Once you choose the payment type and fill out all the required information, you will then scroll to the bottom of the page and click the green save icon. After clicking “OK” for any popups about Versatile, if you chose a payment plan going through Versatile, a job number will then be populated for the job.

If you chose a Versatile payment plan, you will have a message pop up letting you know if your Versatile application sent over successfully. If you get the Versatile success message you will then be able to click the orange “Versatile” button at the bottom of the page to be brought over to the Versatile Portal.

If you chose a payment plan that requires Pineapple, you will have to click on the “Pineapple” button at the bottom of the page and fill out the info needed for a Pineapple link to be sent over. Make sure to put the job number that you were just given when the form asks for the job number, if you do not then the link will not send out.

7:00 PM

DIANA WOODS

1019 QUILLIAMS RD
CLEVELAND HEIGHTS, OH 44121

216-267-0597
ID: 98853
MKT CODE: AKRKH

RESULT LEAD:

RESULT:

ONE LEG: MR. MRS.

SALE INFO:

JOB NUMBER:

ORIGINAL CONTRACT PRICE:

DOWN PAYMENT TYPE:

DOWN PAYMENT:

PAYMENT TYPE:

BALANCE:

ADD ADDITIONAL PAYMENT TYPE

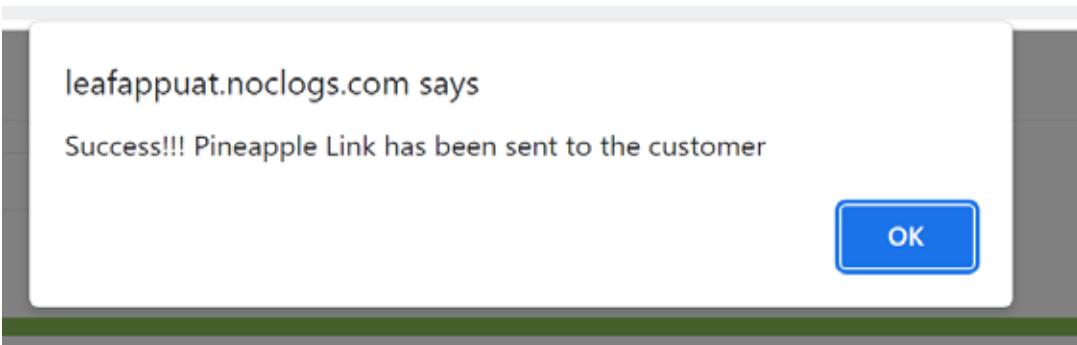


READY TO SCHEDULE

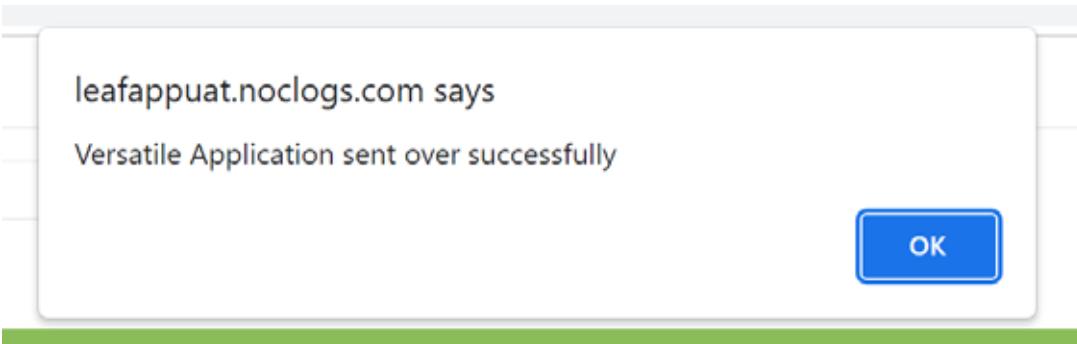
EXPLAIN OTHER:
This field is only required if you select 'Demo' from Result and 'Other' from Reason. Limit 100 Characters



1 - 1 OF 3 ITEMS 



Successful Versatile Application Sent Message:



Once financing has been approved then you are good to schedule the job. You can start this process by clicking on the blue “Schedule Install” button as long as the words next to it says, “Ready to Schedule”. Once you click the button you will be brought back to the competency form, which is what you will use to fill out the requirements of the job.

If the job requires “Clean, Seal, and Reinforce” then you will have to set the slider to “Yes” and put in the amount of footage in the number box for “Clean, Seal, and Reinforce Footage”



If the job requires “LeafFilter” then you will have to set the slider to “Yes” and put in the amount of footage in the number box for “LeafFilter Footage”



If the job is going to require gutter to be installed, you will have to set the slider for “Does This Install Require Gutters?” set to yes. Once this happens, you will have to select the gutter profiles and sizes for

the job, the total of all gutters on the job, the color of the gutters, and the max gutter run size. “Max Gutter Run Size” and “Total Gutter Footage” are two different values and in most cases will not be the same value. Total Gutter Footage is the total amount of gutter footage required for the job, Max Gutter Run Size, is the largest size run needed on the job.

The screenshot shows a software interface for managing gutter installations. On the left, there's a section titled "GUTTER PROFILE, SIZE, AND FOOTAGE". It includes a "SELECT ALL GUTTER PROFILES AND SIZES" button, a "GUTTER FOOTAGE:" input field set to 0.00, a "GUTTER COLOR:" dropdown menu showing "0", and a "MAX GUTTER RUN FOOTAGE:" input field set to 0.00. On the right, there's a "DOES THIS INSTALL REQUIRE GUTTERS?" slider set to "YES".

If the job requires “Versa Max” then you will have to set the slider to “Yes” and put in the amount of footage in the number box for “Versa Max Footage”. Versa Max is different than Versa and you should reach out to your installation manager if your office installs Versa Max.

The screenshot shows a software interface for managing Versa Max installations. On the left, there's a section titled "VERSA MAX". It includes an "ARE WE INSTALLING VERSA MAX?" slider set to "YES" and a "VERSMA MAX FOOTAGE:" input field set to 0.00. On the right, there's a "DOES THIS INSTALL REQUIRE GUTTERS?" slider set to "NO".

If the job requires Fascia then you will have to set the slider to “Yes” and put in the amount of footage in the number box for “Fascia Footage” as well as chose an option for “Fascia Material”.

The screenshot shows a software interface for managing Fascia installations. On the left, there's a section titled "FASCIA". It includes an "ARE WE INSTALLING FASCIA?" slider set to "YES", a "FASCIA MATERIAL:" dropdown menu showing "Select Fascia Material", and a "FASCIA FOOTAGE:" input field set to 0.00. On the right, there's a "DOES THIS INSTALL REQUIRE GUTTERS?" slider set to "NO".

If the job requires Soffit then you will have to set the slider to “Yes” and put in the amount of footage in the number box for “Soffit Footage”

SOFFIT

ARE WE INSTALLING SOFFIT?

YES

SOFFIT FOOTAGE:

0.00

There may be other fields that require footage based on your office but these are the main ones that require you put in a footage amount. All other competencies put in are set as “Yes” and “No” and would need their slider set to “Yes” if it is required for the job.

If you have any notes for the IM, such as the customer not being available for 2 weeks because they are getting other work done on the job or anything that they need to know then you can put it into the notes section at the bottom of the competency form. Anything you put in the notes section will be sent out to the IM when they receive the email about the job being scheduled or the job being unable to be scheduled through the app.

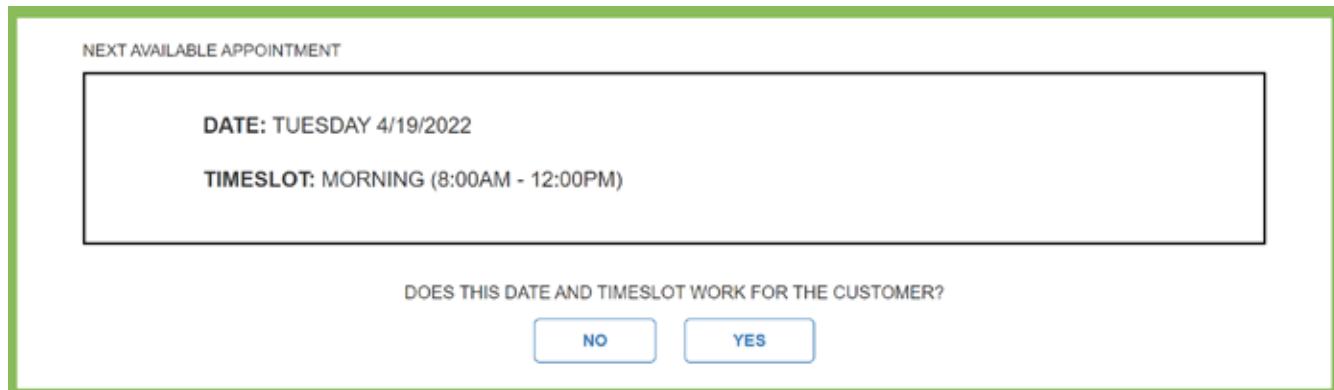
NOTES FOR IM

ENTER NOTES HERE:

Once you have made sure everything is correct, click the “Submit” button at the bottom left of the form. If anything is missing from the competencies that require further info then the app will not let you submit the competency form and you will have to resolve the issues stated in the message.

Once you click submit you will have two different pages possibly show up for you.

The first possible page is that you are given a date and time slot to choose “Yes” or “No”. If you have this screen show up, you will ask the customer if the date and time slot work for them. If it does then you will click “Yes”, if it does not work for the customer then you will click “No”. You will then go through each option with the customer until one that works for the customer works.



Once you click “Yes” you will have a screen show up letting you know that the job was successfully scheduled through the app. When you get this screen, your IM will get an email letting them know that you have scheduled the job through the app.

CONGRATULATIONS

YOU HAVE SUCCESSFULLY SCHEDULED AN INSTALL APPOINTMENT ON **TUESDAY 4/19/2022 IN THE MORNING**

CUSTOMER NAME: DIANA WOODS

JOB NUMBER: AKR23026

AN EMAIL HAS BEEN SENT TO YOUR INSTALLATION MANAGER WITH THE INFORMATION.

YOU MAY NOW RETURN TO YOUR LEADS.

[RETURN TO YOUR LEADS](#)

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The second possible page can be shown as soon as you submit or when you run out of dates and time slots to be able to give to the customer. This will cause an email to be sent out to the IM with all the details filled out in the competency form.

THIS INSTALLATION REQUIRES YOU TO CALL YOUR INSTALLATION MANAGER TO SCHEDULE AN APPOINTMENT

AN EMAIL HAS BEEN SENT OVER TO YOUR INSTALLATION MANAGER WITH THE COMPETENCY FORM ATTACHED AS WELL AS ANY NOTES PROVIDED

JOB NUMBER	AKR23026
CUSTOMER FIRST NAME	Diana
CUSTOMER LAST NAME	Woods
STATE:	Ohio
ARE WE INSTALLING LEAFFILTER	YES
LEAFFILTER FOOTAGE	1000
GUTTER FOOTAGE	0
MAX GUTTER RUN SIZE	0
FASCIA FOOTAGE	0
SOFFIT FOOTAGE	0

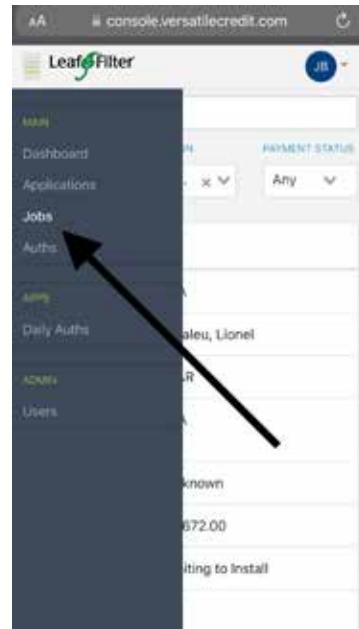
[RETURN TO YOUR LEADS](#)

You are not locked out of attempting to schedule a job when this screen comes up until the Installation Manager places an appointment on the calendar. You should never click the back button when you have dates show up or if you receive the screen above. If you made a mistake when filling out the competency form then you will need to follow these steps:

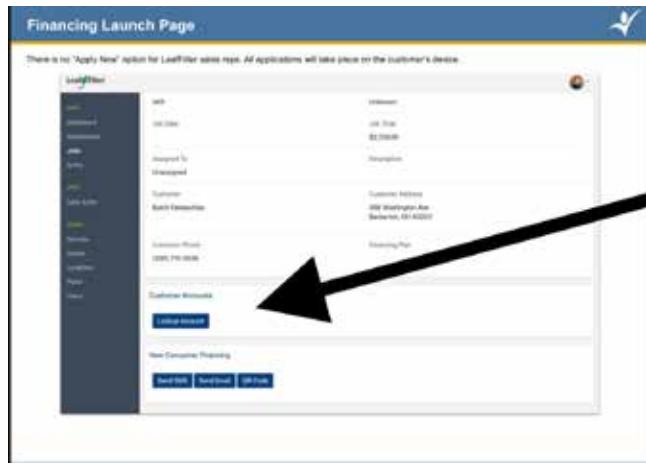
1. Click on “RETURN TO YOUR LEADS” at the bottom of the page below the summary of the competency form. This will take you back to the Lead Summary page.
2. Click on the lead for the specific customer you are trying to schedule and go to the blue “Schedule Install” button.
3. Click on the “Schedule Install” button and a new competency form will show up allowing you to fill it out. Fill out the competency form and proceed as before with choosing a date that works for the customer.

VERSATILE FINANCING

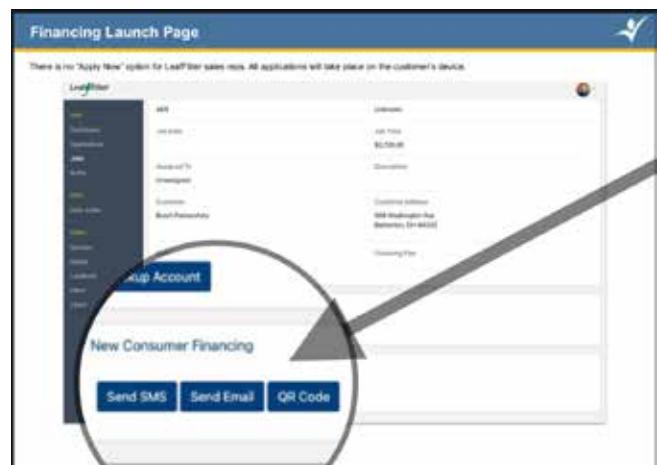
1. Login to your versatile account.
2. Click on the **Jobs** tab on the left side of the screen.



- 2b. In customer accounts area, click **lookup account**. You will determine whether the homeowner has an existing Wells Fargo account.



3. In the "new consumer financing" area, select whether to send the finance application to the homeowner via sms, or email.



4. Once the application has been submitted.
 - A. Click on **Jobs** again and you will find the status of the application, i.e., approved, declined, pending.
 - If pending, continue to refresh the page until it shows as approved or declined.

Applications - Wells Fargo 000A10J0

Name: Balaji Chidhury

Address: 88-10 347th St Unit #6L, Queens, NY 11428

Home Phone: (718) 475-2958 Mobile Phone: (917) 917-3226 Work Phone:

Email: balaji2121@gmail.com

Provider: Wells Fargo

Reference Number: 000A10J0

Status: Pending

– If “on hold” Wells Fargo will be contacting the customer.

5. Once approved through Wells Fargo or genesis.

Click on **Job** and go to the authorization button and click on it. Enter the dollar amount of the financing and the specific terms that were agreed upon.

Approved Application

After the customer completes the application. The sales rep will be able to see the status of the application and initiate a payment.

AKR000198

Location: AKR Status: Approved

Job Date: 5/16/2021 21:49 pm Job Total: \$1,500.00

Assigned To: Unsigned Description:

Customer: Balaji Chidhury Other Address:

Customer Phone: (917) 716-4038 Financing Plan:

Customer Application:

Submitted	Provider	Status	Reference #	Approved Amount	Action
5/16/2021 21:49 pm	Genesis	Approved	000B21	\$1500.00	Authorize
5/16/2021 21:49 pm	Wells Fargo	Declined			

- B. Select the method to send the authorization to the customer, i.e., sms or email.

- C. The customer will receive a perishable link to click. This must be done by the customer within 5 minutes of them receiving it



- D. Once they've completed the information return to the "jobs" area and click on their name and find the authorization number.

Payment Authorized

After the sales rep has authorized the purchase, payment details will show up under the job details where they will be able to settle or void the purchase.

Customer Application	Submitted	Possible	Status	Reference #	Approved Amount	Actions
	4/9/2021 11:41 pm	General	Settled	202071	\$1,000.00	
	4/9/2021 11:44 pm	Whole Foods	Settled			

Auth #	Submitted	Possible	Auth Type	Status	Amount	Actions
AH12345	4/9/2021 12:01 pm	General Credit	PA1002	Authorized	\$2,700.00	Settle Void

6. Once the authorization has been created

Click on jobs, find the customer's name and click on it. You can then find the "send invoice" button and click it and then choose the "print" option. This will create an invoice. You can then take a screenshot of the invoice and include it with the sales paperwork you submit. This ensures that the job is funded properly.



GETTING FAMILIAR WITH

WHAT YOU'RE SELLING

Leaf Filter[®]
GUTTER
PROTECTION

1-800-290-6106 | www.LeafFilter.com
1595 Georgetown Road, Hudson, OH 44236

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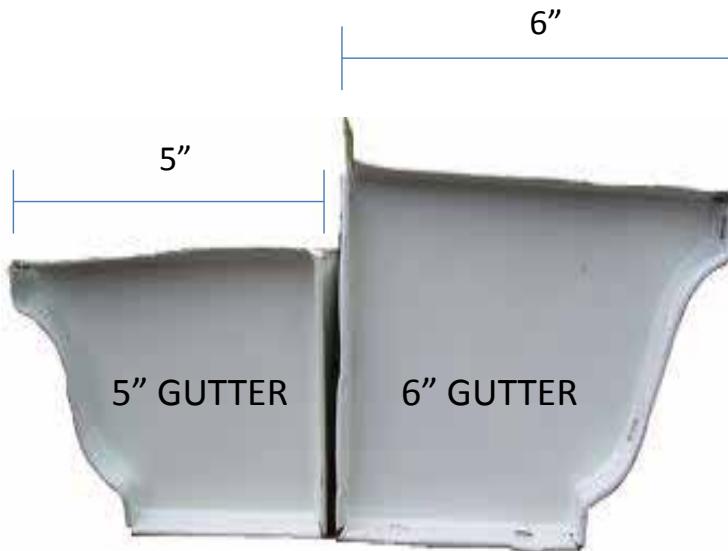
K-STYLE GUTTERS AND ACCESSORIES



K-STYLE GUTTERS

- Seamless K-style gutters are the most popular style of gutter installed today.
- Residential K-style gutters come in both 5" and 6" sizes.
- The size of the gutter is determined by the depth of the top of the gutter as shown on diagram 1-1.
- 5" gutters are more common on residential homes and small businesses. This size gutter will handle just about any amount of water that drains off smaller roofs. 5" gutters are more commonly paired with 2x3 down spouts, however, the larger 3x4 down spouts can be added in areas that require more water drainage.
- 6" gutters are commonly used on larger homes, commercial buildings, garages and pole barns. Larger roofs that drain large amounts of water need a gutter system that can catch and drain the rain water more quickly. 6" gutters are paired with 3x4 down spouts. The larger gutters and down spouts make a great system for structures with large roof spans.

K-STYLE GUTTER SIZE EXAMPLES



K-STYLE END CAPS

- A gutter end cap is the fitting that attaches to and closes off the end of the gutter.
- End caps will be seen at each end of a straight gutter run. (see diagram 1-2)
- End caps are sold for both left ends and right ends. (see diagram 1-3)



DIAGRAM 1-2

LEFT END CAP



RIGHT END CAP



DIAGRAM 1-3

K-STYLE END CAPS

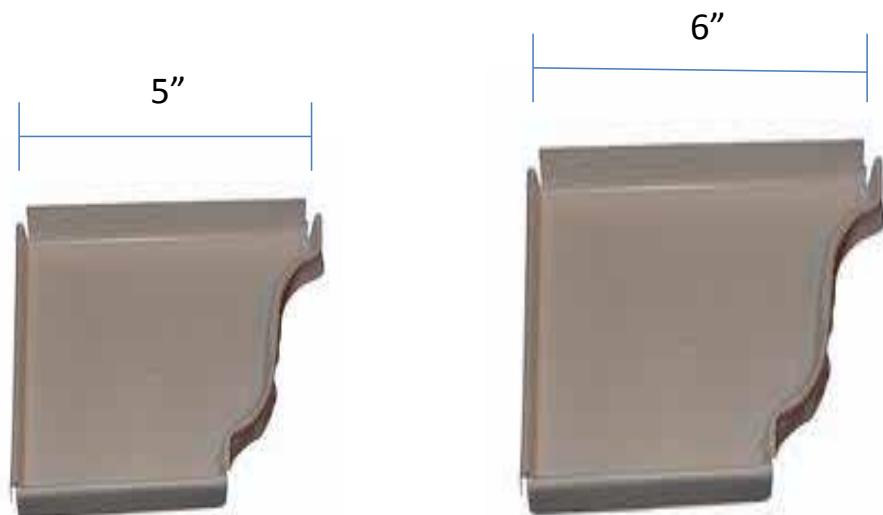


DIAGRAM 1-4

K-STYLE GUTTER HANGERS

- A gutter is only as good as the hanger that is used to support it. Knowing which gutter hanger to use is half the battle.
- A K-style hidden hanger is the most popular hanger used today. However, it can depend on the geographic region.

K-STYLE GUTTER HANGERS (HIDDEN HANGERS)

- A hidden hanger is used on a straight fascia. The hanger slides under the front lip of the



K-STYLE GUTTER HANGERS (SPIKE AND FERRULE)

- The spike and ferrule is also used on a straight fascia. Because it fastens through the gutter, it's more apt than other hanger types to pull out of the fascia due to expansion and



K-STYLE GUTTER HANGERS (T - BAR HANGERS)

- The T-Bar Hangers are typically used when there is no fascia board to mount the gutter to. The T-Bar Hanger comes with a stainless steel strap. The hanger is slid into the front lip of



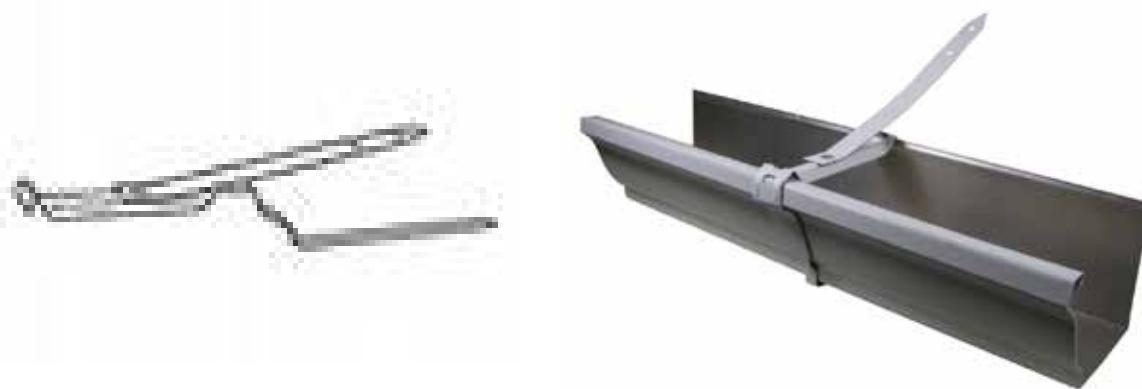
K-STYLE GUTTER HANGERS (POST HANGERS)

- Post Hangers are also typically used when there is no fascia board to mount the gutter to. The post hanger is similar to the T-Bar except with a nut and bolt attached to the hanger. The hanger is slid into the front lip of the top of the gutter and screwed to the back. The strap is then nailed into the roof deck.



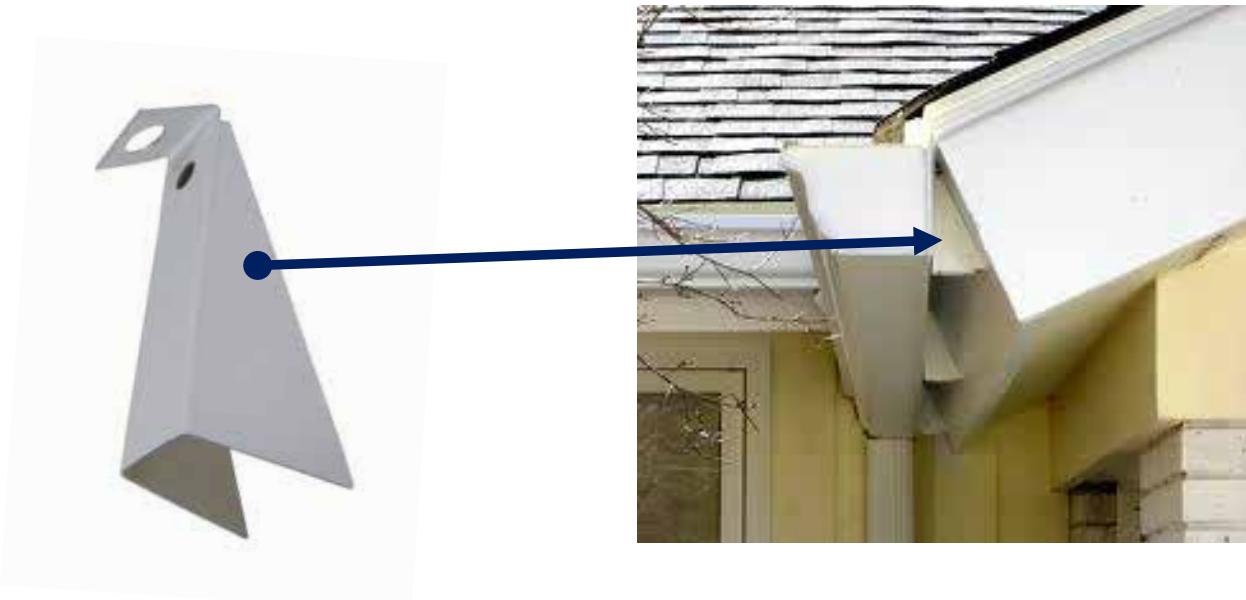
K-STYLE GUTTER HANGERS (WRAP AROUND STRAPS)

- Wrap around straps, similar to T-bars, are used when there is no fascia to attach the gutter to or the fascia is slanted. The K-Style wrap around strap goes all the way around the outside of the gutter and gives the gutter better support than the T-Strap Hanger.



K-STYLE GUTTER HANGERS (GUTTER WEDGES)

- Gutter wedges are used with a slanted fascia to push the bottom of the gutter out so that the gutter is perpendicular with the ground instead of slanted.
- Gutter wedges should be installed on the same spacing as the hidden hangers, which are recommended every 24" - 32".
- Gutter wedges only work with roof slopes ranging from 3-12 to 4-12.



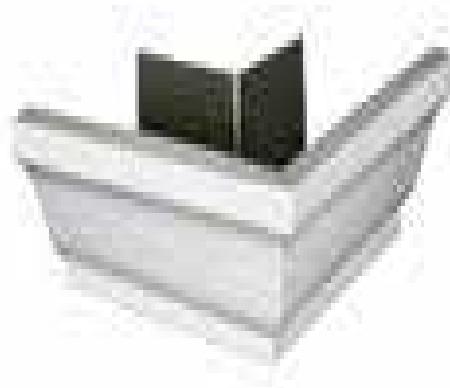
K-STYLE MITERS (CORNERS)

- There are four main types of miters used. (**SEE DIAGRAM 1-5**)
 - Inside (90 degree)
 - Outside (90 degree)
 - Bay Inside (45 degree)
 - Bay Outside (45 degree)

**INSIDE MITER
(90 DEGREE)**



**OUTSIDE MITER
(90 DEGREE)**



**INSIDE MITER
(45 DEGREE)**



**OUTSIDE MITER
(45 DEGREE)**

DIAGRAM 1-5

K-STYLE MITERS

- Box miters are the corner pieces made up of two pieces of gutter that are seamed together. Good for 90 degree corners.
- Bay strip miters work on corners that are 45 degrees. Adjoining gutters need to be cut at 22.5 degrees each. Great for bay windows.

MITER COMPARISON (AS VIEWED ON HOME)



**INSIDE MITER
(90 DEGREE)**



**OUTSIDE MITER
(90 DEGREE)**

THE ABOVE PICTURES ARE EXAMPLES OF STANDARD CORNERS.

MITER COMPARISON (CONT.) (AS VIEWED ON HOME)



**INSIDE MITER
(45 DEGREE)**



**OUTSIDE MITER
(45 DEGREE)**

**THE ABOVE PICTURES ARE EXAMPLES OF BAY CORNERS.
THESE ARE COMMONLY SEEN ON A WALKOUT BAY.**

K-STYLE DROP OUTLETS (CONT.)



DOWNSPOUTS

- A downspout is a pipe for conveying rain water from a roof or gutter to the ground or to a drain.
- Downspouts are sold in 10 ft. lengths.
- Downspout dimensions are sized according to the roof area they drain.
- The following is the rule of thumb used in the industry:
 - 2x3 inch downspout for 600 sq. ft. of roof
 - 3x4 inch downspout for 1200 sq. ft. of roof

SEE DIAGRAM 1-6

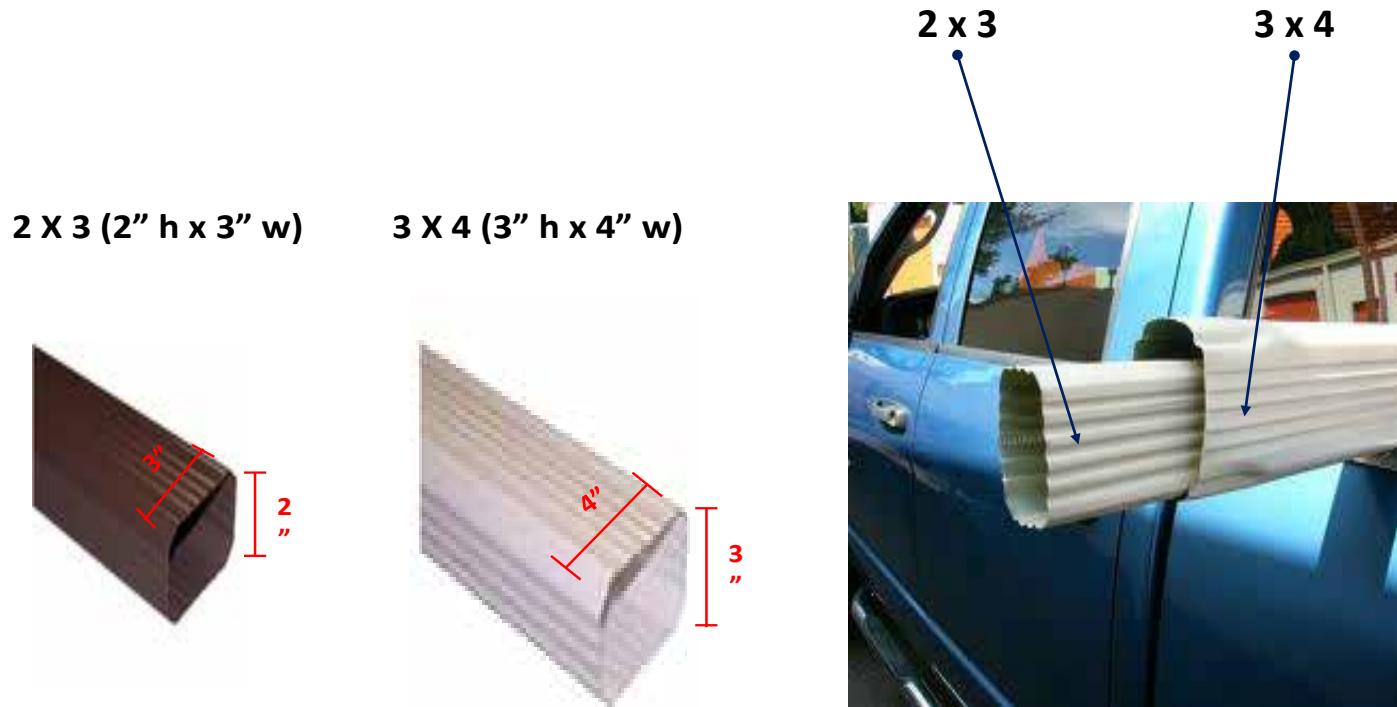
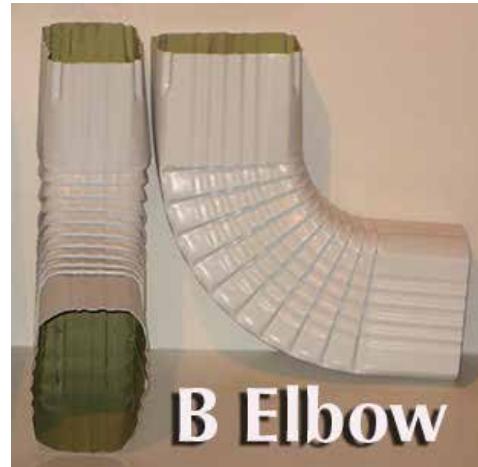


DIAGRAM 1-6

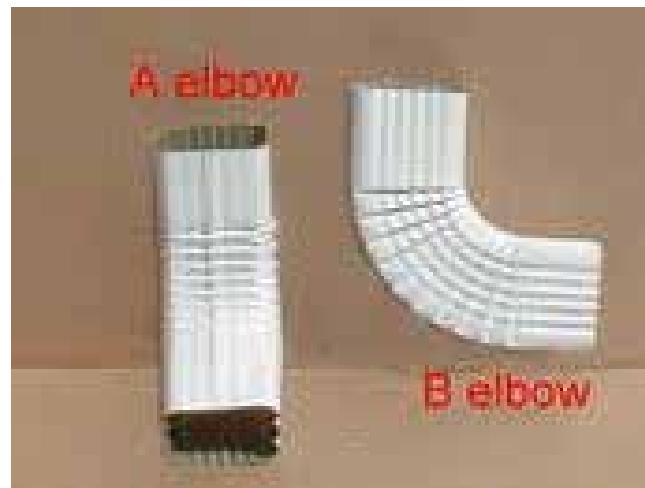
ELBOWS

- Elbows are fittings that attach to the downspout. One end of the gutter elbow is crimped so that it can fit inside another elbow or downspout.
- There are two types of elbows that are most commonly used, the "A" elbow, and the "B" elbow.



ELBOWS (CONT.)

- What is the difference between an "A" elbow and a "B" elbow?
 - When looking directly at the wall with the downspout on it (so you can see the wide surface of the downspout), an "A" elbow will bring the gutter straight out toward you. If it's a "B" elbow, the downspout will turn to the left or the right.



ELBOW COMPARISON (AS VIEWED ON HOME)

"A" ELBOW SET UP



"B" ELBOW SET UP



ELBOWS (CONT.)

- In most common applications, two elbows coming from the gutter are used to span the length of the eave so the downspout can be directly mounted to the wall of the structure.



ELBOWS (CONT.)

- Elbows are often used at the bottom of the downspout at ground level to direct drainage in a particular direction away from the foundation.



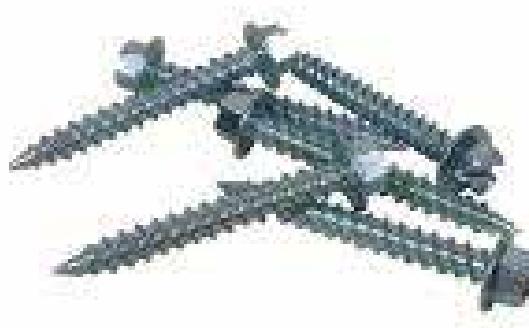
PIPE BANDS

- Pipe bands are used to secure the downspout to the siding, brick, or wood corner of the home.
- Pipe bands can be purchased prefabricated or made on-site from coil stock.



FASTENERS

- Long screws are used for fastening the gutter hangers to the fascia board as well as fastening downspout straps to wood, vinyl, and aluminum siding.
- They are 1.5" long and have a hex head for easy use with a nut driver.

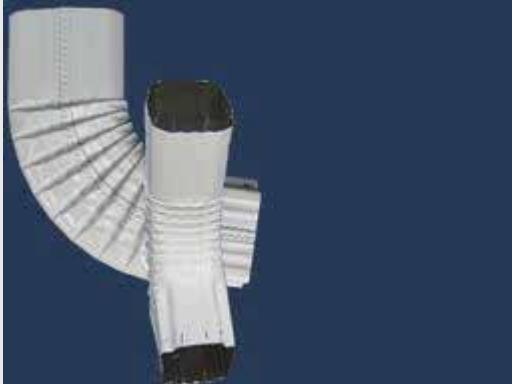


- Zip screws are the contractor choice for fastening downspouts and elbows together. A 1/4" nut driver is used for a fast and clean installation.
- They are .5" long and have a hex head for easy use with a nut driver.



POP QUIZ!!!

1. The _____ is used to completely close off the end of a gutter.
2. A _____ is the hanger commonly used when there is no fascia.
3. _____ downspouts are typically paired with 5" gutters.
4. _____ gutters are the only type of gutters LeafFilter™ can be installed over.
5. When a run of gutter changes direction and is no longer straight, an _____ or an _____ miter will be necessary.
6. Correctly label the elbows below.





SPLASH GUARDS AND EXTENSIONS



SPLASH GUARDS

- Splash Guards are made of gutter coil and are used to prevent the overflow of water at the inside corners of the home where two or more roofs meet to create a valley.



SPLASH GUARDS (CONT.)

- A splash guard may also be used to prevent overflow where two roofs meet without an inside corner. See example below.



- Overflow of water can be very destructive to the foundation of a home. Water overflowing the gutter can erode the soil around the foundation, potentially causing damage from water entering the home.



OVERFLOW AT VALLEY



EROSION FROM OVERFLOW

DOWN SPOUT EXTENSIONS

- Downspout extensions are installed where there is currently a 2nd floor downspout draining on a 1st floor roof.
- Downspouts draining on a 1st floor roof will often be a problem area for water overflow. This is caused by the extra flow of water that comes from the downspout along with the rain that naturally drains down the roof.
- The photo below is an example of a home that would benefit from a downspout extension.
- This application would need approximately 3 ft. of downspout and (2) "B" elbows, (1) to replace the current "A" elbow and (1) tie into the gutter.

EXTENSION NEEDED



- The photo below is an example of a completed down spout extension with (2) "B" elbows.





ROOF COMPONENTS



DOWNSPOUT EXTENSIONS

- This section will describe the different components that construct the roof on a residential home.
- The following items will be covered:
 - Roof
 - Soffit and Fascia
 - Open Cornice (rafter tails)
 - Flashing
 - Frieze Board
 - Crown Molding
 - Rake Trim

SEE DIAGRAM 3-1 FOR DETAIL

ROOF STRUCTURE

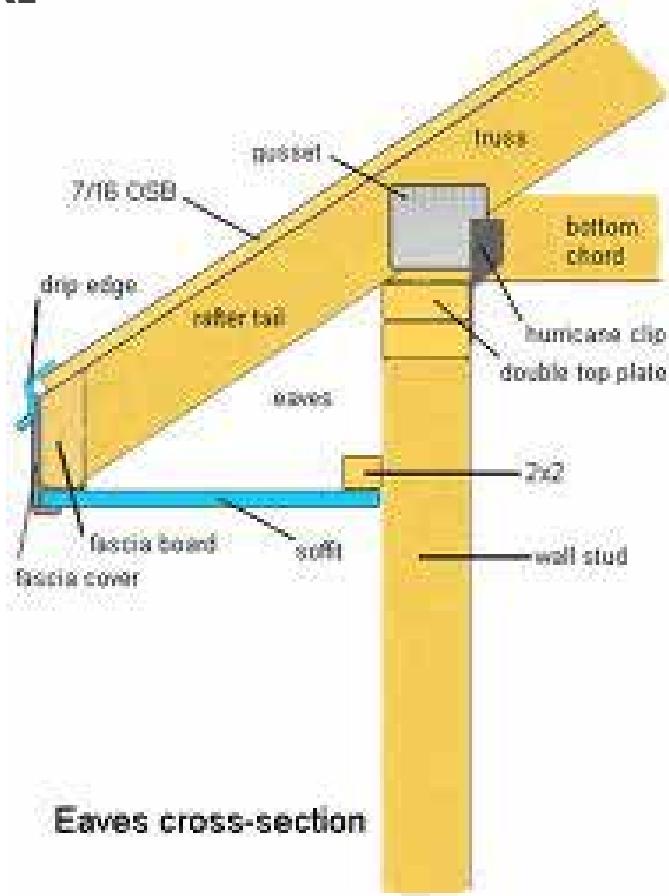


DIAGRAM 3-1

ROOFING

- Roofs can be constructed by using framing members such as 2x10 or 2x12 lumber. Pre-engineered roof trusses can also be used, however, the structural integrity will be the same regardless of the framing member. (see photos below)



LUMBER



ROOF TRUSSES

ROOFING

- Lumber is sold by its nominal size, not by the actual thickness and width. For example, a nominal 2x4 actually measures 1-1/2" thick x 3-1/2" wide after it is dressed. Lumber mills "dress" the wood to create straight sides, which is why the actual thickness and width ends up smaller. (**SEE DIAGRAM 3-2 FOR SIZING**)

Nominal Size (In Inches)	Dressed Size (In Inches)
1 x 3	3/4 x 2 1/2
1 x 4	3/4 x 3 1/2
1 x 6	3/4 x 5 1/2
1 x 8	3/4 x 7 1/4
1 x 10	3/4 x 9 1/4
1 x 12	3/4 x 11 1/4
2 x 4	1 1/2 x 3 1/2
2 x 6	1 1/2 x 5 1/2
2 x 8	1 1/2 x 7 1/4
2 x 10	1 1/2 x 9 1/4
2 x 12	1 1/2 x 11 1/4
3 x 6	2 1/2 x 7 1/4
3 x 12	2 1/2 x 11 1/4
4 x 12	3 1/2 x 11 1/4
4 x 16	3 1/2 x 15 1/4
6 x 12	5 1/2 x 11 1/2
6 x 16	5 1/2 x 15 1/2
6 x 18	5 1/2 x 17 1/2
8 x 16	7 1/2 x 15 1/2
8 x 20	7 1/2 x 19 1/2
8 x 24	7 1/2 x 23 1/2

ROOFING

- Roof trusses are the most popular type of roof framing today due to their ease of installation. (**SEE DIAGRAM 3-3 FOR DETAILS**)

Common Roof Truss

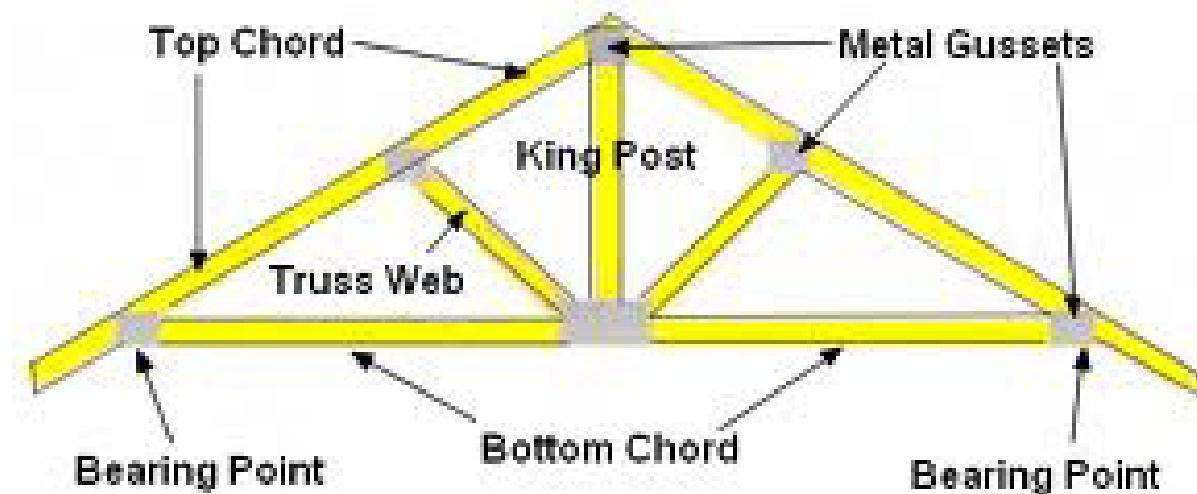


DIAGRAM 3-3

- Roof sheathing is the plywood that is installed over the framing member. Oriented strand board (OSB) is commonly used today.



- Felt paper and shingles are then installed over the sheathing. There are many different types of shingles, however, asphalt or cedar shakes are the most common.



ASPHALT SHINGLES



CEDAR SHAKE

- Slate and standing seam metal are other types of roofing that you may see on a home.



SLATE ROOFING



STANDING SEAM METAL

ROOFING

- Not all roofs are walkable. The pitch or angle of the roof determines that. The steeper the angle, the less walkable it becomes. A 2/12 to a 7/12 pitch is considered walkable and comfortable to work on. An 8/12 pitch and up is considered non-walkable and is unsafe to work on unless a safety harness is worn. **SEE DIAGRAM 3-5 FOR PITCH DETAILS.**



DIAGRAM 3-3

SOFFIT AND FASCIA

- Soffit is the exterior covering of the eave or cornice of the home. This covering can be made of wood, aluminum or vinyl.
- Fascia is the exterior covering that is fastened to the end of the rafter tails. This can be made of wood or aluminum wrapped.



- If a wooden fascia is being installed, it will typically be made of cedar or an engineered wood.
- If the fascia is wrapped with aluminum, 1" pine wood will be installed behind it for support. Note: pressure treated lumber cannot be used with an aluminum wrap. The chemicals in pressure treated lumber will react with the metal.

OPEN CORNICE

- An open cornice is a situation where there is no soffit covering the rafter tails. Fascia is



**OPEN CORNICE WITH
FASCIA**



**OPEN CORNICE
WITHOUT FASCIA**

FLASHING

- There are two different types of flashing used to protect the roof sheathing from damage caused from water backing up under the shingles.

-Gutter apron

-Drip edge

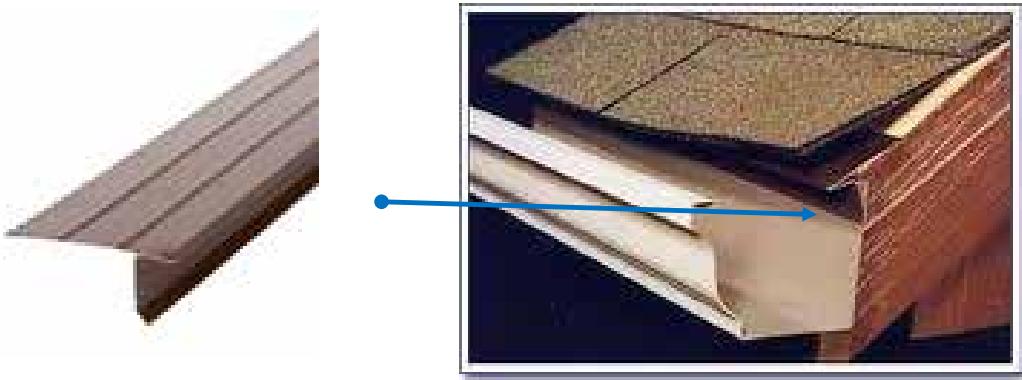
(SEE DIAGRAM 3-4 AND 3-5)

- Gutter apron is used at the bottom end of the roof sheathing and is secured to the OSB before the felt paper and shingles are installed. The gutter apron partially wraps over the



DIAGRAM 3-4

- Drip edge is also used at the bottom end of the roof sheathing and is secured to the OSB before the felt paper and shingles are installed. The profile of the drip edge is different



(DIAGRAM 3-5)

FRIEZE BOARD

- Frieze board is the trim board nailed horizontally on a building wall directly beneath the soffit. It can be made of wood or aluminum wrapped.



CROWN MOLDING

- Crown molding is a decorative trim board that can be installed on the frieze board directly beneath the soffit to give the home more depth.



RAKE TRIM

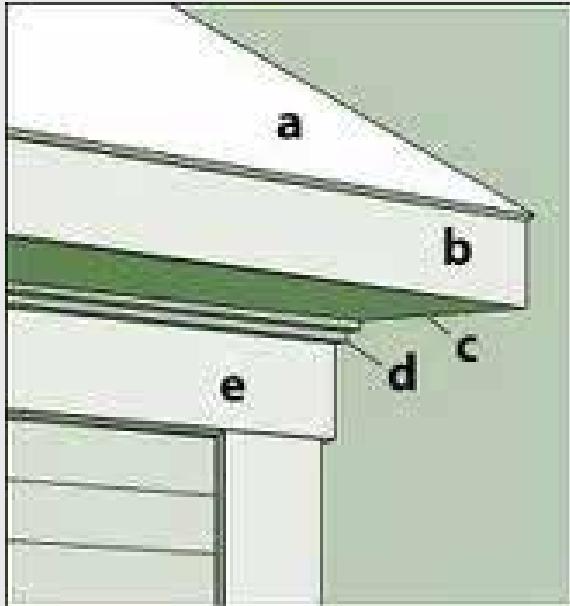
- Rake trim is typically a 1x2 board that is installed over the fascia directly beneath the shingles. Rake trim is only installed on gables where there will be no gutters. Rake trim can also have a profile to resemble crown molding.

RAKE TRIM



POP QUIZ!!!

- Fill in the blanks for the correct names of the roofing components below.



A _____

B _____

C _____

D _____

E _____



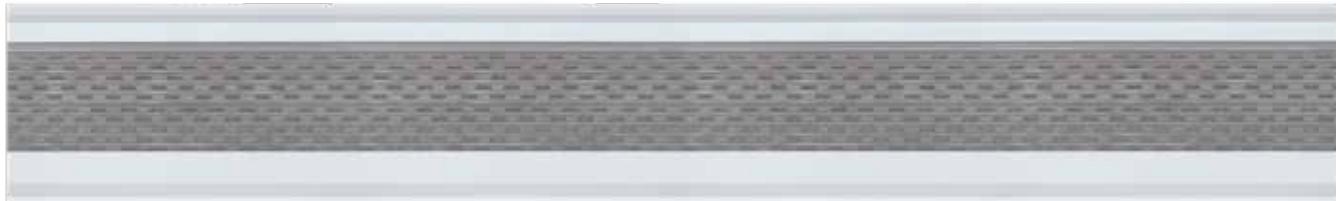
LEAFFILTER COMPONENTS

LEAFFILTER PANELS

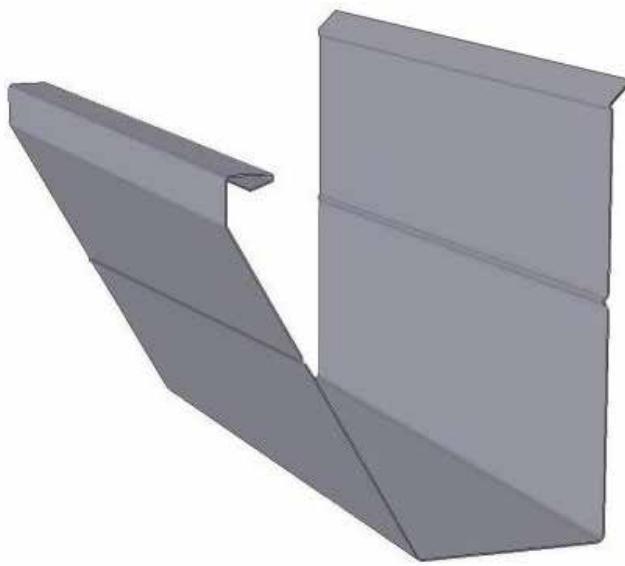


LEAFFILTER PANELS

- LeafFilter panels are sold in 5 ft. sections



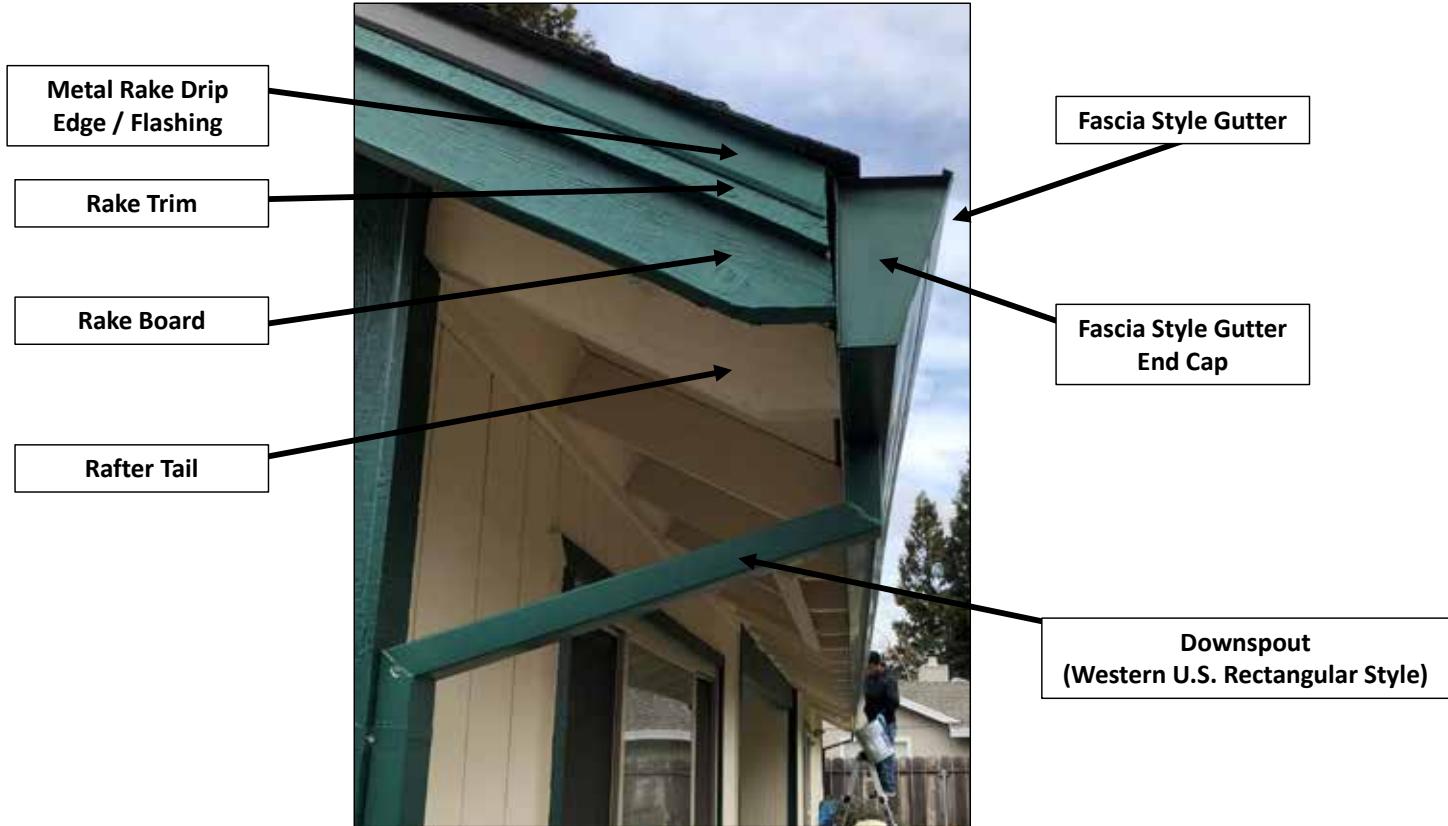
GUTTER STYLE, PARTS & STRUCTURE



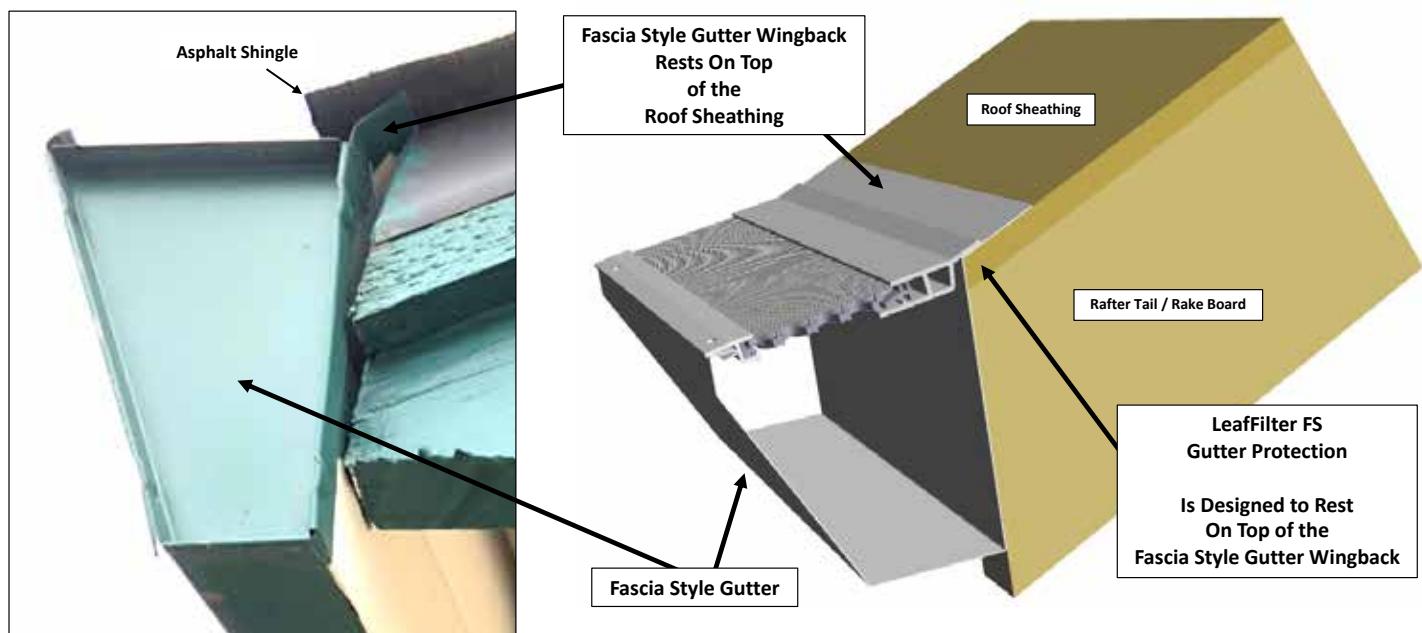
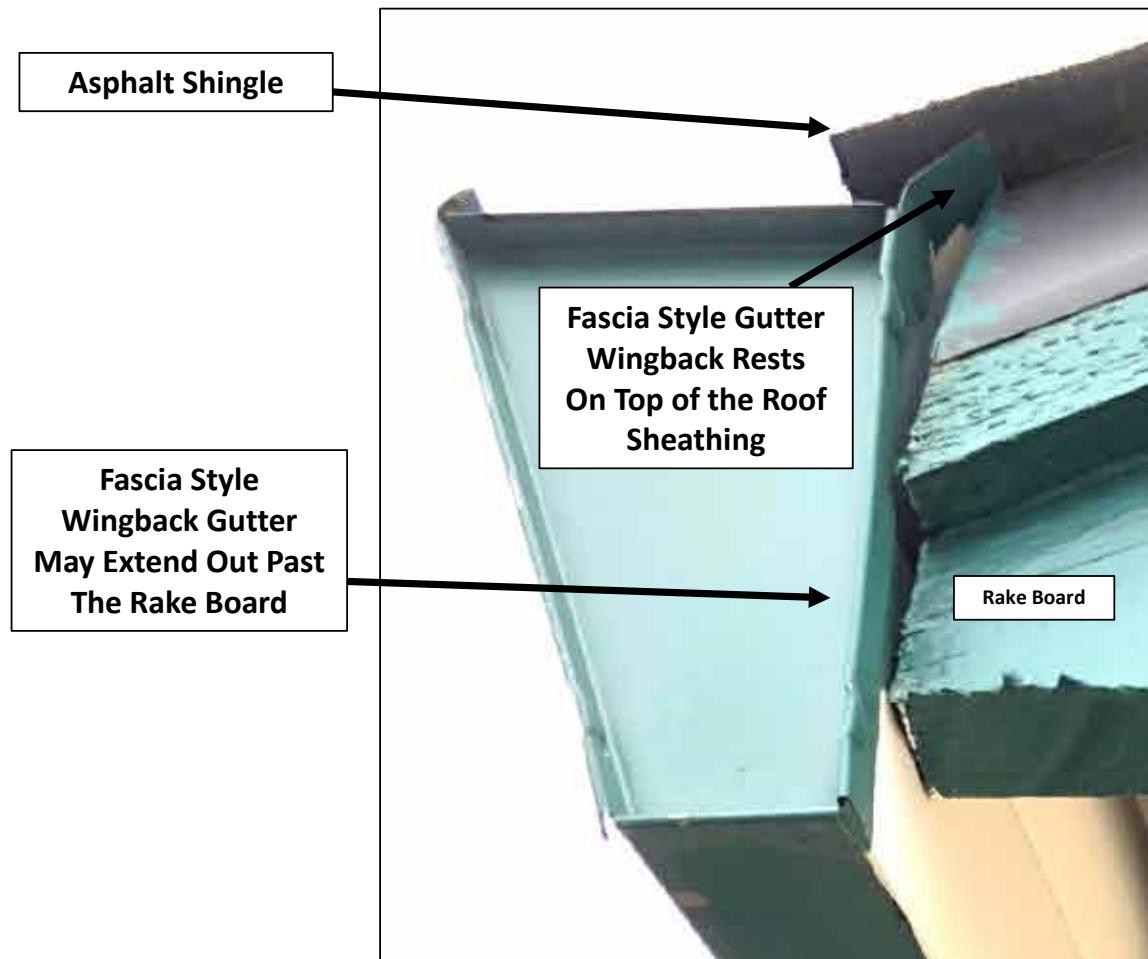
FASCIA STYLE GUTTER



K-STYLE GUTTER
OR
OGEETE STYLE GUTTER

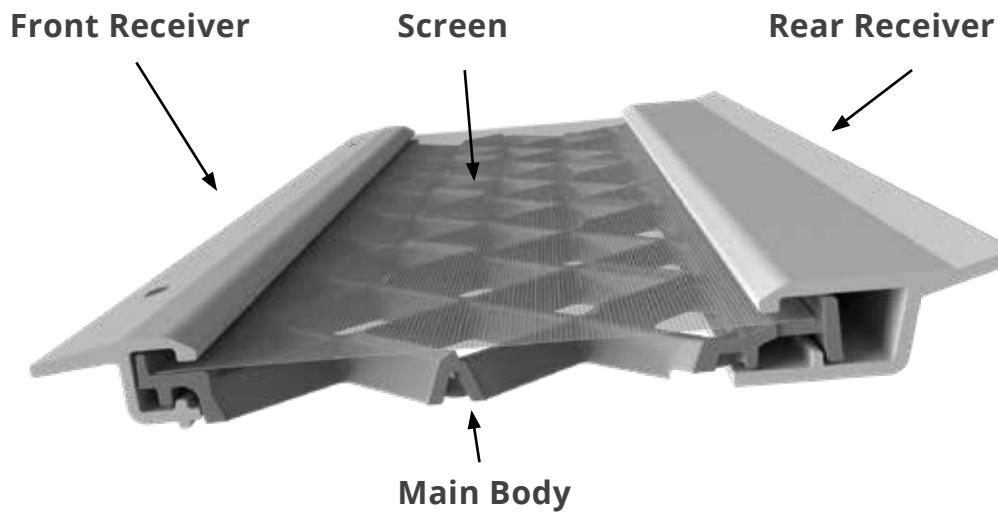






LEAFFILTER GUTTER PROTECTION: MODULAR SYSTEM ALLOWS FOR CUSTOM FIT

LeafFilter Gutter Protection is a modular system of components which allows for a custom fit to the customer's home. The custom fit is achieved by using the best fitting Main Body and Rear Receiver for each particular gutter run on the Customer's home. Since gutter styles, gutter widths, metal drip edges, metal roof starters and gutter connection hardware may vary with each gutter run on the customer's home, LeafFilter allows the installer to accommodate each of these application conditions as it is encountered on the home. LeafFilter also uses a Front Receiver that is hidden on top of the front lip of the gutter in order that the assembled product is less visible to the customer.



CAPABILITY & AESTHETICS

LeafFilter Gutter Protection works with different gutter styles, gutter sizes, and structure and roofline types, and it performs well in different climates across North America.





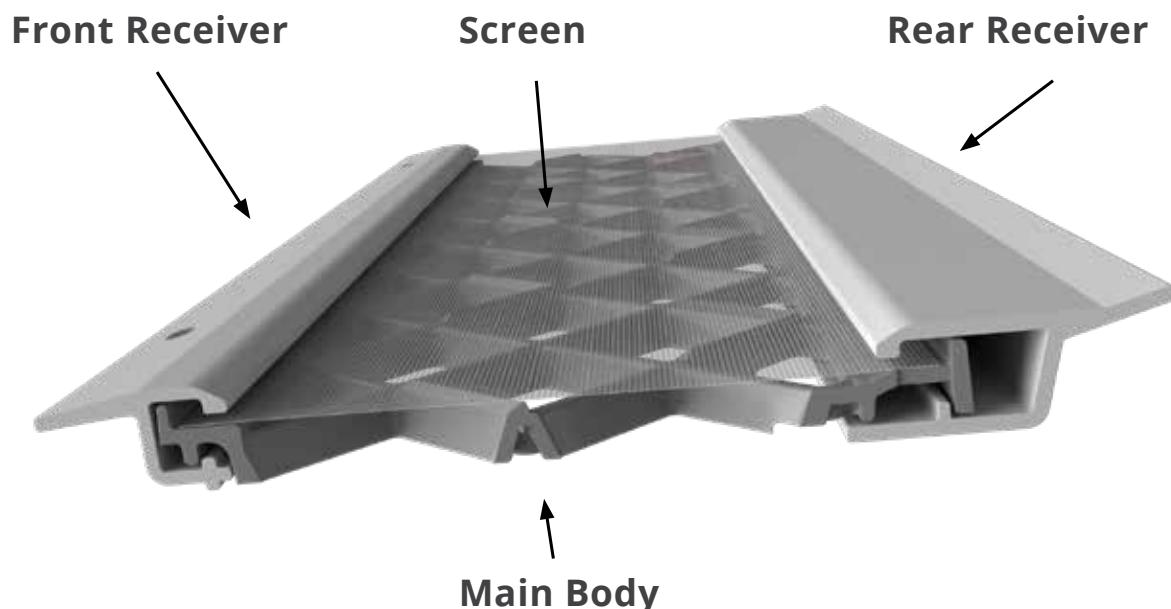
CAPABILITY & INTELLECTUAL PROPERTY

Please know that the LeafFilter product being installed on your house has been designed with a structural **Main Body** which does not require additional support as would typically be required with other gutter protection products (e.g. metal hangers and/or spikes).

Additionally, the **Main Body** has redundant structural support provided by both the **Front** and **Rear Receivers**.

The modularity of the design allows for the installer to choose the ideal **Rear Receiver** as well as the appropriate **Main Body** to ensure a custom fit with the structure and roofline of your home.

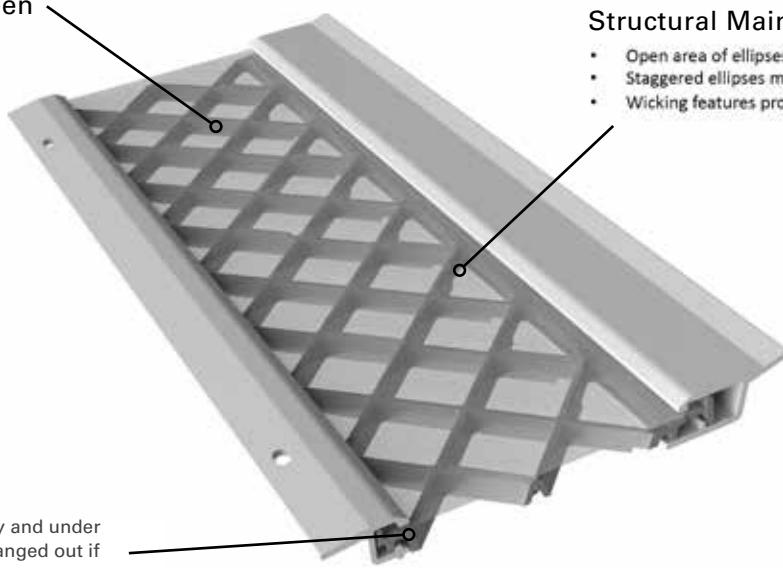
The components, modularity, and structural elements of the LeafFilter Gutter Protection system are protected via **U.S. Provisional Patent Applications**.



CAPABILITY & KEY ATTRIBUTES

Fine Stainless Steel Screen

- Surgical Grade
- Resists Debris Adhesion
- Longevity & Durability
- Anti-Rusting in Salt Spray Zones



Structural Main Body

- Open area of ellipses ensures high flow water infusion
- Staggered ellipses manage water flow
- Wicking features promote anti-water walk control

Interchangeable Screen

- Screen slides over the main body and under the receivers. Screens can be changed out if needed.



Made in the U.S.A



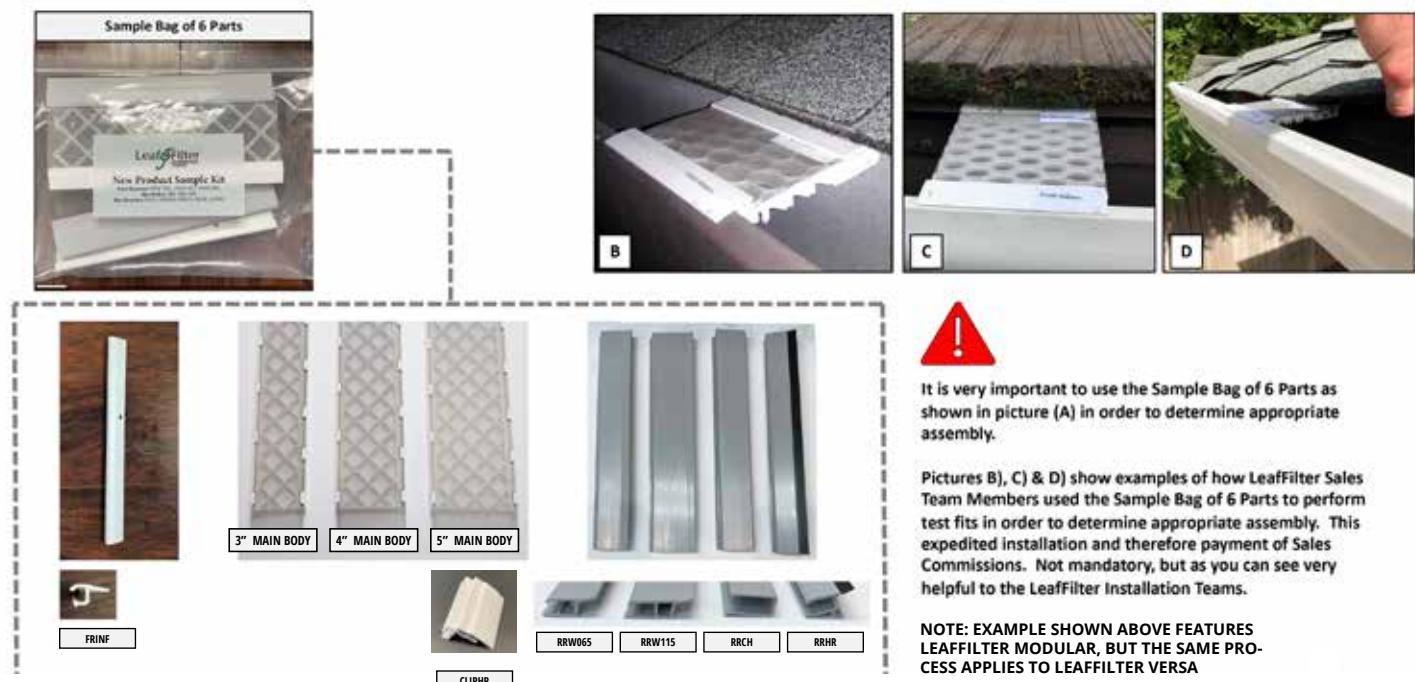
LEAFFILTER VERSA COMPONENTS & ASSEMBLY: 5FT ASSEMBLY WITH WICKING EDGES



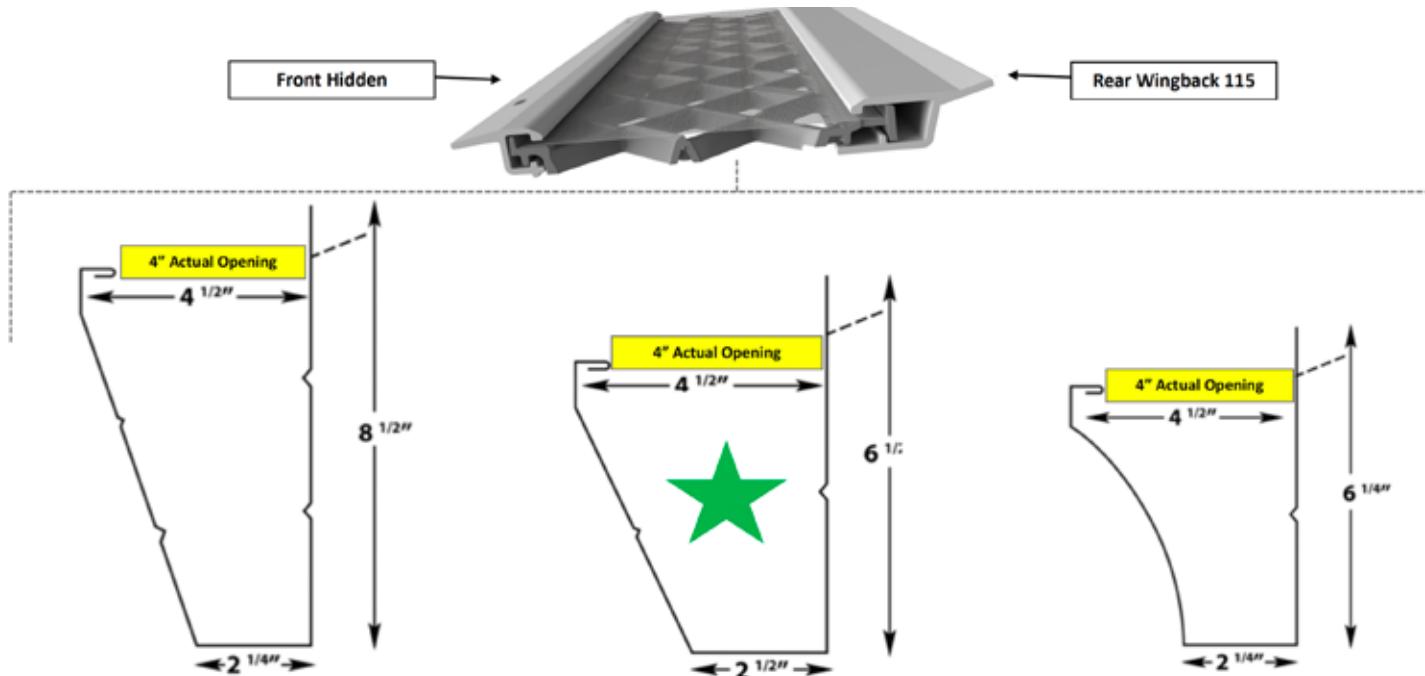
LEAFFILTER VERSA COMPONENTS & ASSEMBLY: 3 COLORS OF FRONT RECEIVER & 6 DIFFERENT SHAPES



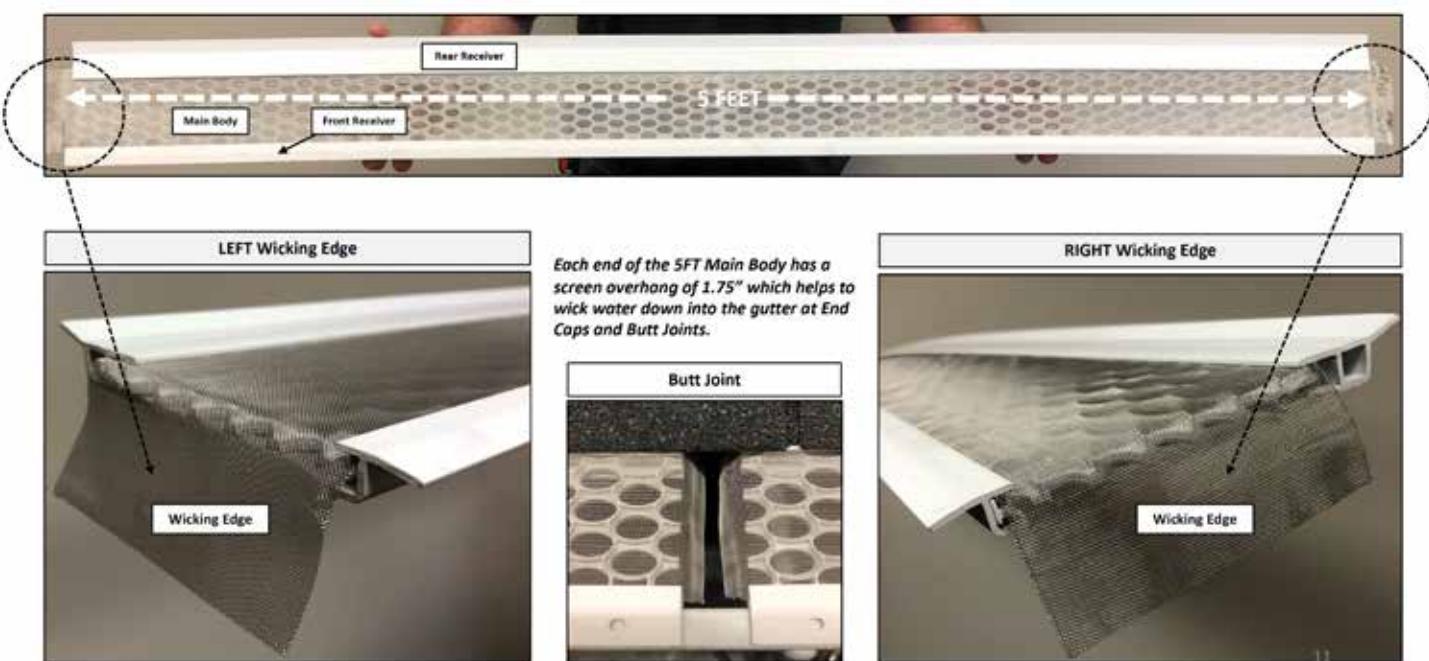
LEAFFILTER FS COMPONENTS & ASSEMBLY: SAMPLE BAG OF 6 PARTS



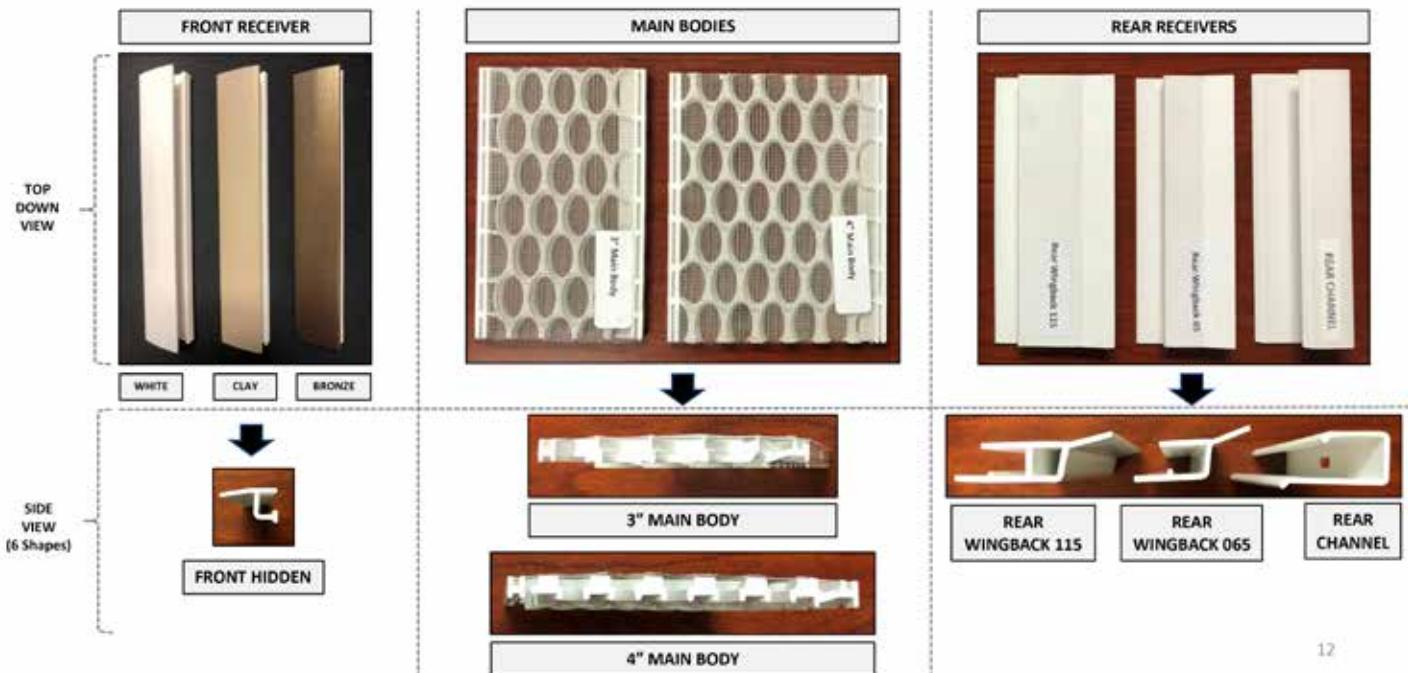
ASSEMBLY EXAMPLE: FASCIA STYLE GUTTERS WITH 4" ACTUAL OPENING



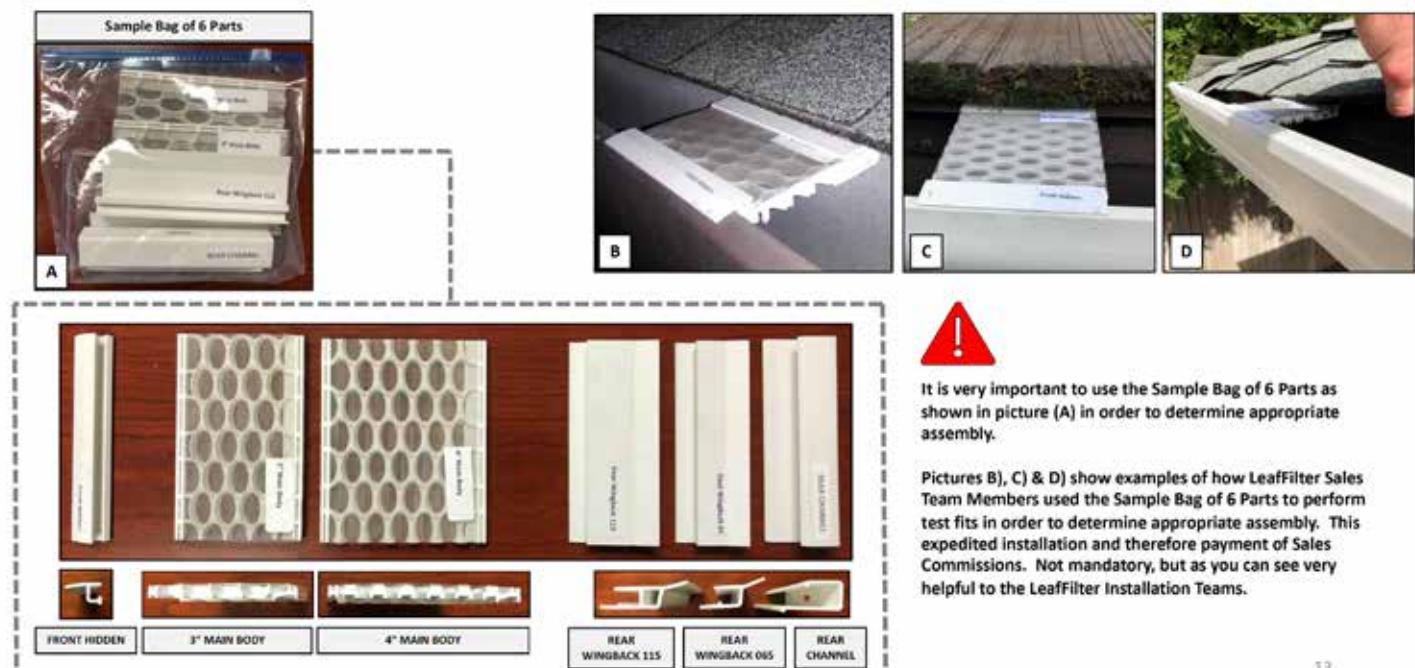
LEAFFILTER FS COMPONENTS & ASSEMBLY: 5FT ASSEMBLY WITH WICKING EDGES



LEAFFILTER FS COMPONENTS & ASSEMBLY: 3 COLORS OF FRONT RECEIVER & 6 DIFFERENT SHAPES

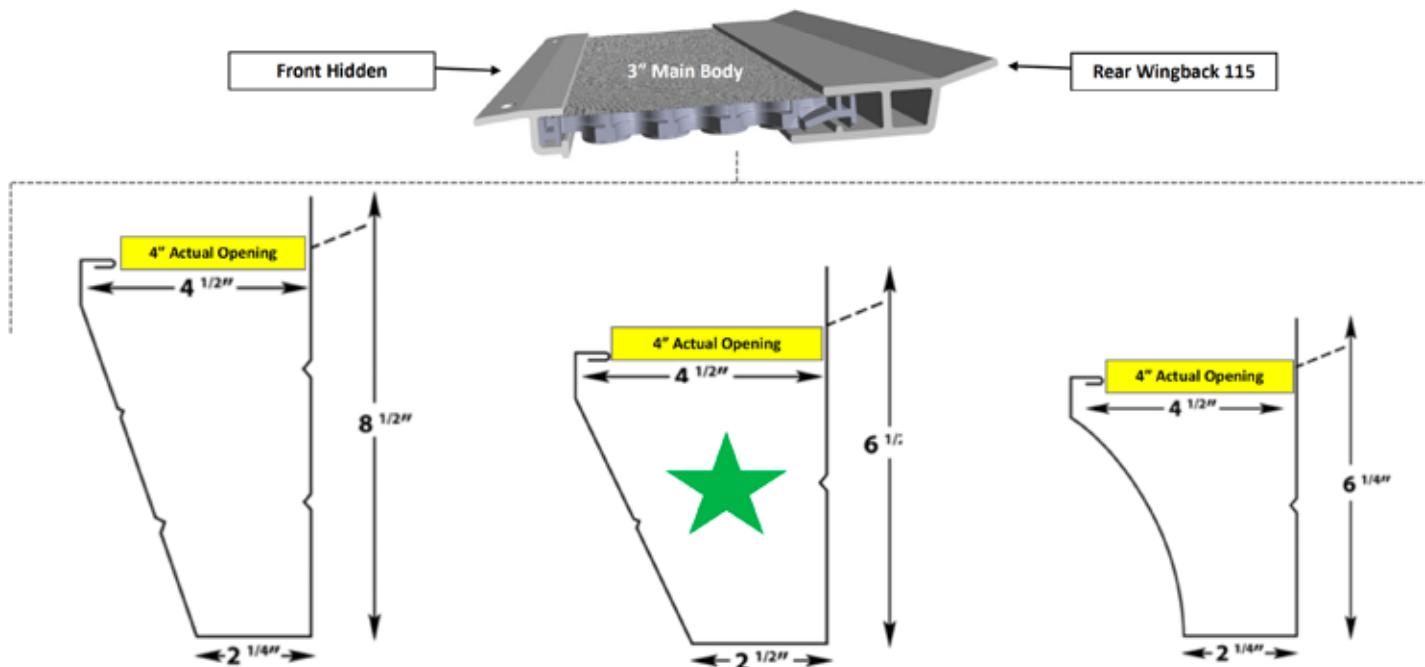


LEAFFILTER FS COMPONENTS & ASSEMBLY: SAMPLE BAG OF 6 PARTS

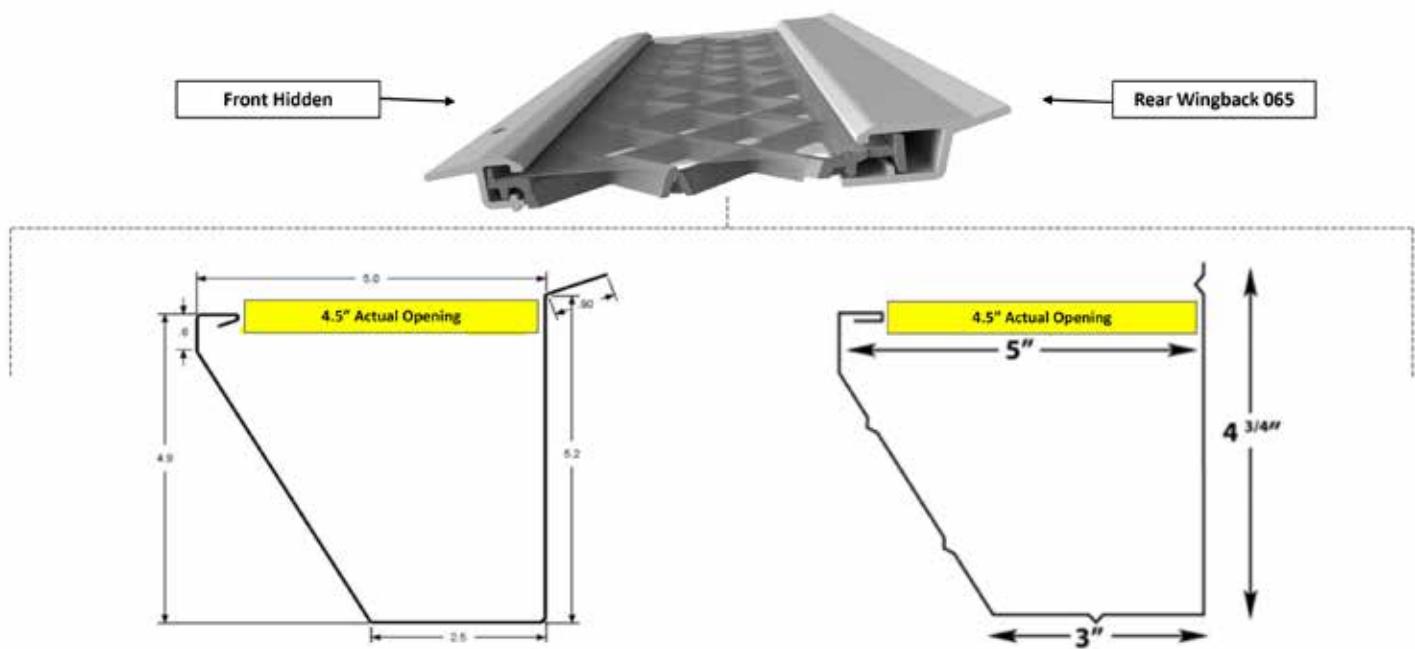


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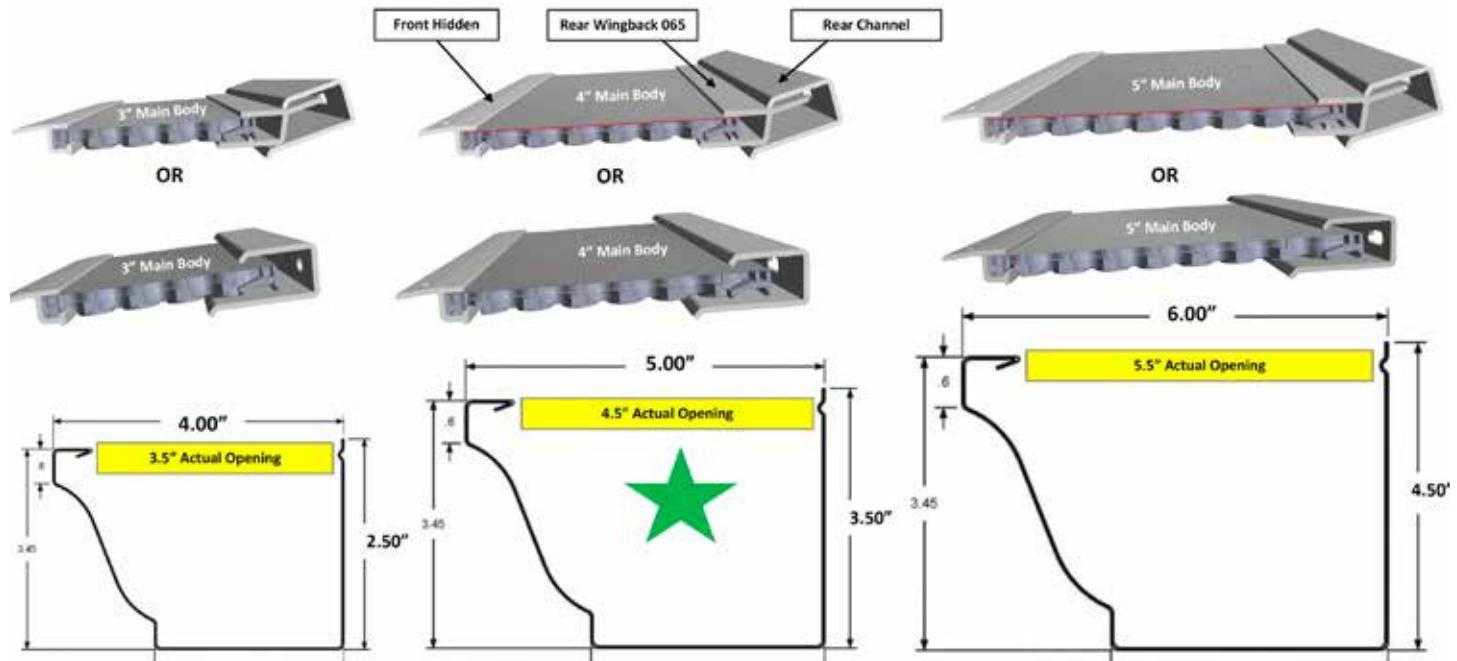
ASSEMBLY EXAMPLE: FASCIA STYLE GUTTERS WITH 4" ACTUAL OPENING



ASSEMBLY EXAMPLE: FASCIA STYLE GUTTERS WITH 4.5" ACTUAL OPENING



ASSEMBLY EXAMPLE: FASCIA STYLE GUTTERS WITH 4.5" ACTUAL OPENING



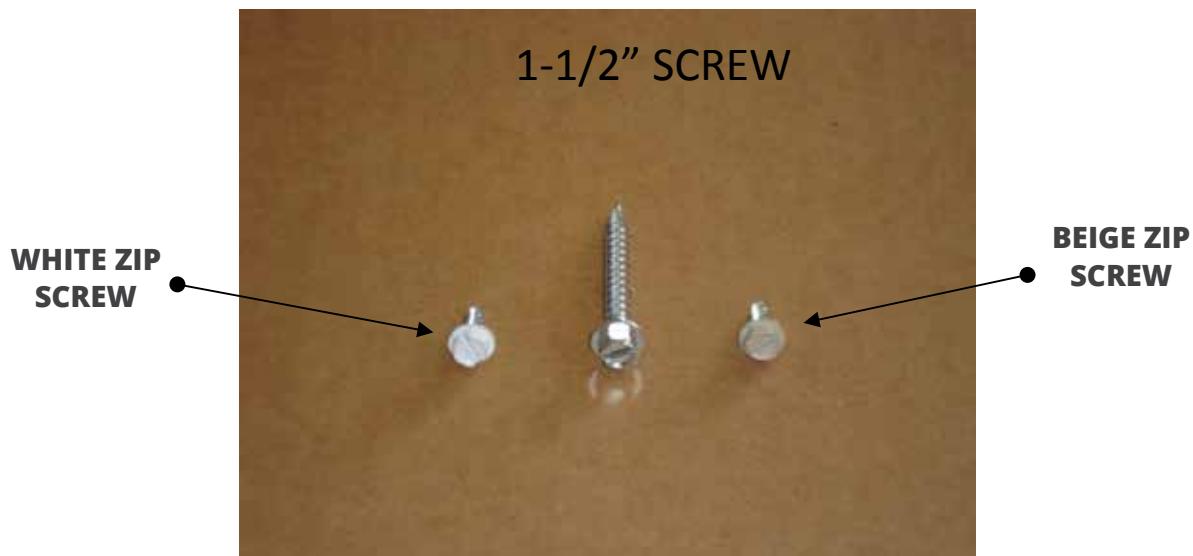
LEAFFILTER HANGERS

- Valley screen is also made of stainless steel and is used at the inside corners of the home where two or more roofs meet to create a valley. This high flow screen is more porous and is designed to take in more water.



LEAFFILTER FASTENERS

- LeafFilter™ uses 1-1/2" screws to fasten the hidden hangers to the fascia. Each 5 ft. section receives four hangers.
- LeafFilter™ uses 1/2" zip screws to fasten the LeafFilter™ panels to the gutter. Each 5 ft. section receives seven screws.
- LeafFilter™ zip screws come in two colors, white and wicker.
- White zip screws are used for the white and gray LeafFilter™ panels.
- Wicker zip screws are used for the beige and clay LeafFilter™ panels.





HOW TO MEASURE

GUTTERS



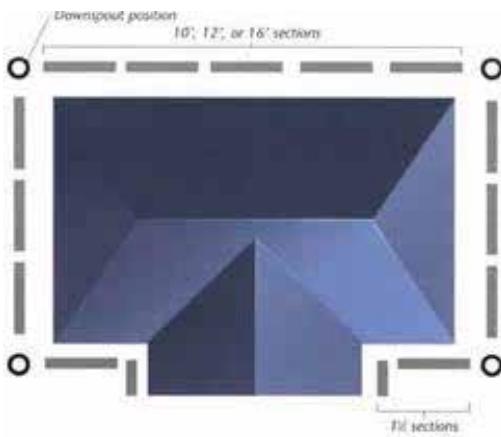
WHAT YOU'LL NEED:

- Tape measure (we recommend 100', but any will do) **NO WHEELS!!**
- Pencil
- Note pad



STEP 1: WHERE DO YOU WANT GUTTERS?

- Look at the roof and determine where you want gutters. Gutters are always at the eave edge of a roof. (Where the roof runs horizontally.)



STEP 2: MEASURE WHERE YOU WANT THE GUTTERS TO RUN.

-Measuring along the ground, estimating where the gutters will be on the roof is the best idea. Some people hook the tape measure on the side of the house. For these measurements, the width of the soffit must be added. Mark 1st floor, 2nd floor, and 3rd floor measurements. Add 1 ft. to every measurement to ensure accuracy. **SEE DIAGRAM 5-1**

STEP 3: COUNT ANY CORNERS YOU MAY NEED.

-If your gutter bends or changes direction, that would be a corner you need to note.

SEE DIAGRAM 5-1

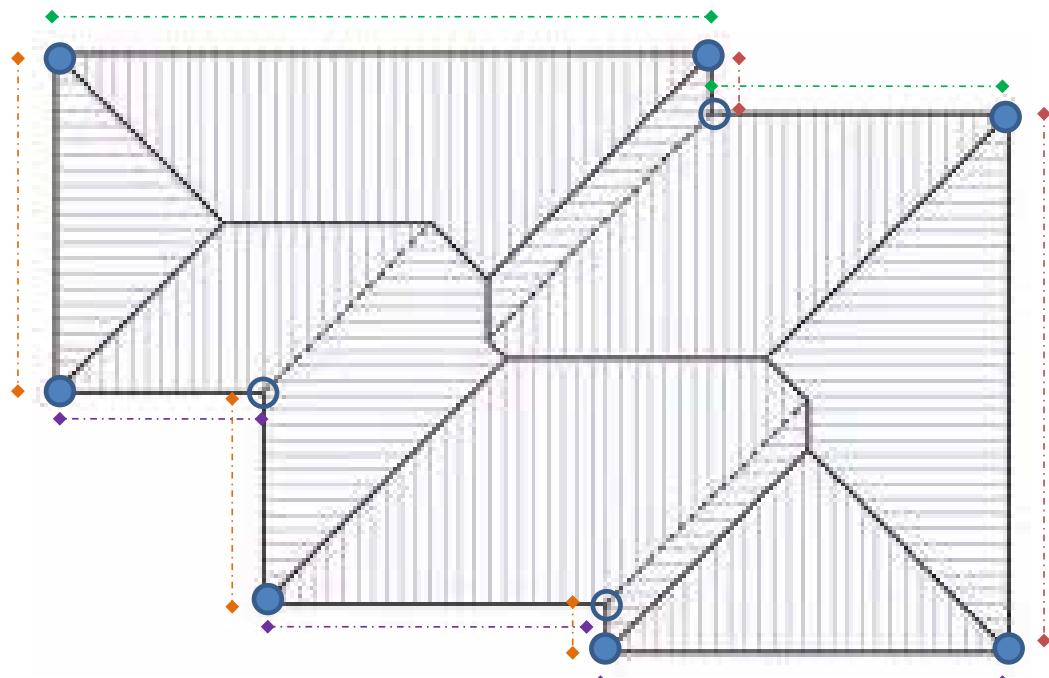


DIAGRAM 5-1

<u>KEY</u>	
◆-----◆	GUTTERS
●	OUTSIDE CORNERS
○	INSIDE CORNERS
◆-----◆	FRONT
◆-----◆	LEFT
◆-----◆	REAR
◆-----◆	RIGHT

STEP 4: EVALUATE YOUR DOWNSPOUTS.

-Downspouts occur about every 20-30 feet for small downspouts and 30-40 feet for large downspouts. If you need/want the large ones, keep it constant throughout the house. Remember, down spouts are sold in 10 ft. lengths, so always round up to the next 10 ft. increment.

-Example:

- Your measurements come out to be 24'-6" of down spout. You will need to account for 30 ft.

STEP 5: EVALUATE YOUR ELBOWS.

-Elbows will be counted for every turn needed in the down spout. Refer to Section One for descriptions of "A" and "B" elbows.

-Example:

- You need a down spout on the rear of the home that will drain onto the ground. You will need (2) elbows to get from the bottom of the gutter to the wall of the house, and (1) elbow at the bottom of the down spout to direct the water away from the home.

STEP 6: EVALUATE YOUR FLOORS.

-Below is the guide for determining what floor of the home the gutters will be installed on. Your measurements are required to be floor specific. **SEE DIAGRAM 5-2 FOR EXAMPLE**

- 1st Floor > 0'-0" to 12'-0"
- 2nd Floor > 12'-1" to 24'-0"
- 3rd Floor > 24'-1" and up



1ST FLOOR

2ND FLOOR

DIAGRAM 5-2

LADDER REQUIREMENTS

-Use the following requirements as a general guide for ladder sizes needed.

-1st Floor

- 10' step ladder

-2nd Floor

- 28' extension ladder
- 32' extension ladder

-3rd Floor

- 36' extension ladder
- 40' extension ladder

SOFFIT AND FASCIA

- To measure soffit, the following information is needed:

-Linear footage (measure the same way as gutters)

-The overhang, from the wall of the house to the fascia. (note: the overhang measurement is needed to ensure the correct amount of soffit is ordered.)

OVERHANG



LINEAR FOOTAGE

- Soffit can be ordered in solid or vented panels. On a straight run, the typical pattern is (3) solid and (1) vented. This pattern will repeat. On a gable, only solid panels are used.



SOLID PANEL



VENTED PANEL

- To measure fascia, the following information is needed:
 - Linear footage (measure the same way as gutters)
 - Width (6", 8", etc.)

WIDTH

FASCIA

LINEAR FOOTAGE

MISCELLANEOUS

- The same guide for measuring fascia can also be used for the following:
 - Drip edge
 - Gutter apron
 - Rake board
 - Frieze board
 - Crown molding

HANDY TIPS

- When measuring from the ground, you will not always be able to get an accurate measurement with your tape. Below is an example of a 2nd story dormer roof that returns into the main roof of the home.



HANDY TIPS (CONT)

- Below is a great tip for getting a more accurate measurement on the dormer roof.
-Measure the width of a soffit panel on the 1st floor. Next, count the soffit panels on the dormer and multiply that amount by how many inches wide the soffit was. Finally, divide your answer by 12 to get your footage.



- Example:
 - John measures the 1st story soffit and it is 10" wide.
 - John then counts the soffit panels on a dormer and discovers that there are 18 panels.
- Math
 - $10" \times 18 = 180"$
 - $180" / 12" = 15 \text{ ft.}$
- You now have a more accurate measurement.
- Another situation would be trying to determine the length of a 2nd story down spout extension as shown below.



HANDY TIPS (CONT)

- Below is a great tip for getting a more accurate measurement for the extension. Besides guessing...

-Count the rows of shingles from the edge of the roof to the existing downspout. Two rows of standard 3 tab shingles are 10". Two rows of dimensional shingles are 11".



3 TAB



DIMENSIONAL

- Example:
 - John counts dimensional shingle rows by 2 and comes up with 21.
- Math
 - $11" \times 21 = 231"$
 - $231" / 12" = 19.25 \text{ ft.}$
 - If the answer is not an even number, round up 1 ft.
 - In this example, the answer is 20 ft.
- You now have a more accurate measurement.

HANDY TIPS (CONT)

- Here is a tip that can help you determine what story of the house you are measuring gutters for when you can't get your tape up the side of the house:
 - Measure a piece of siding. Next, count how many pieces of siding run up the side of the house to the soffit. Then, multiply that number by the size of the siding and divide it by 12.



- Example:
 - John measures the vinyl siding and finds that one panel is 8".
 - John then counts the number of panels and comes up with 34.
- Math
 - $8" \times 34 = 272"$
 - $272" / 12" = 22.6 \text{ ft.}$
 - Since your measurement was actually taken up to the soffit, round up to the next foot to account for the fascia.
 - In this example, the answer is 23 ft. Which is considered 2nd story.
- You now have a more accurate story measurement.