TRADE JOURNAL





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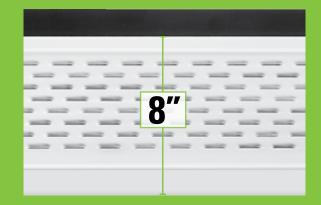


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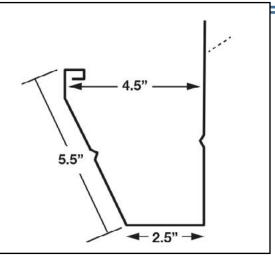
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PUBLISHER'S NOTE

s we celebrate the 5th year in circulation, Gutter Enterprise continues to grow readership adding new subscribers monthly and supporting the industries growth, through education and the strengthening of business relationships.

Gutter-Con 2022 - Thank you Bren... Enjoyed the visit!

We enjoyed meals, comedy and magic in Orlando the most magical place on earth. Sorry had to say it!

We had great weather and attendance peaked at 180 and the environment was positive and productive. We had a number of speakers, from different industries that applied their knowledge to the gutter industry.

Tommy Mello from A1 Garage Door Service shared his experience in the Garage Door industry and how installers can apply what he practices daily to ensure a successful outcome.

Meaghan Likes co-founder of ServiceAlly.io. Meaghan's day "job" is working as a CPA. Meaghan educated the group, empowering business owners and teaching how to achieve financial freedom in their own lives. Gutter Enterprise appreciates the opportunity to have met manufacturers participating in the show. GutterGlove, Alu-Rex, Gutter Stick, Leaf Solution and Classic Gutters, were all there displaying their product lines.

Bren VanDerSwagg was a great host and from my take it went smoothly. I had a chance to speak with several industry people with several companies

interested in being involved in articles for the publication in 2023. Eager to hear from installers across the country on various topics. Only sorry I could not stay longer. Looking forward to next year.



Continue to look for the **Gutter Workshop**— A One Stop page where installers can access valuable information on "How To's" in the Gutter Industry.

Knowledge based page(s) where installers, can view You Tube videos, pdfs or any other online media through QR codes. If you wish to participate and have a video to share please contact brian@gutterenterprise.com

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CLOSING THE DEAL

MAKE IT HONEST, AND MAKE IT YOURS

BY GARY BOWEN

o matter how solid your marketing strategy or your ability to make your prospect comfortable during the sales cycle, you still must master the art of asking for the buyer's commitment: the signed contract and the deposit. This should be the easiest part. But many still hesitate to ask for the customer's business.

This happens, A LOT. An installer builds rapport and trust with the customer, listens attentively, asks good questions, understands their wishes and needs, counters with effective solutions to their problems or issues, gets receptive body language from the prospect, quotes a fair price for the service. But then he/she fumbles on the goal line by not asking the homeowner to buy what they sell.

When you DON'T ask for the commitment, customers sense your lack of conviction and confidence. They begin to wonder if you have no faith in your solution to ask for the sale, or if there's something you're not telling them. They become confused, suspicious and begin to wonder, "How can they trust you."

Yet, on the other hand, they trust and value your advice when you then ask for the business. It reinforces their faith that not only do you have a valuable service; but are confident enough to ask for their commitment. So don't falter.

"I Need to Speak With my Spouse" (or) "I Want to Talk to More Installers"

Both are very typical counters when you ask for the close, even if you've done everything right says Derek Chute of Hydra-Flo Gutters in Oklahoma.

"Don't dispute either of these statements, reinforce them," he says. "Counter with, 'You and your spouse *should* talk about this important decision. If I can help you with that, please let me know.

"The other 'talk to more installers' you handle the same way: "'of course you should get several choices, I'm at your service if you need more input from me.'

Brief email or text follow-ups can assist you in moving these prospects toward a decision. But you can't be overbearing. If you can get the customer to tell you when he or she might be receptive to such a follow-up, so much the better: "especially if you've already received smaller 'commitments (but not the big one yet)", Chute adds.

He also mentions that, "Selling your highest value at every juncture of the presentation, listening to the prospect, and giving truthful answers are all solid ways to create and reinforce trust; and reduce the chances the prospect will hesitate once you ask for the sale.

CONTINUED ON PAGE 4





CONTINUED FROM PAGE 3

GET COMFORTABLE CLOSING, AND KNOWING WHO YOU CAN CLOSE

Becoming an experienced closer takes time. Some are naturally good at asking for the business while others hesitate due to inexperience or fear to ask for a customer's 'trust'. But both can be overcome.

"If you're a good poker player, closing probably isn't very hard for you," says Bill Moore of Gutter Guys AZ. He suggests there are similar "body tells" or traits: of how they react to stress: facial ticks or looks, their body language (slump, sit up straight), and how they bet. These and other subtle tells, tip off their behavior when they are the object of a 'sales pitch.'

Moore admits that early in his 40 years in the business he was not the seasoned closer he is now. "I was filled with the impatience of youth and the ego that I knew everything. And that meant that I didn't listen or observe very well."

But over time he learned that how you make your case, finds you listening and answering truthfully, and learning recognize the "tells" (the prospect's "body language" that suggests receptiveness or resistance). "Learning this difference is the key to knowing who you can close and who you can't," he concludes.

YES? NO? FAINT OF HEART NEVER WINS GOOD BUSINESS. SO, ASK!

Think about this. Not all business is meant for you. By observing prospect behavior, you can take your measure of what kind of customer this person will be. The "good business" door swings both ways. And bad business costs you twice.

But, "allowing the customer to feel like they are in control (they really are, it's their money) is also a helpful seller's talent," according to Hydra-Flo's Chute. He adds that being a benevolent educator also helps make comfortable, suggestable prospects. And often, by the simple act of receiving responses to smaller questions the seller asks during the presentation such as: "would you like to start next week or...?" "do you understand how I came up with that number?" can improve your odds of getting a positive answer to your close.

TIME TO CLOSE YOURSELF ON CLOSING

Here's a curious fact. A whopping 92 percent of salespeople report giving up on a prospect after hearing them say "no" four times. But on the other hand, <u>80 percent of sales prospects report saying "no" four times</u> before they finally said "yes."

Are you so afraid of the word "no" that you refuse to ask for the "yes?" If so, go back through your sales cycle and identify possible gaps. If you have been consistent in educating, building credibility and influence with the prospect, asking for and getting the business can be a very pleasant, and lucrative experience.

Many people view sales as a necessary evil and hold a less-than-savory opinion about them. Less than 20 percent of salespeople (18 actually) are viewed as "trusted advisors" by customers. Even more alarming, HubSpot found that salespeople are only slightly more trustworthy than politicians.

In some cases, companies remove the word "salesperson" and replaced it with neutral and non-threatening terms such as: solutionist, consultant or advisor.

But there's a way out of that buyer morass - putting the needs of the prospect first and always be helpful. Helpful sales professionals selling services well, become a trusted advisor which makes them stand out.

Here are some ways helpful advisors make closing their gutter installations easier:

- Uncover prospect problems and challenges you can solve.
- Set clear objectives.
- Always do what you say.
- Be transparent; hide nothing.
- Always share your expertise respectfully
- Don't waste their time!

If you've done all of these and the customer knows and trusts you, getting the signed contract and deposit is but a foregone conclusion. So go ahead — it's time to ask!



STILL STUMPED? TRY THESE

Let's assume you have engaged your prospect, educated them in your service, and the buyer displays "receptive" (or at least not negative) body language. Yet he or she still hesitates (maybe because or you haven't asked for their business. Try one of these solutions as a "close."

The Assumptive Close: is based on your belief that you will make the sale as you move through your presentation. You know the product is a perfect fit for the prospect's needs and believe this could be a "done deal." If you've used questions throughout that gauges the prospect's level of interest, handles objections, and reinforces that they're on the same page as you.

This works because you make your confidence and positive thinking contagious, and the prospect also thinks his commitment is obvious. So, an assumptive action might be to pull out an agreement and as you fill it out ask, "what day next week do you want us to start?" But do not use this if your relationship with your prospect is weak, get negative "closed-off" body language, or get repeated feedback to your suggested solution(s).

The Summary Close: involves a summarization of all your service's benefits and how it addresses your agreed-to objectives and pain points. If you've discussed multiple options, all the better because you're "nudging" the prospect toward deciding to make a purchase decision.

Hearing all the benefits at once works because the prospect is giving himself positive reinforcement about you and your solution(s) and they are a good fit. All this is as a few quick reminders that produce the desired tipping point (the "yes"). But this won't work if your presentation is not a thorough one and/or you haven't presented more than one solution.

Finally, fall back on this. If in your heart you believe the deal is done, then confidently ask for the business. 🗉



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GUTTER PROTECTION MAINTENANCE

BY JIM EALER JR. OF MIDWEST ENTERPRISES

utter protection maintenance is an especially important component of every gutter system. It so important, that every piece of our literature states "Like all Gutter Protection products, depending on your debris type and load, they require maintenance from time to time by brushing off the top of the panels." Each homeowner should be aware that maintenance will be necessary at some time in the life of the gutter protection system.

The key to the different systems, is to match the product to the type of debris and how often the homeowner wants to maintain their system.

Take Advantage of Don't Break The Bank! We Offer The Our LOW Prices Same Heavy Duty #12 Screw In Our With Bulk Buys! Hangers For A Fraction Of The Cost! Discounts Really Add Up! Leaf Blaster In Stock! Call For A Quote! Don't Cut Saddles! It's A Waste Of Your Time! 2X3,3X4,4X5 Saddles are inexpensive, easy and sturdy option to secure downspouts to the structure NEW PRODUCT!! **E-Z LEAF DESTROYER** emium Stainless Stee eaf Destroyer is the only stainless steel filter on the market that "Snaps" into standard gutter with Geocel & Ruscoe spring tension. White, Clear and Gray **Accessories Ship Same Day!** Buy Two Cases And FREE Shipping on \$100+ CALL TODAY! 319-465-6655 **Set Yourself Apart From The Competition!** www.guttermaterials.com

If the customer wants a basic system, like a screen, the installer needs to inform them that cleaning the top of the screen might need to be done annually. This might sound extreme, but even maintaining a screen is much easier than digging the soggy debris out of the gutter.

Then there is the middle of the road systems, they are a little more expensive than screens but do a better job of shedding debris off the top of the gutter covers.

At the top of the line are solid covers and Micro-Mesh filters. Each of these systems have a different method of dealing with debris but they do an excellent job at it.

A solid cover relies on the surface tension of water to travel around the front curve and into the gutter while separating the debris and forcing it to fly off the system. Different brands have a wide range of effectiveness of the front curve. Midwest offers a multiple radius front curve that separates the debris from the rainwater while keeping the water adhered to the cover. This method works so well that Midwest Enterprises was able to design a very low profile that allowed a back bend for a snap-in/out system for ease of maintenance while not disturbing the shingles.

Gutter filters or mesh use a very fine screen, mostly a Stainless-Steel material, to keep all debris out of the gutter. As with any gutter protection product there are different concerns that come with each product category. The problem with this method is that the openings are so small the water tends to surface tension across the top and not penetrate into the gutter. Many companies claim to have the answer, but with each solution there comes a clean-up.

Midwest designed a water separating bead that forces the rainwater through the filter into the gutter.

As stated, ALL gutter protection systems will need to be inspected and maintained periodically depending on the debris load, gutter guard type, and roof design.

RAIN-WATER SYSTEMS OF SANTEE, CA.

DRAINAGE SOLUTIONS"FROM THE ROOF TO THE ROOT"

BY BRIAN MAHONEY REPRINT AND UPDATED FROM APRIL 2020 ISSUE



fter many short phone conversations, I finally caught up with Albert Barlow of Rain-Water Systems located in Santee Calif. We finally had a chance to catch up over the phone. I had no idea how complex of an individual I was about to meet. Albert has been in the seamless gutter industry for well over 35 years.

In my younger days I was intent on finding art in a trade that felt forced on me. I was lucky to have a fantastic mentor named Don Miller who owned Copperworks. I was able to find a true passion in an otherwise repetitious, same old 5 & 6-inch K-style gutter installs.

Working with copper allowed me an artistic platform in neighborhoods from Nevada to Hawaii. Most of my work is in Orange California centered around Old Town.

A musician and artist from a large family, Barlow said his stepfather moved their family from Utah to southern California in the 80s after the economy collapsed and started the business Albert runs today.

I relocated to San Diego in 2012 and continued A.B. Companies, A.B. Raingutters & Rain Water Systems which had as a new focus water conservation. Over time we found a niche as overall drainage experts dealing with everything from simple rain gutters to complex sub-basement sump pumps and french drains. My C27 license allows me to do all types of land-scape work from pavers to lighting and outdoor barbecues, but my specialty is drainage, and I find that there are many companies that do hardscape and concrete well, there seem to be few in San Diego who do drainage well.

Albert has installed over 400 water harvesting units just in southern California alone. He has also been to several countries to install water harvesting units where limited access to quality drinking water is a real concern.

Rwanda, Africa is one such place. Albert has also produced an eBook on rain harvesting called "Rainwater Harvesting in Developing Countries" available on Amazon.

"California should be a leader in the water harvesting industry, but because of regulations, it can't get out of its own way." Albert continued, "the shear need for quality water in the southern portion of the Golden state is paramount and should be a priority in the state, as well as Texas, New Mexico, Arizona, Colorado, Utah and Nevada as well as across the country.

Rainwater Harvesting starts with interacting with individuals and government raising awareness through education for the need of water catchment systems and water independence". Albert went onto say, "We offer all types of rain gutters including seamless aluminum, custom copper and commercial grade steel. We have our own half round and K style forming machines and believe that our portfolio of installed jobs is unmatched in the United States. We have installations in over two countries, four states in America and three counties in California. No other contractor has the prolific portfolio of completed rainwater installations or ornate and elaborate ornamental systems that we do."

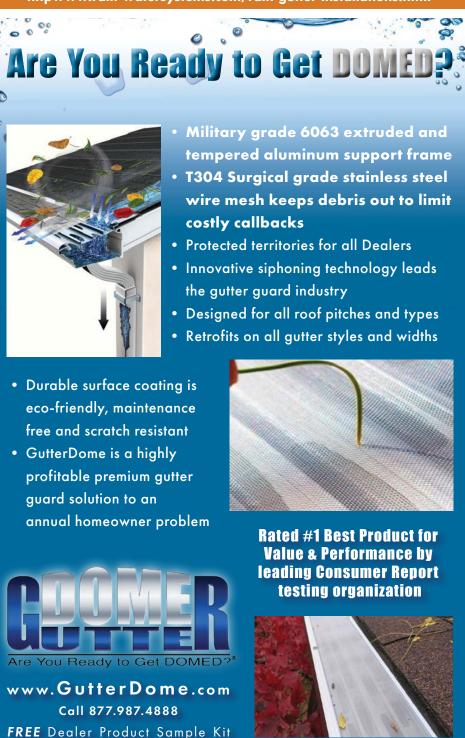


Albert wrapped up, "Rain-Water Systems offers residential storm water management and water conservation products. Our resources also include seamless custom gutters and rainwater harvesting equipment and water conservation land-scaping. We hold California Contractors

Licenses C61/d24 for metal roofing and C27 for landscaping services. We are licensed, bonded, and insured."

GE recommends you visit their site and check the many unique gutter installations and water harvesting installs.

httpwww.rain-watersystems.com/rain-gutter-installations.html



ARKETING IN THE GUTTER BY: MEGAN FAZEKAS INDUSTRY

arketing is a complex and ever-evolving field, and it's easy to get overwhelmed by the sheer number of options available to business owners. However, it's important to remember that not all marketing channels are created equal. In order to get the most bang for your buck, and your time, you need to focus on the channels that are most effective for your business.

At the top of the list is Google, which includes your Google My Business, reviews, ads, and Local Service Ads. By prioritizing these elements, you can

increase your visibility on the first page of a Google search, which can have a huge impact on your success.

In addition to Google, many industry leaders have found success with more traditional methods, such as door hangers and yard signs. Referrals from past customers and friends in the local community are also a powerful way to generate leads.

Finally, social media can be a valuable tool for building your brand and connecting with customers. Rather than trying to be active on every platform, focus on creating quality content that aligns with your brand, and post consistently on the platforms that are most relevant to your target audience.

In the end, effective marketing requires a combination of experimentation, consistency, and a willingness to adapt as the landscape changes. By prioritizing the channels that offer the greatest potential for your business, and being open to trying new things, you can build a strong and sustainable marketing strategy that will help your business thrive.





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BY MEGAN FAZEKAS





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s a business owner, it's essential to have a strong social media presence to develop your brand, connect with customers, and showcase your work. However, with countless social media platforms to choose from, it can be challenging to determine where to focus your efforts. Ultimately, your choices should be based on what is easiest for you to accomplish and what you enjoy doing.

Facebook, with 2.8 billion monthly users, is usually the easiest platform to use and grow with. It attracts many of our present and future customers and offers robust advertising tools to help reach a wider audience. With the recent addition of reels, it's easy to post whatever kind of content you enjoy, from long-form text to video. You can also manage your posts and respond to comments and messages all from the Meta Business Suite app.

While TikTok and YouTube are popular platforms, I believe TikTok will eventually turn into another type of search engine. For example, you can search basic keywords on Tiktok and pull up videos of whatever you want to see, from "best brunch in Atlanta" to "cheap Disney vacation" for hacks and video reviews. While TikTok may be a popular platform and aid us more in the future, it doesn't offer the same competitive edge as Facebook at the moment and may not be the best choice for reaching our target audience. However, it can still be an excellent platform to build up a large following.

LinkedIn, as always, is a professional platform that is perfect for building connections with other professionals. I recommend having a business page set up and optimized, even if you don't post consistently. However, I don't recommend advertising on LinkedIn for leads or recruiting, as it can be more expensive than other platforms.

Finally, it's crucial to measure the return on investment (ROI) of your social media efforts. Tracking metrics such as engagement, website traffic, and conversions can help you evaluate the success of your social media marketing.

In conclusion, while Facebook is typically the easiest platform to use and grow with, it's also important to have a presence across all social media platforms to streamline your brand. By focusing on the platforms that align with your target audience and goals, and regularly evaluating your performance, you can make the most of your social media efforts. If you need any help or have any questions, feel free to email me at megan@bluewaterexteriors.com. [6]

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WHAT DRIVES YOUR PROFILES?

BY BRIAN MAHONEY

Industry influenceCost of machine

• Installation costs

- Easier than other profiles to install (time consuming)
- Easier to sell
- Complacency
- What should drive your profile sales- Functionality, Aesthetics, Homeowner Character, and Custom Design

STEP OUT OF THE BOX AND GROW YOUR SALES.

Gutters are an essential part of any home's drainage system. They help to control the flow of water away from the roof and away from the home's foundation. With so many options available, it's important to consider which gutter style and material best suits the home.

There are four main styles of gutters: K-Style, Half-Round, Box, and Fascia. The half-round will carry a higher volume of water faster through the system while the k-style and box can hold more volume of water, they all work well, when installed properly.

QUICK OVERVIEW

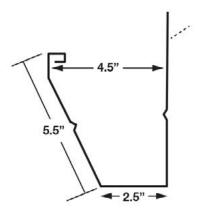
The **K-Style gutter** is the most popular option, as it resembles crown molding. It has a flat bottom with a decorative profile on the front, known as an ogee. There are similar profiles that are configured differently accounting for a larger flat bottom to carry more volume of water. Profiles range from 5", 6", 7" and 8". They are also combo-machines that accommodate 5"/6", 6"/7" and 7"/8" profiles from KWM. Typical cost of a new machine ranges from the low 7K and can go as high as 25K.

The **Half-Round** gutter is a classic style with a curved bottom and round shape, which is ideal for homes with a traditional look. As Augustine from Classic Gutters, Michigan says, "you wouldn't plumb your house with rectangular downspouts." A Half Round Gutter machines can come in at 30K.

The **Box gutter** comes in a variety of sizes ranging from 5" on up to 8" in both aluminum, steel and galvalume, a rectangular-shaped gutter that has two sides, making it a great choice for homes with a more modern look. Also used for many commercial applications. Commercial installs typically use a 7" 24 gauge Kynar steel material, mentions Cindi from Advanced Architectural Sheet Metal out of Michigan. Box Gutter Machines start at 16K and can go as high as 30K depending on the manufacturer.

Finally, the **Fascia Gutter** is a flat, deep profile gutter that typically attaches directly to the rafter tails of the home. It has a deeper trough, a $5\frac{1}{2}$ " fascia gutter(shown) is commonly used with 2" x 4" trusses and a $7\frac{1}{2}$ " profile is commonly used

with a 2" x 6" truss or rafter tails. The flat side of the gutter hides the edge of the roof's rafter tails. Commonly seen in the western states, Fascia gutter has a unique style. Pricing can vary from 16K to 30K depending on the manufacturer.





Each of these styles are available in a variety of materials, including Aluminum, Copper, Zinc, and Galvalume. Aluminum is the most popular choice as it is durable, lightweight, and cost-effective. Copper is a more expensive option, but its long-lasting, rust-resistant qualities make it an ideal choice for coastal homes. Zinc is a great option if you're looking for an affordable, lightweight material that is also rust-resistant. Finally, Galvalume is a steel alloy that is treated with a zinc and aluminum coating to provide superior corrosion resistance.

When it comes to selecting the right gutter for a home, it's important to consider the style, material, and budget. With so many options available, there is sure to be a gutter that meets your homeowners needs.

We talked with Bob Joly of Hancock Enterprises and he mentioned "they have seen an uptick in half-round accessories requests, but K-style 5" & 6 "accessories are still their number one mover."

According to Curt Dyer-Sales Manager at Senox Corporation out of Texas, "K-style or O-Gee represent 90% plus installs in the US. Yet, the increase in half-round installs has seen a considerable increase and Dyer makes sure all 22 locations are fully stocked with all the colors and accessories for half-round. Senox is currently rolling out box downspouts to their locations and should be in their branches in the next 4 to 6 weeks."

Keith Jr. of KWM adds, "their 5" and 6" combo machine is their most popular machine. But since 2020 they have seen a steady increase in sales for the Gen 2 half-round machine. Minor mentions, we have seen a 2-fold increase in sales for the Gen 2."

So go ahead and mix it up. Offer the homeowner something special. Half-Round in aluminum or a Box profile for a more modern look. With an array of accessories available for many profiles, as well as the added benefit of generating increased revenue, you'll stand out from the competition, and separate yourself from the pack.



IKING

ON YOUR OWN

fter collaborating with several companies in the gutter industry, Jeff Faiman and some partners decided to strike out on their own. Having acquired numerous relationships in the gutter industry they knew if they were able to come up with a successful product that solved problems there was a solid base of referrals to work from. So, in 2015 Faiman left the company he was working for and started GutterLock with his partners. Today, over eight million linear feet of GutterLock is installed and protecting homes across the USA!

The uniqueness of these products stemmed from a roofing issue. In many cases the first row of shingles created an overhang that may not be addressed by other covers. GutterLock, available in three different profiles, placed their Z-bend technology on two of their panels in a place that the shingles don't touch allowing for maximum performance. Once these products were created by GutterLock and having numerous connections, they reached out to distributors throughout the country and started shipping product.

Three styles evolved to accommodate different price ranges and different issues.

GutterLock Elite (shown) is designed to handle heavy rainfall and fits existing gutters increasing the support of the gutters. Check the rain map on page (tbd) for the average rainfall in your area.



GutterLock Extreme Flow, offers all the benefits of GutterLock Elite but is designed to work in high flow areas, such as steep roofs, metal roofs and valleys (inside corners). Both styles offer animal and pest control and come in 13 different colors.



Gutter Lock Diamond is their more affordable option that fits 5-inch and 6-inch residential gutters and comes in black, white, and copper.

GutterLock EZ Drop-In Mesh is a aluminum mesh cover is easy to install, no screws are necessary as it snaps into place.

Also offered are accessories such as diverters, end caps, inside corner miters and the tools necessary to complete each installation. Check online to see the complete GutterLock startup tool kit.

Manufactured in the USA, the dealer website is comprehensive and full of good gutter knowledge. Check the website for dealer and product information, dealer certification and installation videos, as well as how to bid a gutter project at gutterlockdealer.com



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REASONS FOR A PRESS RELEASE

Companies release press releases for a variety of reasons. The most common reasons are:

- Product announcement: Whenever a company launches a new product, it will often release a press release to generate media coverage and help build buzz around the product.
- **Company announcement:** Details relating to restructuring, relocation, partnerships, financial news, and other company updates are shared through a press release.
- **Event announcement:** If a company is hosting, sponsoring, or attending an event, it may release a press release to generate interest and drive attendance.
- Award announcement: Winning an award is a great way
 to build credibility and generate positive media coverage. As
 such, companies will often release press releases when they
 win awards.
- **Employee announcement:** Hiring a new executive or announcing employee promotions are examples of news that may be shared through a press release.
- Research announcement: Often, companies will release press releases to share their latest research or study findings.

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Contact Information:

Gutterglove, Inc. Alli Sparks, PR Coordinator (931) 261-8446 media@gutterglove.com

Gutterglove Launches New All-Aluminum Gutter Guard Expanding Product Offering

Gutterglove is bringing more than 20 years of experience and expertise to the gutter guard market by expanding its portfolio of products with the introduction of its new All-Aluminum Gutter Guard for basic protection.

With a new and innovative design, the All-Aluminum Gutter Guard can handle average rainfall and keep out large leaves, debris, and large pests by utilizing its patented technology, all while still outperforming other entry level option gutter guards, such as foam, brushes, and plastic.

The new punched aluminum guard is made with RiserStep™ technology, which slows down the flow of water with small, dam-like steps. It also keeps out debris and directs water through to the gutter. Additionally, like the Stainless-Steel Micro-Mesh version, the All-Aluminum guard provides a trough as a last stop for the water to avoid overspill.

The All-Aluminum Gutter Guard will be available to purchase in March 2023 in both the consumer and professional retail channels.

Contractors and wholesalers looking to provide their customers with Gutterglove's affordable, basic gutter guard solution can visit www.LeafBlaster.com/aluminum.

Do-It-Yourself (DIY) customers looking for more information on Gutterglove's aluminum guards can email <u>customerexperience@gutterglove.com</u> or call 877-662-5644.

For ultimate protection against all leaves, pests, pine needles and even roof grit, Gutterglove also offers a best-in-class, premium Stainless Steel Micro-Mesh option suited for the DIYer and Pro.

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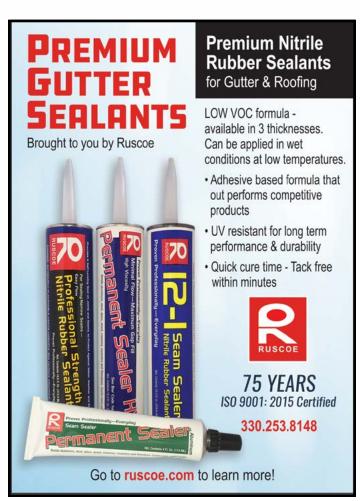
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HOW TO REPAIR TRUST

BY AARON JACOBS SCORECARD SALES WWW.SCORECARDSALES.COM | AJACOBS@SCORECARDSALES.COM

hould people get second chances? Sometimes, but not always. When trust is broken, it stirs up a range of emotions in people and, despite how it is processed, the one who broke the trust is now viewed to be a threat. How harshly should we treat someone who has broken the trust? Was it severe, intentional, and irreparable? We all make bad judgment calls sometimes and these mistakes can be costly no matter what our intention was at that moment. Most people would agree that under normal circumstances, people all deserve second chances because we have all made mistakes. The question becomes, what does that path back to redemption look like?



Despite the circumstances surrounding broken trust, we don't always have the ability to just write people off because trust is so essential to our relationships. Trust must be achieved at some point because otherwise, we would all operate mostly in isolation, and nothing would get done. Trust must be achieved. Trust is desirable and beneficial, but is it repairable? It depends on the parties involved because trust is always a partnership. Does one person want to trust the other again and does the other person care to make themselves trustworthy? Since trust is desirable, let's discuss the process for repairing broken trust.

Communicate – Discuss the issues regarding trust. Were the expectations reasonable? Were the mistakes and judgments intentional? What could have been done differently?

Compassion – Can you or will you understand the other person's perspective? Why did they choose their words and actions? What would you have done in their situation? Is this a bad person or a poor decision?

Responsibility – If you made a mistake, own the mistake. Did you expect too much from someone? Did you make a bad decision or judgment call? Did someone not act with integrity? What could have everyone done differently? Learn from the mistake.

Forgiveness – Can you or the other person earn a second chance? Does the other person even want a second chance? Everybody should be allowed to make a mistake and strive for redemption. Shake hands and offer the grace that you would desire from others when you make a mistake.

New goals - How can we start over again? Start with something simple that focuses on a common goal or purpose. Create the proper expectations and make it an equal partnership. Demonstrate to each other that trust can be repaired.

Trust, but verify – Put your newfound trust to the test. Create the proper expectations with one another with a crawl, walk run approach. Create better communication mechanisms and feedback loops. Make sure there is a more deliberate focus on honesty. **E**

GUTTER WORKSHOP

A One Stop place where installers can access valuable information on "How To's" in the Gutter Industry. Knowledge based page(s) where installers, can view You Tube videos, pdf's or any other online media through the QR codes below. So, look for them. GE



How to Make a Gutter Miter Template



Organize Your Gutter Trailer



All the Tools You Need to Start a Rain Gutter Business



Gutter Job



How to Organize Your Rain Gutter Supply



What's Inside Our New Rain Gutter Trailer



READERS COLUMN

WE GET REQUESTS REGARDING PROPER SIZING OF GUTTERS AND DOWNSPOUTS, ROOF PITCH AND AVERAGE RAIN FALL, PLEASE REFER TO THE MAPS AND TABLES FOR FURTHER INFORMATION:

GUTTER/DC	WNSPO	OUT CAP	ACITY T	ABLE
DOWNSPOUT		GUTTE	R SIZE	
Size	6"	8"	9"	12"
3×4	95	110	115	150
4×4	125	145	150	160
4x6	205	240	245	265
5x5	*	260	265	290
6x6	*	410	420	455
3" Round	55	65	65	90
4" Round	95	110	115	150
5" Round	*	190	195	250
6" Round	*	290	295	322

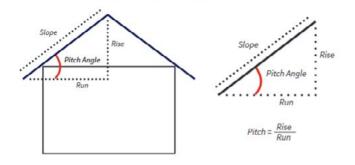
GPM Capacity *Indicates that downspout will not fit this gutter size*

Table provided by: https://www.saf.com/perimeter-systems/cornice-gutter-products/commercial-gutter-systems-downspouts/gutter-sizing-guide/

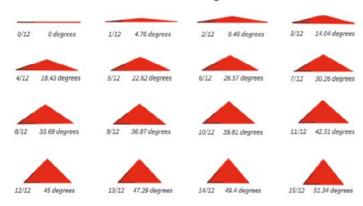
Please note that certain size or types of downspouts are limited by the gutter's profile. Please review your selection with the Gutter & Outlet Table for capability.

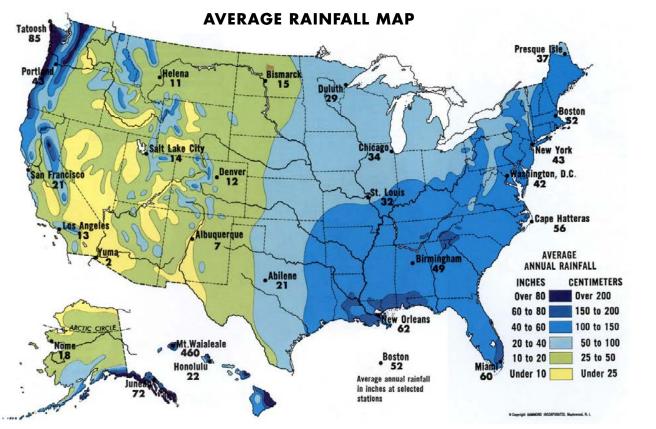
Roof Pitch Diagram Chart

How to determine Roof Pitch



Roof Pitch Angles





BEST OF 2023 INSTALLS

Installers show off your best or interesting installs for 2023: Submit images and description of installs to brian@gutterenterprise.com

Nick Barbic of Gutter Tech- Orange CA



Black, .032, Straight Face Profile, Custom Hand Radius with 3" round downspouts

PRESS RELEASE:

Gutter Supply announces new location. As a valued vendor, we wanted to let you know in advance that we are requesting that you change your records to our new address as of September 19, 2022. Our phone number will remain the same.

Our new address for your records should be as follows:

Gutter Supply, Inc. 935 Campus Drive Mundelein, IL 60060

If you have any questions regarding this, please contact us at: (888) 909-7246.



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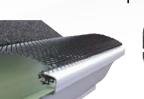
We truly appreciate the companies who have put their faith in Gutter Enterprise.

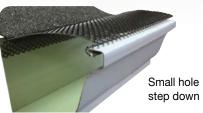
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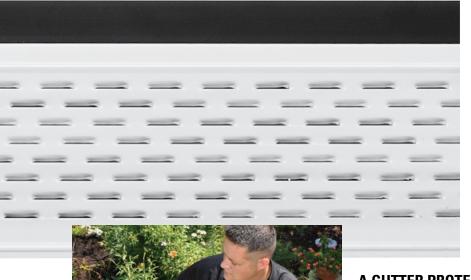
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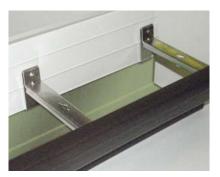
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