



Roofing Process Conference



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SEPTEMBER 2020 - ISSUE 001



ROOFING INSIGHTS

WHERE IS **WAXMAN?**
WHAT HAPPENED TO ONE OF THE INDUSTRY'S BIGGEST SCAMMERS **PG 34**

5 WAYS HOMEOWNERS CHEAT CONTRACTORS
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apple roofing TITANS OF THE INDUSTRY



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THE STORY BEHIND WHY WE GIVE TEACHERS FREE ROOFS **PG 31**

LEARN HOW THIS RESIDENTIAL POWERHOUSE DOES \$34 MILLION PER YEAR **PG 16**

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FOR THE HOMEOWNER

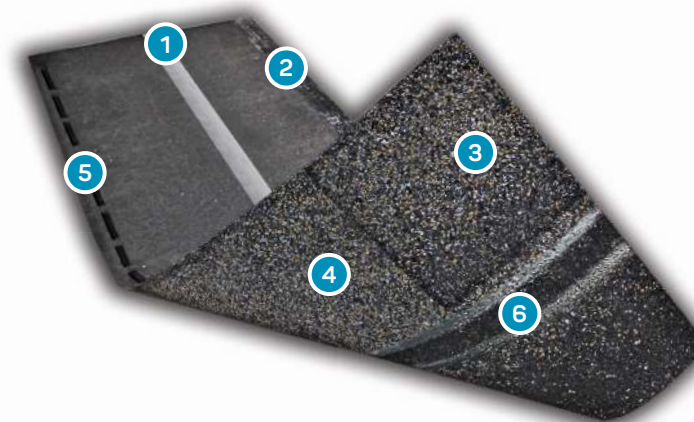
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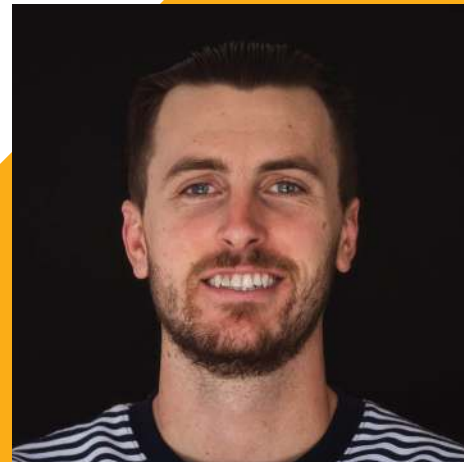
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EDITOR'S WORD

WELCOME TO ROOFING INSIGHTS

Since 2017, Roofing Insights has strived to educate homeowners and contractors on the best ways to deal with their home exterior issues. We have covered everything from which CRM to use, to how accounting works, and the importance of vehicle wraps. This was a great way to connect with roofers and business owners who were unaware of these tools.

While that was a great starting point for our brand, and a value we will never stop providing to our audience, over the last year we have shifted our focus to other aspects of the industry.

Why? Because frankly, there are too many issues still plaguing the roofing business.

Yes, roofing is a job, but it's also a way of life. I wouldn't stand for injustice levied toward my friends and family, so why should I be okay when it happens in our industry?

That's why I've decided to tackle some of our most sensitive issues like theft, racism, and illegal workers. It's also why I ignore the cease-and-desist letters that show up at my office, and why I continue to call out corporate entities who have prioritized their bottom lines over the well-being of everyday people.



With the Roofing Insights magazine, I want to bring you original content using the same engaging and informative style that we use on all our platforms.

This will be the first of many future editions, and I feel lucky to be able to share it with you.

Thank you for your unwavering support.

Dmitry Lipinskiy
Founder and CEO of Roofing Insights

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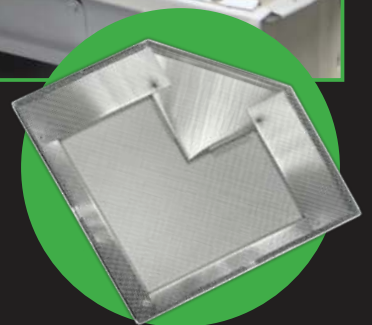
Some consider gutter guards as an extension to the roof, redirecting water flow and eliminating ice damming.

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Roofing Insights Tool of the Month featuring  PRIMEGRIP

FOR WHO WEAR HARNESES

“I work in the scaffolding industry. Harnesses are required to be worn at all times for our safety while at heights. Having to wear harnesses over your work jacket is very uncomfortable as it hinders mobility and your production rate drops.”

Pete Zeppetella

For safety reasons, harnesses are always required to be worn when working at unsafe heights. However, having to wear a harness over your work jacket is uncomfortable, hinders your mobility, and causes aches and strain on your body, causing your work production to drop.

Zepps Gear has created a unique garment (that has an issued design patent and pending utility patent for North America) that enables a worker to wear their safety harness underneath their jacket in a more comfortable manner that still fits job-site regulations and provides you with better ergonomic support.

BENEFITS

Allows for better mobility and comfort

Prevents strains and wear on your body by giving you full range of motion

Ensures your D-ring is in the correct spot and allows your harness to work and sit properly

Tested and approved by Intertek (papers available on request)

Protects your harness from wear and tear, oil, paint, and other substances

Protects the worker from the elements

FEATURES

Opening from shoulders to middle of upper back that has a break-away feature

Made of Velcro which allows the harness to work properly in the event of a fall

D-ring slips through the opening in the jacket where the lanyard can be attached

The feature can be added onto overalls and any kind of jacket (waterproof, fire rated, different sizes and styles) for different seasons and trades

The jacket has loops on the front that are used to attach your lanyards when they are not in use, so they are off the ground and easy to carry

The lanyard hoops are tear-away in case your lanyard becomes caught on equipment or machinery



“I noticed that some workers had slits in the back of their jackets where they could slip the d-ring through and attach their lanyard to it. This was allowing them to move better, feel more comfortable, and was less restricting, so I decided to try it. I slipped at work one day and when the lanyard came to its end, my jacket was around my neck. I knew that something had to change about this design.”

From this experience I created ZEPPS GEAR. It's a garment that is to be worn over your harness that has a velcro tear away section in the back for your d-ring to slipthrough and your lanyard can safely attach to it.

Pete Zeppetella



3M™ Scotchlite™ reflective material



Velcro tear-away flap opens during fall



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Tail prevents exposure when bending or reaching

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TECH OF THE ISSUE



SUMOQUOTE

Are you tired of losing of bids? "We make it fast and easy for contractors to build professional quotes"

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PRESENT MORE PROFESSIONALLY AND WIN MORE WORK

by Ryan Shantz

“The most cost-effective strategy for increasing sales is to close more of what’s already coming through your door

If you have a minute, do a quick Google search for “roofing quote.”

Click on the images and take a glance at your screen. I’m sure I don’t need to describe for you what this looks like. Every single image looks almost identical; a single page with a logo, some line items, and a price. If you know where I’m going with this, some of you may be hanging your head in shame right now.

Let’s back this up and think about it for a minute.

What is the purpose of a quote? To give somebody a price for their job, right? To let them know the type of shingles being installed and the warranty being provided.

While those things can be included in a quote, I would suggest that the purpose of a quote is to gain the trust and engagement of your potential client while showing them how you differ from other contractors. Ultimately, if you can connect with your client via trust, education and engagement, you will leap miles ahead of the competition.

For example, Apple creates amazing devices that people love because they are intuitive to use but offer a litany of features. They solve a problem and make it easy for people to work with them. If intuitive features and engaging design are at one end of the

spectrum, 90% of roofing quotes would be at the exact opposite end of that spectrum; difficult to understand, with no thought on engaging clients. Rather than clarifying a problem and introducing a solution, roofing quotes typically introduce a whole new set of problems laced with confusion. Quotes end up being loaded with industry jargon, difficult to understand terms, and a price that feels pulled out of thin air. Standard roofing quotes really aren’t much to boast about.

Having run a large residential roofing sales team for more years than I would like to admit, we continuously wrestled with how to gain an upper hand in the sales game. Finally, we completely changed the quotes that we shared with homeowners and were blown away by the results.

Rather than our quotes being all about us, the products we use, our warranty details, the price we were offering, etc., our quotes focused entirely on our clients.

HOW?

We developed quotes that demonstrated our ability to:

- Understand their home
- Identify with their challenges
- Provide solutions
- Establish our competence and ability to help them.

We did this by inserting a photo of the client's home on the cover page, writing about specific details of the project to educate them, and going a step further by including photos to show issues we would need to correct.

To put the icing on the cake, we got clients excited about the project by showing how incredible their chosen product looked on other homes, and most importantly, we hired a professional graphic designer and communications expert to make the quote sharp

and give the entire presentation intuitive, easy-to-understand messages.

64% increase in sales and business

Donald Miller, the mastermind behind StoryBrand, explains that, "customers don't generally care about your story; they care about their own. Your customer should be the hero of the story, not your brand."

Miller also says that "customers aren't looking for a hero. They are looking for a guide."

IN OTHER WORDS, WE AREN'T LUKE SKYWALKER IN THIS STORY. WE ARE YODA.

The result of our change to this focus was an increase in our retail sales of millions of dollars. Specifically, we saw a 64% increase in our retail sales from 2016, when we started using these presentations, to our most recent year in 2018. Additionally, with the web app we developed to build these sales presentations (www.sumoquote.com), our sales teams were creating exponentially superior quotes faster than they ever had. Once the quantities of materials had been calculated, a sales presentation could be built in as little as **3-4 MINUTES!**

One of my salespeople shared this story with me the other day. He sat down with a potential client who said, "Your

quote is a bit more expensive, but I'd like to move forward with your company. After seeing how detailed your quote is, I know you'll do a great job!"

Now here's the ironic part: a competitor's quote was visible on the table and it actually went into FAR more detail than ours. It described all sorts of industry details that we hadn't bothered to mention.

The difference?

The quote focused on details that a roofer cared about, but no homeowner would ever understand. The competitor's quote was

Remember: the most cost-effective strategy for increasing sales is to close more of what's already coming through your door.

Thank you for your time and I look forward to having a conversation that will optimize your business for years to come.

Ryan Shantz is an owner of Epic Roofing & Exteriors in Calgary, Canada. He is also the Founder of SumoQuote, a web app that allows any contractor to build quotes that crush the competition.

If you are interested in seeing how fast and easy these types of quotes can be to make, check out www.sumoquote.com or email me at ryan@sumoquote.com

obviously built in Word/Excel or some generic CRM. It was a logo with a huge amount of text and a price. In contrast, our presentation was designed and built in such a way that it was intuitive and easy to understand. Our quote focused on the client, while our competitors focused on themselves.

So, what can you do to change? Start thinking about the sale from a client's perspective; engage them, make the process about them, and ensure that every message in your quote is shared to make life easier for them.



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In the middle of Lincoln, Nebraska sits Apple Roofing, an analytics-savvy roofing company who first opened their doors in 2012. Apple Roofing is owned by Dustan Biegler and Marcus Kuhlmann, two childhood friends who both have spent their entire careers in the roofing industry.

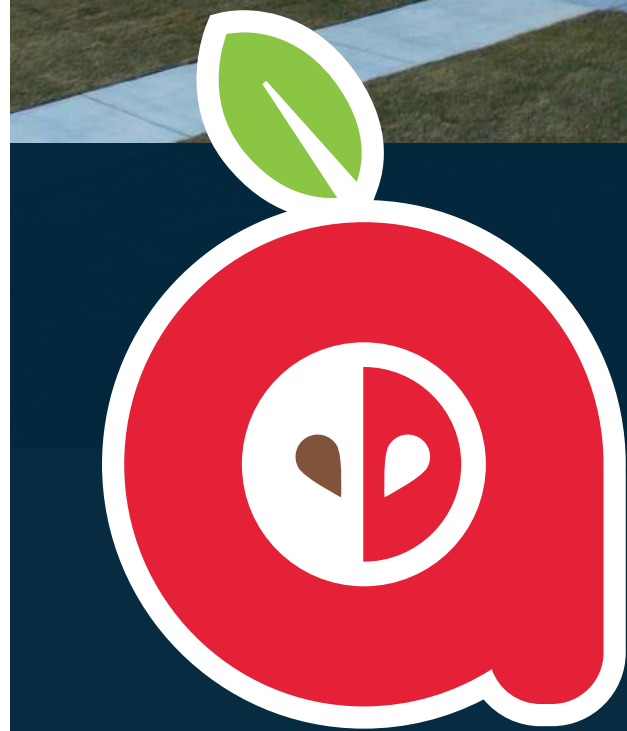
Through consistency, process, and selflessness, the two branded Apple Roofing into a machine that did around 2,500 roofs and grossed \$34 million in 2019.

This year, despite the ongoing COVID-19 pandemic, Biegler and Kuhlmann continue to push forward in their pursuit of offering a great service to their customers.

Biegler started installing roofs when he was a teenager before gradually developing the necessary acumen to become a business owner, and Kuhlmann worked in the sales side of roofing until he agreed to join Biegler and start what is now the highly-popular Apple Roofing.

From afar, industry-types might be led to believe that Apple Roofing performs a plethora of services.

Yet in reality, the company primarily focuses on residential roofing.



apple roofing

Through developing a consistent process and sharing an unwavering devotion to the company, Dustan Biegler and Marcus Kuhlmann have turned Apple Roofing into a **\$34 million per year company**
by Quentin Super



“Create standards and then follow those standards so that what we do is not only repeatable, but that the end product maintains the quality that we want to put out”

“That’s not our expertise,” Biegler says when asked why Apple Roofing doesn’t pursue flat roof or commercial jobs. “We’ve come up in the steep slope and we’ve done some flat, but it’s just not our specialty.”

Adds Kuhlmann: “We haven’t processed that side of the business out,” again their focus being centered around a customer service approach that has yielded tremendous rewards and allowed Biegler and Kuhlmann to continue to scale.

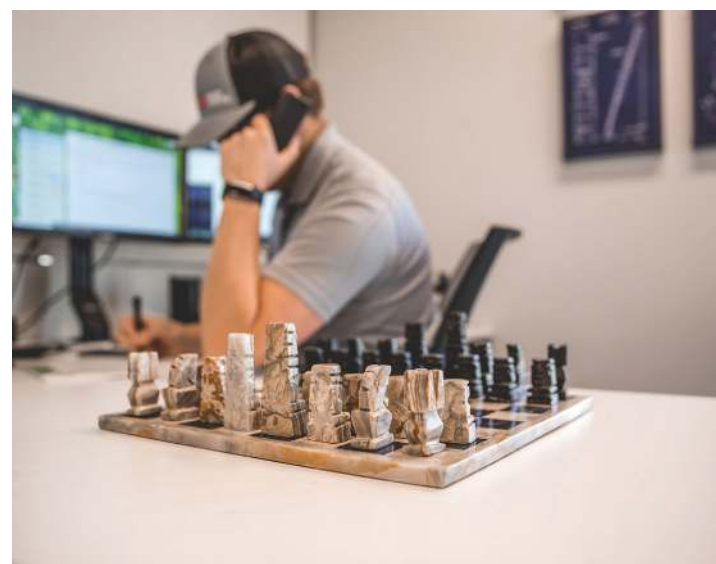
For as much as Biegler and Kuhlmann will preach the importance of customer service, their main key to success has been consistency.

“Process,” Biegler says of what makes the roofing aspect of their business so successful. “Create standards and then follow those standards so that

what we do is not only repeatable, but that the end product maintains the quality that we want to put out. It starts with training though."

"That's why Dustan and I believe the W-2 model is really good for us," Kuhlmann says. "Because we train all of our employees."

Unlike storm chasers or other residential roofers who are constantly looking for quality crews and installers, Biegler and Kuhlmann believe that they can create a work environment that people will want to be a part of, and consequently, this will continue to generate business the more Apple Roofing continues to cement themselves as a household name.



But that doesn't mean Biegler and Kuhlmann always see eye-to-eye.

Biegler describes their relationship as a work in progress, in that there are always new obstacles the two have to work together to overcome.



We don't always agree on everything, and that's a good thing. If we start agreeing on everything, then we don't have any value to each other anymore.

"In reality, imperfect is perfect," Biegler says. "We don't always agree on everything, and that's a good thing."

Whether it's debating how many cars they should wrap in their patented green insignia, or to what extent they want to purchase an advance amount of IKO shingles, it's instances like these that further solidify the

partnership Biegler and Kuhlmann have spent so much time fortifying.

"If we start agreeing on everything, then we don't have any value to each other anymore," Biegler mentions, noting how always agreeing can ultimately hurt the business because then different



perspectives are not being given to potentially huge decisions that will alter the trajectory of the company.

This is important because in the roofing industry there has been much debate regarding how to properly scale a business.

Some argue that doing \$3 million per year is extremely profitable because then you don't have to deal with the inventory or stress that comes with doing \$25 million per year.

The idea isn't crazy.

Just last year, Thor Construction in Minneapolis went bankrupt despite routinely grossing over \$300 million per year.

The reality is that at a certain point, it becomes very difficult to properly manage

money and people, especially if poor systems are in place.

APPLE ROOFING HAS A DIFFERENT TAKE.

Even with \$34 million in gross revenue, Biegler and Kuhlmann see no reason why they can't continue to be successful as their numbers become bigger and bigger.

"I would say that the most profitable we are is right now, because

if you're not making more money doing the same thing you were doing at 5 million, that tells you there's a flaw in the system," Kuhlmann explains.

It all goes back to process, one that the leaders of Apple Roofing have worked diligently to create and implement over these last eight years.



It's fun to make money, but it's way more fun to make money with friends.

Despite their success, both Biegler and Kuhlmann insist that success only takes one so far. More joy can be reaped by taking others along for the ride.

"It's fun to make money, but it's way more fun to make money with friends," Biegler says.



He and Kuhlmann have seen some of their employee's lives change as a result of the success of Apple Roofing.

One employee was a college grad who had amassed over \$50,000 in student loans. Over time, that employee's debt was eliminated.

The same goes for another employee who was crippled by massive credit card bills. Now that same employee has erased that debt and moved their family into a new home.

Still, stories like this wouldn't be possible if Biegler or Kuhlmann paid themselves outrageous salaries. That's one reason why the business has been so successful, because a lot of their revenue is poured back into the company.

"We've always thought of ourselves as employees," Biegler says of how he and Kuhlmann are able to stay so humble.

"We have a duty to the company in the same way that everybody else does," meaning they don't feel comfortable taking more money if the company isn't in a position to healthily absorb that added expense.

A few of the ways money has otherwise been reinvested include: buying IKO shingles in bulk,

and a 12,000 square-foot warehouse that is part of their \$6 million company headquarters.

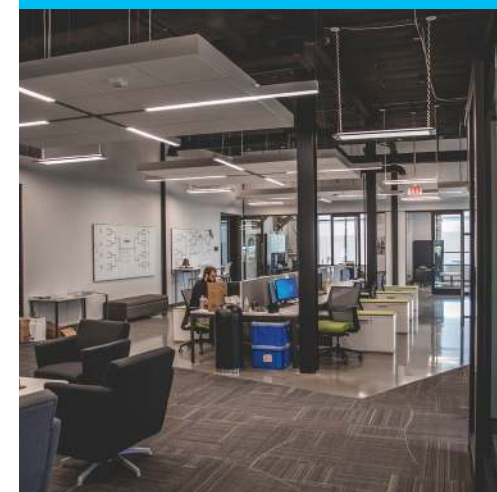
The beautiful warehouse and office building speak for themselves, but buying shingles in bulk is not common practice, and something that most companies cannot afford to do.

SOME STARTLING FACTS

\$6,000,000
COMPANY HEADQUARTERS

60
COMPANY VEHICLES

DEBT FREE
BUSINESS





It was a gamble Biegler and Kuhlmann were willing to take, but one they felt was necessary as they continuously encountered jobsites that were without the proper materials.

“Where it started was when we couldn’t get materials on a roof,” Biegler says.

He goes on to explain that as a consequence of not having enough materials, crews were walking off jobsites, costing the company thousands of dollars in revenue. But once they went ahead and purchased shingles ahead of time, they never ran into that problem again. This has helped them maintain quality partnerships with crews and installers.

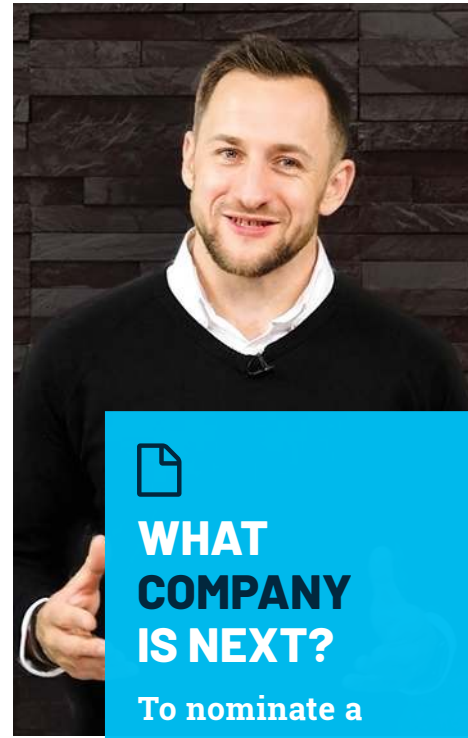
“We have crews that we have been using for the whole nine years we’ve been in business,” says Kuhlmann, a feat that is nearly impossible to accomplish in today’s ever-changing and competitive roofing industry.

“

We’ve always thought of ourselves as employees. We have a duty to the company in the same way that everybody else does.

Once again, their accomplishments can be traced to having a consistent process.

“If you really want to be the best at what you’re doing and make the most money, the closer you can get into your own lane, and be the best in that space, the more money you’re going to make,” Biegler recommends. **RI**



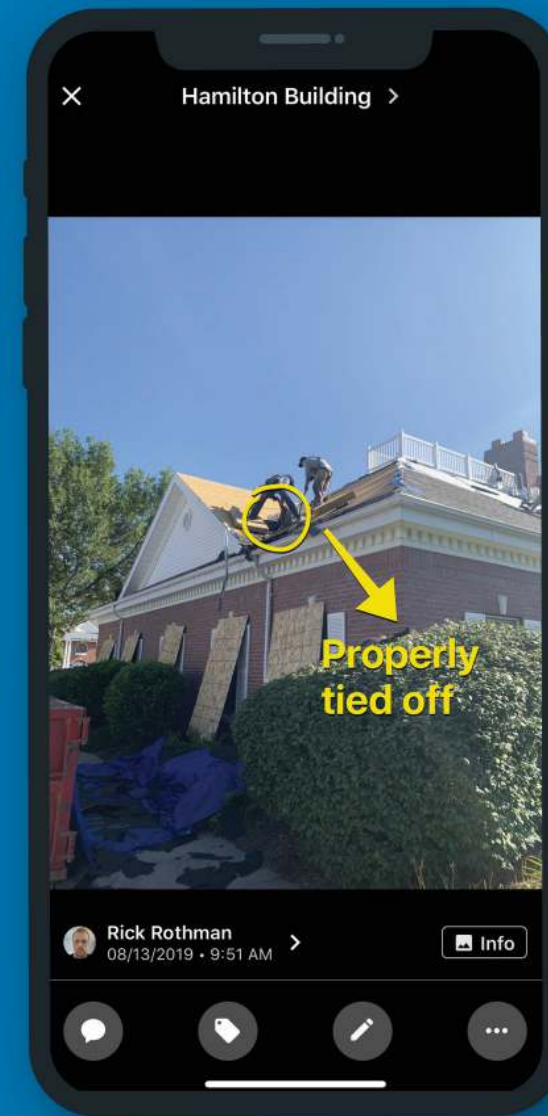
WHAT COMPANY IS NEXT?

To nominate a company, simply message Roofing Insights on any of our social media platforms

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- instagram.com/RoofingInsight
- youtube.com/c/RoofingInsightsBrand



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SOME MEN ARE BORN TO BE ROOFERS

Nate Schweppe, owner of Pro Exteriors & Siding in South Dakota, is one of those men.

Roofing Insights Senior Copywriter Quentin Super recently reached out to the Rapid City-based Schweppe to have a conversation about his career, and also discuss how the Roofing Insights' business school has helped propel Schweppe's business to new heights.

Quentin Super: Why did you decide to get into roofing?

Nate Schweppe: "I didn't really decide to. It was a family thing. My dad started a roofing company almost 30 years ago. I worked for him ever since I was 10 or 12 years old, and then did that for a good chunk of my life before deciding to start my own company."

"It's not something that I just decided to do. Yes, I decided I wanted to start my own company, but I was also grandfathered in."

QS: How long have you been in business?

NS: "Ten years."

QS: Where is your company currently at, in terms of yearly gross revenue?

NS: "Last year was about \$850,000."

QS: Do you love what you do?

NS: "I do. I started out just doing the labor

side of things, so I never knew the business side of it. That's always been my weak point. I tell everybody I've been in business ten years, but it feels like two or three because I've only ran it like a legit business the last couple years. I've tried to grow a little

“I enjoy taking something that's complex, scary, and confusing, then simplifying it and helping people understand



bit and learn the business side of things, versus just coming from the labor side, where the mindset was I have to be on every job. Nobody's going to do as good a job as I can."

"I'm really enjoying it [the business approach]. I used to hate marketing because I had always looked at marketing as bragging about yourself and your company, and you're always trying to sell something, but this last year when I went to Dmitry's conference and listened to a couple of the speakers, and Dmitry's thoughts on marketing, I really took to it because I have the heart of a teacher."

"I started to look at marketing more as educating my clients versus trying to sell them something. I've started to enjoy that side of things, which I never thought I would."

QS: Who has been the biggest inspiration throughout your career?

NS: "My father-in-law, who is also my pastor, has been a mentor to me, not only in the business sense, but in life in general. He keeps me grounded and he's a big-time numbers guy, so he's helped me a lot with managing money and cash flow."

QS: What are the best parts of your job?

NS: "The content marketing, educating customers. I enjoy meeting with customers and giving them their different options. There are a lot of unknowns when it comes to roofing and construction, and especially insurance work, so I enjoy taking something that's complex, scary, and confusing, then simplifying it and helping people understand."

“ I did a lot of stuff wrong, but one of the things I did do right was being smart enough to realize that I didn't know it all

QS: How has business been during the pandemic?

NS: "The year started out pretty good, but we got three or four good hailstorms the last couple months, so it's been absolutely crazy. I've been running some Facebook ads and I'm busier than ever."

QS: What has been your biggest takeaway from being in the Roofing Insights business school?

NS: "The change of mindset from a laborer running one job at a time, being on

every job, to thinking about it as a business, and changing my mindset to look at my company as a legit business. Trying to get processes, systems, and people in place to build a good foundation for growth."

"Two or three years ago when I changed my mindset, the vast majority of that was because of Dmitry and following his content. I went to his first class that he held at Roofing Insights in Minneapolis, and that was the trigger that made me start looking at things differently."

QS: Please give some advice to new roofers who are looking for a way to break into our industry.

NS: "Get a solid foundation in place. Don't try to grow too fast. I did a lot of stuff wrong, but one of the things I did do right was being smart enough to realize that I didn't know it all."

If my business grew faster than my ability to run it, it was going to fail. Recognize what your weaknesses are and what you can and can't handle." **RI**



Are you still using a spreadsheet to do your roofing quotes? 🙄

Lol! Yeah, why???

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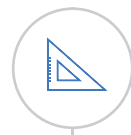
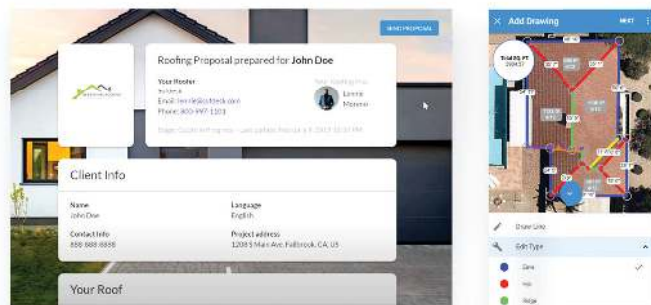
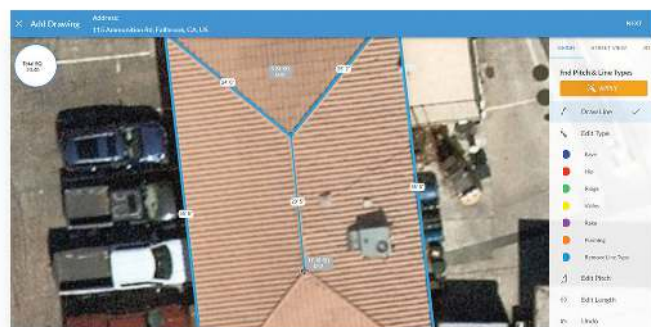
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5 WAYS HOMEOWNERS CHEAT CONTRACTORS

For as shady as some contractors are, there are just as many homeowners out there who are equally malevolent.

That's why Roofing Insights CEO Dmitry Lipinskiy sat down with Senior Copywriter Quentin Super to discuss five signs that a homeowner has bad intentions.

If you're a contractor, be wary, and if you're a customer, please don't do any of the following things on this list.



01

Ask to pay deductibles

From a legal perspective, homeowners are required to pay their deductibles whenever they make a claim on their home.

Unfortunately, there are some customers who know sketchy

roofers are willing to waive deductibles in order to attract business.

EATING DEDUCTIBLES IS THE REASON SO MANY CONTRACTORS GO OUT OF BUSINESS,

Lipinskiy says, his words a warning to any contractor out there currently eating deductibles and leaving hundreds of thousands of dollars on the table.

If you're a business owner, and a homeowner asks you to waive a deductible, tell that customer it's illegal to waive deductibles. If the homeowner is insistent that a deductible gets waived, that person is someone to avoid doing business with, as it's very likely the homeowner will later try to swindle more money out of you.



02

Seek advice from a contractor, then pass them over for a lower bidder

This happens to many contractors.

A homeowner calls you out to their home to do an estimate,

gives you the impression they will hire you, but then ultimately goes with a cheaper option.

Homeowners:

STOP DOING THIS!

TREAT YOUR CONTRACTOR AND HIS TIME WITH RESPECT,

Lipinskiy tells homeowners, urging them not to pass over detail-oriented and professional contractors in favor of a hack who is willing to reduce his prices in order to generate business.

IF YOU'RE NOT PLANNING ON USING US, TELL US IN THE BEGINNING,

Lipinskiy advises.



03

Asking for a bigger invoice to send to their insurance company

This is straight fraud, but it happens all the time.

A homeowner will ask a contractor to invoice them for \$10,000, even if the job itself is only \$8,000.

The homeowner will still only pay \$8,000, but the homeowner will then turn around and tell

their insurance company that the job cost \$10,000. Lipinskiy warns homeowners that if they do this, the consequences will be very severe.

“ YOU WILL BE IN JAIL. YOUR CONTRACTOR MIGHT LOSE HIS LICENSE. IT’S NOT WORTH IT FOR ANYONE,

he says.



04

Ask a contractor’s crew or employees to hire them directly

Lipinskiy has experienced firsthand how this works. A homeowner will invite you into their home, and then later pitch the job to that company’s employees or a subcontractor, hoping the employee or sub will cost less money.

While there are some disingenuous characters out there, many employees and subs are loyal to their general contractors.

Please, homeowners: don’t go behind a business owner’s back and pitch his employees. It’s not only unethical, but it’s also a bad look for you as an individual.



05

Asking for an unreasonable discount at the end, or refusing to pay change orders

We get it.

Sometimes roofing crews miss a nail or two, and this can lead to popped tires or other inconveniences.

Lipinskiy is aware of this reality, and is always willing to pay for any inconvenience a homeowner may experience.

But homeowners, don’t get greedy.

If your popped tire cost \$200, don’t send your contractor an invoice for \$1,500.

Be fair, be understanding, and be reasonable.

Also, in some cases homeowners may encounter unexpected costs after a job begins. For example, with older homes, sometimes the decking underneath the shingles is rotted away to the point that it will have to be repaired.

This can be a \$4,000 expense, but most good contractors will have informed homeowners of this possibility during the initial estimate, so the rotted decking won’t come as a major surprise.

“ ALWAYS BUDGET A LITTLE MORE,

Lipinskiy tells homeowners.

Doing so will better allow a homeowner to deal with any unexpected damage that may occur.

Remember, most local contractors want to satisfy their customers. Tacking on \$4,000 in extra charges isn’t a way to endear them to their customer base, so if a business owner tells a customer more work will need to be done, there is no need to automatically assume that business owner is trying to cheat you.

“I didn’t get into roofing to scam homeowners. I just want to do what’s right and make an honest living,” says Lipinskiy. **RI**



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ROOFS FOR TEACHERS

by Quentin Super

Teachers are some of the most underpaid and underappreciated people in our society.

Roofing Insights wants to give back to those teachers, and that's why we've created the Roofs for Teachers program.

Each month, Roofing Insights is giving away one free roof to a deserving teacher in the United States.

Our first recipient is Molly Keenan, a charismatic and committed teacher from St. Paul, Minnesota.

Dmitry Lipinskiy and the Roofing Insights team went to Keenan's home to discuss life as a teacher, and how a new roof will drastically help both her home, and her wallet.

"What's the earning potential of a teacher in the United States?" Lipinskiy asked Keenan as the two stood outside her home during the installation of her new roof.

"A lot of people fear teaching because of low pay, and I will say, as an 18-year veteran, in a state that has pretty high standards for teacher training, that I feel teachers should be paid more," Keenan began. "But given all of that, when you look at everything, I feel well paid," she said, going on to explain that her salary incrementally increased over the

years as she gained more experience and also earned a master's degree.

Unfortunately, not every teacher is on the same pay scale as Keenan. Many new teachers have to immediately pay back their student loans, and when combined with their paltry starting salary, more strain is added to a vocation that is already ripe with stressors.

"The job is incredibly stressful," Keenan said. "It's a very challenging job, and to be great at it requires a really interesting skill range."

"Then what made you decide to pursue this career?" Lipinskiy asked.

"I am the child of a lineage of teachers," Keenan answered.

Both of her parents were college professors, and it made sense that Keenan would naturally follow in their footsteps, even if that led her down a less financially rewarding path.

“It's a really fun job, but it is very challenging. You have to wait quite a while before you feel like you're being paid well”



ROOFINGBRAND Branding & Marketing

RoofingBrand is an agency specifically developed to help roofing contractors, manufacturers, suppliers and other roofing industry related companies grow.

When Keenan graduated college, she accepted a position working in special education. The job wasn't glamorous, but Keenan described her time in that role as one that further fueled her passion for teaching.

"It was like electricity," Keenan said of that early position in special education.



Eventually, Keenan transitioned out of that role and into her own classroom. She's since been so good at her job, often principals ask her to come to new schools whenever her contract is up and she's looking for a change of scenery within the St. Paul school district.

The education field would benefit from an influx of new teachers just like Keenan, but sadly, there has been a shortage of teachers in recent years. One might attribute that to the fact that many teachers are underpaid and underappreciated, but there's also the reality that teaching is simply a very demanding profession.

"It is a really hard job," Keenan began. "It's a really fun job, but it is very challenging. It takes a ton of energy. It takes a lot of ongoing professional development, and you luck out if you end up with great colleagues and great teams, but it's hard. You have to wait quite a while before you feel like you're being paid well."

2020 certainly didn't do anything to alleviate some of those concerns. With the COVID-19 pandemic causing mass hysteria throughout the United States earlier this year, schools were one of many industries that were adversely impacted.

"How did the coronavirus affect the teachers and schools?" Lipinskiy asked.

"Massively," said Keenan. "We immediately had to shift into distance learning. We were very lucky in St. Paul that we have one-to-one iPads with students, and that students are already generally pretty well functioning on our learning platform."

Further fallout from the pandemic included older teachers taking early retirements, leaving many schools scrambling to find replacements while also trying to come up with safe and effective methods for teaching students this fall.

"We are the age group that is the most susceptible to the virus," Keenan said when asked

"We have this fracturing society that isn't aware of what's going on with one another"

why so many teachers are retiring early.

"How many teachers could write a \$20,000 check if they needed a new roof?" Lipinskiy then asked.

"Five percent," Keenan hesitantly replied. "We [teachers] don't have much savings. We have a lot of consumer credit. We have a mortgage."

Still, Keenan assured Lipinskiy that being a teacher has been and always will be about more than money. She said that teaching and learning offer value that goes far beyond numbers on a paycheck.

"We have this fracturing society that isn't aware of what's going on with one another. Schools play a huge

role that is much deeper than just learning. It's civic education, it's history, it's math, but it's also about how do we be people with one another."

This is why each year Keenan continues to bring her energy and positive spirit to St. Paul classrooms, and why she encourages future generations to bring their talents to schools around the world.

"What would you tell people who are considering becoming a teacher?" asked Lipinskiy.

"Do it. I don't have any regrets," Keenan said with a hearty smile, one that is representative of how fulfilled being a teacher makes her. **RI**

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Not the kind that can help you install shingles faster or make you more money.

Rather, Waxman is the kind of tool that makes contractors everywhere cringe whenever his name is brought up.

A TOOL

by Dmitry Lipinskiy



Waxman, the man behind the much-maligned company Claim Nerds, is a bona fide scrub.

On his company page, Waxman says that Claim Nerds "was started by professional entrepreneurs who have a passion to help home improvement companies grow and scale their business."

Unfortunately, nothing about Waxman's business practices suggest that he is a professional.

Case in point:

Claim Nerds is advertised as a company who will get contractors leads. In their 11x Guarantee (whatever that means), it stipulates that all leads are double-verified. The term double-verified is defined as "door-knocked and phone verified."

In theory, the idea sounds good.



Every lead you get is with someone who clearly wants a new roof.

The problem is that most people aren't still searching for a roof after someone has knocked on their door or given them a call. By that point, they've probably already signed a contract with a roofing company.

Herein lies the problem for Waxman: he's selling leads that at one time were good, but now have

literally no value.

And if you want this one lead, Waxman will charge you a small fee of \$399 (plus registration costs).

From there, his fees become more expensive. If you want 25 leads, that will cost you a grand total of \$4,750.

Need 50 leads? That's a whopping \$7,500.

And remember: these leads are "double-verified," which in reality means they are about as useful as a pet rock.

If you're a roofer, know this:

You cannot simply buy leads!

Why?

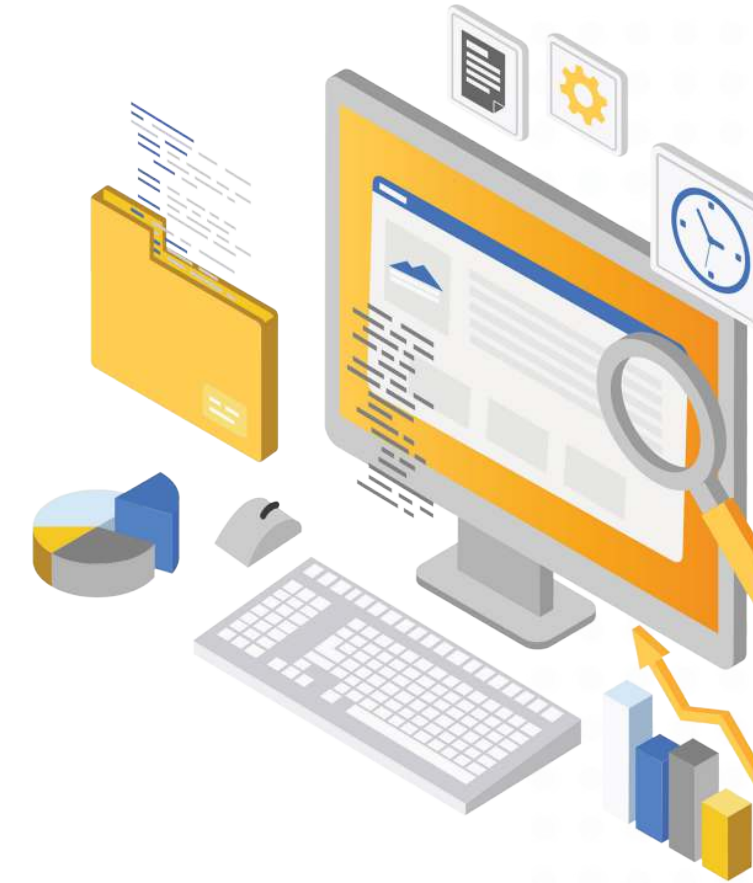
Well, for starters, if it was that easy, everyone would do it!

Running and maintaining a profitable business is about more than gimmicks and quick fixes. It takes years of relentless dedication and creative branding to build a solid business.

The next time you're looking for easy leads, don't call Claim Nerds, and DON'T GET WAXED!!! RI

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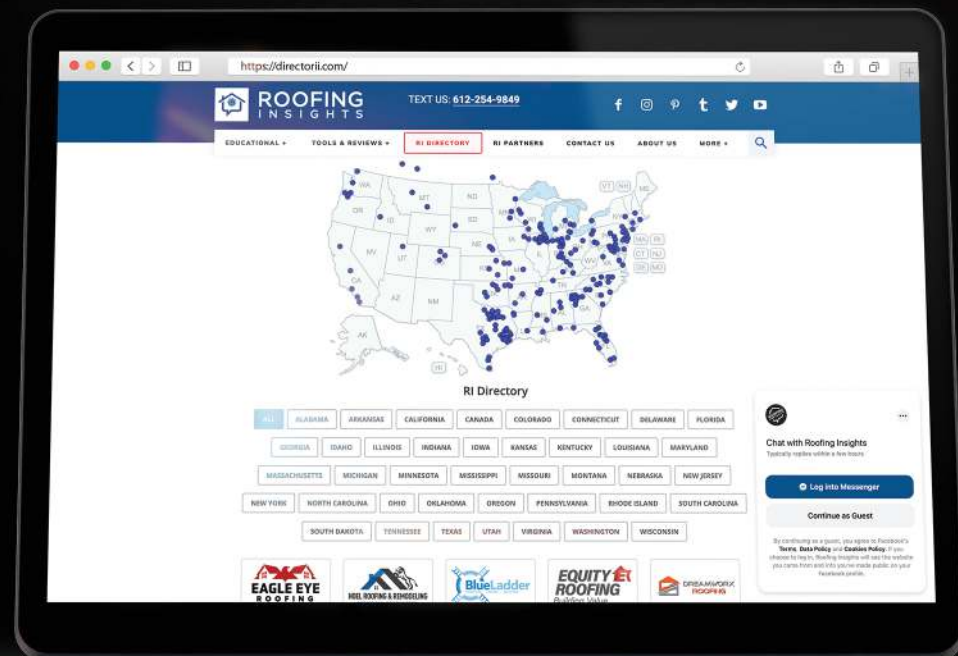
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This collage features several humorous images related to roofing. At the top left is the Allstate logo with the text 'CONTRACTOR You're in good hands.' Below it is a meme featuring a man in a suit with the text 'Which company is the biggest scam?' and four options: A: BBB, B: Home Advisor, C: Yelp, D: Angie's List. To the right is a grid titled 'IF ROOFING SHINGLES WERE CARS' showing various roofing products like CertainFeed, TAMKO, F-WAVE, TILCOR, Owens Corning, and JKO. Below the grid is a meme titled 'FIRST DAY ON A ROOFING JOB LIFTING FIRST BUNDLE BE LIKE' showing a man struggling to lift a large, heavy bundle. To the right of that is a meme titled 'ROOFERS DEPENDING ON THE SEASON' showing a muscular roofer in summer and a shirtless, exhausted roofer in winter.

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