

BUILDERS TRUST™

CONSTRUCTION PEACE OF MIND

HOW TO SELL TO CUSTOMERS

Many contractors have expressed concern about using the Builderstrust Warranty.

They believe it would reflect negatively to a perspective customer. Nothing could be further from the truth!

Homeowners love this product; 95% of them prefer to use it and seek out contractors who carry it.

And while this is great protection for the consumer, it also protects *your* assets.

I'm sure the homeowner you're currently selling to knows you don't need protection from them—after all your company has a great reputation. So why use Builderstrust?

You need it for protection from your other clients who won't pay on time, causing harm to your cash flow, risking the progress of all of your other projects. Stop spending countless hours of playing catch up and chasing money or giving extras away so you can receive other payouts on time.

Just like liability insurance, no one needs it until that one incident happens.

Responsible contractors already budget 1-3% of their annual income for losses, then hope the one problem project doesn't happen, causing a major loss.

Why not reallocate that 1-3% and pay only 1% to Builderstrust? Obtain peace of mind and be assured you'll not lose your business because of one bad client!

***Your pricing stays the same, you'll close more sales
and you can stop worrying about cash flow.***

So when you're selling to your next client include the warranty as a rider and enjoy an increase in your closing rate. Because your client knows they're hiring a NO RISK contractor!

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