APC Contractor TECH FEST

SHOPPING BOOK & SCHEDULE

Sponsored by:

allset.

BUILDERPrime

ESTIMATE ROCKET

GRACO

GROUNDWORK

PaintScout
ESTIMATING SOFTWARE BUILT FOR PAINTING CONTRACTORS

stakBI

USEFUZE

DECEMBER 15-16, 2021

paintmag.com/contractortechfest

Tag us using #TechFest2021

BEST PRACTICES

TO KEEP OUR VIRTUAL WORLD RUNNING SMOOTHLY

1. **Use headphones** – This not only helps with your audio quality, but the audio quality of other attendees. Please wear headphones during Tech Fest.
2. **Tech Fest only** – If your computer is running other programs (email, web browser, etc.), it will slow down and sometimes freeze the virtual world.
3. **Restart** – Try to restart your computer the morning of Tech Fest. It makes sure things are running smoothly!
4. **Watch your mic** – Because it's hot! Make sure your mic is off during presentations and if you are having conversations not meant for Contractor Tech Fest.
5. **Refresh** – If at any time it does not appear that a presentation is advancing as it should, click on the refresh button at the top right corner of the screen.
6. **Questions** – If you have a question, please raise your hand or use the public chat on the lower right hand side.

APC Contractor TECH FEST

FREQUENTLY ASKED QUESTIONS

How do I sit in a chair? Hover your mouse over the chair that you want to sit in and click.

How do I drive the boats? Hover your mouse over the driver's seat in the boat and click. Yes, you can drive the boat around the entire island.

How do I send a private chat to someone? Click on the gears on the upper right hand of your screen. Click **Find Users**. Click on the user you want to message and their name will pop up on the chat screen at the bottom left. Send them a direct message. BE CAREFUL!!!! Public chat is right next to it. It's easy to send a private message to public 😊 You've been warned.

How do I zoom in on the presentation screens? Click on **Screen Zoom** in center top of your screen and select your desired screen.

How do I ask a question? Raise your hand and wait to be called on or enter it in the public chat box on the lower left hand corner of your screen.

How do I turn my mic on/off? Click on the mic icon at the lower left hand side of your screen.

Where is the schedule? Everywhere 😊! Schedule is in this book and on the webpage https://www.paintmag.com/contractortechfest/lineup/. To access the schedule, just click on any APC logo in the world.

(MORE) FREQUENTLY ASKED QUESTIONS

How do I go to Demos? We will have 7 demo sessions. Each sponsor will be presenting 3 times during Tech Fest, so don't stress if there are two you want to see happening at the same time. Choose the demos you want to see EARLY! Then coordinate your schedule using the Demo Guide on page 15.

How do I set a meeting with a Tech Sponsor? Visit the sponsor hall and check on the door for their office hours. Or reach out to the company contact (see company pages for contact info).

How do I find my friends? If they are in the same area of the world as you, their name will show up on the upper left hand corner of the screen. If you click on their name and click "Go To", your avatar will walk directly to them… like a well-tuned stalker. If they are in a different part of the world, you can click on the gear icon on the upper right hand part of the screen and it will tell you what room they are in. If their name does not appear anywhere, they were super lame and left Tech Fest. You might want to re-asses your friendship … or maybe they just had to go to the bathroom.

I have an echo on my audio, how do I fix? Headphones!! If that does not work you have a few other options:

- Click the gears on the upper right hand side of your screen and click re-initialize voice.
- Leave the room and come back.
- Leave the world and come back (you better come back).
- If all of this fails, tell the person that gets a bubble above their head every time you talk to mute their mic.

My world is frozen, what should I do? Exit and come back in. Make sure all other programs are closed and your internet is strong.

I have other issues. Email Michael Gushulak at mgushulak@columbiabooks.com

PRESENTER BIOS

Technology Bootcamp for Painting Businesses

Brian Nolan

Brian is Managing Partner of Nolan Consulting Group, Inc. He has 28 years' experience in business planning, financial management, project management, quality improvement and operations management development. He was formerly CEO for Baltimore Medical System and Vice President of Operations at Fortis, Inc. His educational background includes a BS in Marketing from St. Joseph's University and a Master's in Business from The George Washington University. Brian takes pride in the fact that he painted his way through college and graduate school. Brian and his wife Agnes have three grown children and reside in Lafayette Hill, PA.

Andrew Amrhein

Andrew Amrhein is a Senior Business Coach with Nolan Consulting Group; his core competencies include sales training, organizational change, and financial and cash flow management. He has been with the company since December of 2005. He came to Nolan after working as a successful sales rep for Pella Windows and Nolan Painting, Inc. He earned a bachelor's degree and MBA in Entrepreneurial Studies and New Ventures from Penn State University. Andrew lives with his wife and children in Havertown, PA.

PRESENTER BIOS

Budgeting for Technology

Linnea Blair

Linnea Blair's specific expertise lies in helping business owners grow their business – and their profits – by understanding the financial management of their business and running their business "by the numbers". Linnea developed the On Target Contractor Coaching Program in 2002 and has since worked with hundreds of Residential and Commercial Painting Contractors to develop more successful businesses.

How to Drive Revenue with Instagram

Zach Kenney

By Zach Kenney In this session, contractors will learn how to unlock the full potential of photos and Instagram…to capture the best aspects of your business and present them to the social media world…to attract new and better customers and tap into your most profitable services. We'll discuss practical elements, including who, how and when to take photos, where to post and what to say.

PRESENTER BIOS

List Management & Marketing Automation

Brandon Lewis

With a Bachelor of Science in Marketing, Magna Cum Laude, and a Masters in Business Administration with a concentration in Marketing, Brandon Lewis has the academic credentials to back up his real world experience.

An author and speaker – consummate reader of business books and a confessed audiobook addict – Brandon has a wealth of knowledge on marketing, advertising, operations, sales, and entrepreneurial leadership subject matter in the painting field.

Over 15 years of intense study pertaining to small business marketing gives him a unique insight into what works and what doesn't when theory meets cold-hard reality for painters.

5 Must-Haves for Your Website in 2022

Martin Morgan

Martin Morgan is the Marketing Director for ProPainter Websites. Martin and his team are responsible for building the ProPainter Websites brand and use many of the same strategies, platforms and tactics that he is often talking about with painting contractors. He also oversees Search Engine Optimization (SEO) on the product delivery side.

PRESENTER BIOS

Drive Business with Communication Tech

David Chism

David Chism is the owner of A David Creation, a marketing consulting and management firm devoted to the home improvement industry. He's been involved in the painting business industry his whole life! He helps painting contractors create and implement strategic marketing plans to grow their business.

SEE DISCUSSION SCHEDULE ON PAGE 23

Terms

Let's Get On The Same Page

Asset tracking software allows you to track and manage assets. It can allow you to use tags and labels for real time tracking of equipment used on a project.

Beta: The version of a product/feature that is rough around the edges, but able to be released to see if it is a proper release candidate. Users can use the product/feature with the caveat that it may behave strangely, have bugs, or be changed significantly. Based on feedback and data, it might continue to be improved, altered, pulled or released.

CRM: Customer relationship management is one of many different approaches that allow a company to manage and analyze its own interactions with its past, current and potential customers

Drip/Automated Emails: Scheduled emails (you set the schedule) to keep a potential or actual customer informed or “on the radar.” You can also create drip emails to engage your staff and keep them apprised of important information.

Estimating software is designed to help you more accurately estimate costs for a specific project. This can include products needed, dimensions of the project, labor costs, etc.

Inventory tracking software allows you to keep track of your inventory to monitor what’s going in and out of your shop, and to which jobsites, for example. It can also help with purchase order management.

Job costing software helps you determine the costs for each job, including materials, labor, hours, etc., resulting in improved workflow and time management. It can give you an accurate picture of your job costs to compare against estimates.

Terms

Let's Get On The Same Page

Metadata: Data that provides information about other data. It summarizes the basic information about your data so it's easier to work with and understand the data you've collected.

Metrics: A metric tracks the status of a specific business process. A KPI (Key Performance Indicator) is a term for a metric that is particularly important to your organization.

Online estimating software allows you to create an estimate without going to the client's home or place of business. Often an in-person visit is necessary to confirm specifics.

Online walkthrough is a digital visit that allows your client to show you the areas to be painted remotely, saving you time in travel and in entering people's houses during the pandemic until necessary.

Project Management: Normally a term that encompasses the overall organization of information, people, schedules and other aspects of a project.

Project Template: This gives you a standard starting point which you can then modify for each job; you have the ability to create different templates for different projects, for example interior or exterior paint jobs, residential, commercial, etc.

Proposal creation software is designed to help automate the process of writing, sending, and managing proposals, allowing you to work with clients faster and more accurately.

SaaS: Software-as-a-service. SaaS refers to a software licensing and delivery model where a company (such as Jobber) provides customers with web access to software that's centrally hosted through a subscription model.

Terms

Let's Get On The Same Page

Sales & Marketing Reports: These shows you team metrics, KPIs and other information so you can manage it more effectively, evaluate your performance, and help yourself make better decisions for business. For example you can look at at sales, total sales, appointments set, amounts of sales, closing rates, net sales, etc.

Scheduling: The process of making sure the right work is on the right job at the right time with the right scope of work, materials and documentation needed to get the work done on time, within budget … and to the customer's delight

Workflow: Describes a process or procedure used to accomplish something. In other words, the workflow is generally a list of steps (Step 1, do this. Step 2, do that, etc.) Workflow automation starts with lead generation and continues through the end of your project process. This feature in a tech sense helps automate tasks and define the process. It can help manage the handoff during a project from one person to another (e.g. office manager to estimator to project manager to crew leader) as the project progresses.

DAY 1
DEMO SESSIONS #1
11:10 AM EST - 11:40 AM EST

Builder Prime	DEMO ROOM 1
Allset	DEMO ROOM 2
Graco	DEMO ROOM 3
Paint Scout	DEMO ROOM 4

DEMO SESSIONS #2
11:45 AM EST - 12:15 PM EST

Estimate Rocket	DEMO ROOM 1
Stak BI	DEMO ROOM 2
Groundwork	DEMO ROOM 3

DAY 1

DEMO SESSIONS #3
2:00 PM EST - 2:30 PM EST

Estimate Rocket	DEMO ROOM 1
Groundwork	DEMO ROOM 2
Graco	DEMO ROOM 3
Stak BI	DEMO ROOM 4

DEMO SESSIONS #4
2:35 PM EST - 3:05 PM EST

Builder Prime	DEMO ROOM 1
Paint Scout	DEMO ROOM 2
Allset	DEMO ROOM 3

DON'T FORGET TO MEET WITH PRESENTERS DURING OFFICE HOURS!

DAY 2

DEMO SESSIONS #5

11:00 AM EST - 11:30 AM EST

Paint Scout	DEMO ROOM 1
Allset	DEMO ROOM 2
Groundwork	DEMO ROOM 3
Stak BI	DEMO ROOM 4

DEMO SESSIONS #6

11:35 PM EST - 12:05 PM EST

Builder Prime	DEMO ROOM 1
Graco	DEMO ROOM 2
Estimate Rocket	DEMO ROOM 3

DON'T FORGET TO MEET WITH PRESENTERS DURING OFFICE HOURS!

Build Strong Connections

allset.

Allset

Allset helps home service businesses drive sales with personalized, automated mobile messaging. We automate tip collection, reviews, and referrals through timely, pre-built messages that generate revenue and keep your customers happy, loyal and engaged. It is our goal to generate revenue for your business in the background allowing you to set it and forget it.

Special Offer

25% off for any signups from TechFest before the end of the year.

What Does Allset Do?

Best Fit:

Residential, 5-30 workers

Integration:

- Jobber
- HouseCall Pro
- Service Titan
- Google Calendar
- Acuity
- ZenMaid and more

LEARN MORE!

Onsite Contacts:
Joel Robbins (joel@allsethq.com)

NOT YOUR TYPICAL CRM

BUILDER Prime

Builder Prime

Builder Prime is not your typical CRM. It was designed and built specifically for specialty contractors and it is the all-in-one tool that you need to manage, automate, and scale your business. We give you all the tools, systems, and processes to prevent leads from slipping through the cracks, close more deals, and manage your production – all with less effort than ever before.

What Does Builder Prime Do?

Best Fit:

We have subscription plans geared towards companies that are a one-person show, as well as companies with 100s of employees. You can upgrade and add more features as you grow. We specialize in supporting any kind of specialty contractor that is looking to grow their company, grow their profits, or both.

Integration:

Lead generation services such as Home Advisor, Quin Street, Apex Chat, Thumbtack and just about any other service that can send you a lead. Along with Google Calendar, QuickBooks Desktop/Online, Zapier and many more.

Testimonial:

"Great transformed my business and in the first week I captured an additional $7800 deal because the system allowed us not to drop the lead."

Started using Builder Prime about two months ago! works amazing! Has helped us grow as well stream lined so many processes... It's a very well thought out program it's like hiring another employee!

LEARN MORE!

Onsite Contacts:
Jonathan Weinberg (jonathan@builderprime.com)
Jess Ourand (jess@builderprime.com)

Virtual Estimate Automation

Estimate Rocket

Estimate Rocket is the all-in-one mobile-friendly, cloud-based solution for painting contractors that helps you close more deals, manage your business easily, and get paid faster. Our automated workflows, built-in customer relationship management, job management, invoicing, payment, job costing, time-tracking, and detailed reporting provide you with what you need to succeed. Serving thousands of growing painting companies worldwide, our customers experience a 34% growth in project volume on average in the first year of implementation.

What Does Estimate Rocket Do?

Best Fit:

Estimate Rocket serves all different kinds of painting contractors. We currently have many residential & commercial contractors as well as new construction – and many other types of industries as well.

Organization Size:

While Estimate Rocket services many different companies from sole proprietorship to very large, our best fit companies are growth oriented companies between $500k and $1M in annual revenue. That being said, we love to help people grow, so we'll happily talk to anyone!

Integration:

Estimate Rocket integrates with many different platforms via the Zapier platform. Exporting to CSV and QuickBooks Desktop is also supported.

Testimonial:

"From creating estimates to invoicing to database reporting, Estimate Rocket has been phenomenal in managing our day to day operations. This is for any business that wants an easy solution for managing your overall business. I couldn't recommend a more user-friendly program than Estimate Rocket!" – Kristen Ford-Hernandez, Premier Pros Painting and Carpentry.

LEARN MORE!

Onsite Contacts:
Kathy Droste (kathy@estimaterocket.com)
Tommy Droste (tommy@estimaterocket.com)

More Data = Better Job Costing

GRACO®

Graco

BlueLink connects the people and equipment that drive your business in a completely new way. Whether on the jobsite, at the office, or anywhere in between, BlueLink provides the critical information you need every day — including real-time jobsite access, instant maintenance alerts, on-demand productivity reports, and much more.

What Does Graco BlueLink Do?

Tech:

- Track product usage & actual job cost
- Locate your sprayer
- Review maintenance intervals
- Track jobsite progress

LEARN MORE!

Onsite Contact:
Wyatt Tegg (wyatt_t_tegg@graco.com)
Todd Safgren (todd_t_safgren@graco.com)
Dan Johnson (daniel_r_johnson@graco.com)
Jake Kramber (jake_a_kramber@graco.com)

www.graco.com @graco

VIRTUAL SALES DONE RIGHT

GROUNDWORK

Groundwork

Groundwork is a white-labeled virtual sales software that helps residential painters save time in the sales process and win more of their ideal projects. Groundwork loads onto your website and lets your potential customers share their project details and a video walk-through of their project via the mobile-friendly web application. We facilitate high-value video-based collaboration prior to a site visit so you aren'\'t wasting time on leads that aren't a fit for your business. As a white-labeled solution, your customers associate the convenient experience that our software provides with your company. Our goal is to get you more wins without all the hassle of the traditional sales process (especially in this time of social distancing!).

What Does Groundwork Do?

Best Fit:
Residential repaint contractors

Organization Size:
Any

Integration:
YouCanBookMe, Calendly, more integrations via Zapier coming soon!

Testimonial:
"Virtual quotes are the future ... and now they are the present! Groundwork has allowed our team to process more than 40 virtual quotes per week in a professional, easy to use system. Because of Groundwork, we have been able to hire two additional full-time members to our sales team and we are currently setting new weekly sales records. Thanks Groundwork team!" – Michael Murray, Owner, Textbook Painting, Cleveland, OH.

LEARN MORE!

Onsite Contacts:
Jeff Wraley (jeff@hellogroundwork.com)
Taylor Simoneaux (taylor@hellogroundwork.com)

Better Estimates Better Sales

PaintScout

ESTIMATING SOFTWARE BUILT FOR PAINTING CONTRACTORS

PaintScout

At PaintScout we are committed to providing the best painting estimation and sales management software for painting contractors on the market. Our software is unique in that it allows for onsite estimation in minutes, the creation of beautiful brand forward proposals, and easy to follow work orders for production. The combination of which allows any painting contractor to sell more projects at the price they deserve and produce projects that are consistently profitable.

What Does PaintScout Do?

Best Fit:

Painting companies that want to stand out and grow.

Integration:

- Zapier
- QuickBooks Online
- Pipeline
- Dropbox
- WorkGlue

Testimonial:

“We love the presentation feature, the easy to use interface and most importantly all of the consistent improvements.” - George Williams, A.G. Williams Painting Company

“As owner and acting Sales Manager, PaintScout has enabled me to monitor estimates and edit them in real-time with estimates and work orders being easy to produce and follow.”

LEARN MORE!

Onsite Contact:
Natassia Reicher (nastassia@paintscout.com)
Will Wright (will@paintscout.com)
Jon Bryant (jon@paintscout.com)

www.paintscout.com @paintscout

TRACK YOUR BUSINESS

stakBI

Stak BI

Adopting technology within your organization can be a challenging task. There are multiple solutions for every problem, and the ‘one-stop-shop’ option is difficult to find. At Stak BI, we provide business modeling that delivers a software roadmap to facilitate growth. This includes refining your existing software packages, exposing data gaps, creating real-world data reporting, and recommending software solutions where necessary. Often-times, your existing software packages are more capable than you may think!

What Does Stak BI Do?

Testimonial:

“Thanks for helping us set up our software packages! The real time automated feedback is key for remaining confident and flexible as a business!“

“Stak BI has created a job profitability scorecard which has allowed me to hand-off responsibility and accountability without relinquishing my knowledge of where the business is at. Thank you and keep up the good work!”

“Thanks for helping lock down the data entry process in our apps. It closes the loop on costing of each contract!”

LEARN MORE!

Onsite Contact:
Bruce Herrala (bruce.herrala@stakbi.io)
Andrew Petaisto (andrew.petaisto@stakbi.io)

SPECIAL PROMOTIONS

Allset

25% off for any signups from TechFest before the end of the year.

Builder Prime

Also we will offer 50% off the first two months for anyone who sets up a free trial account by January 15 using promocode TECHFEST21.

PaintScout

PaintScout will be doing a raffle for a chance to win AirPods. Must come to our “meeting room”, do a little dance and give your name/contact info. We will put a little poster up on the outside of our room explaining.

Offer/Coupon code: Get 50% off your first 3 months on any annual plan. Code: TECHFEST2021

Estimate Rocket

20% off Estimate Rocket for 3 months!
Custom Implementation and Consulting
Want us to do the heavy lifting? Use our custom onboarding consulting services to help you tailor Estimate Rocket to meet your business needs so that you can reap the benefits and get going with your team 90% more effectively. Our implementation package includes:
Setting up and customizing your document templates to meet your unique needs and industry best-practices so that you can sell more right out of the gate.*
Two 45-minute live personalized training sessions to train your people so that they can fully utilize the system.
Intelligent industry-specific estimate builder customization for your company, including production rates, costs, and more.
Normally $500, we’re offering Tech Fest attendees 50% off if you mention the offer TECHFEST2021.
*Some limitations apply, ask for details

EVENT PROGRAM

WEDNESDAY, DECEMBER 15TH

Welcome Remarks
World Opens

9:45 AM EST - 10:00 AM EST
AUDITORIUM

Andrew Dwyer & Emily Howard
American Painting Contractor

Technology Bootcamp
for Painting Businesses

10:00 AM EST - 11:00 PM EST
AUDITORIUM

Brian Nolan & Andrew Amrhein
Nolan Consulting Group

Tech Demo #1

11:10 PM EST - 11:40 PM EST
DEMO ROOMS

Builder Prime - Demo Room 1
Allset - Demo Room 2
Graco - Demo Room 3
Paint Scout - Demo Room 4

Tech Demo #2

11:45 PM EST - 12:15PM EST
DEMO ROOMS

Estimate Rocket - Demo Room 1
StakBI - Demo Room 2
Groundwork - Demo Room 3

EVENT PROGRAM

WEDNESDAY, DECEMBER 15TH

Break/Lunch — **12:15 PM EST - 1:00PM EST**

Budgeting for Technology — **1:15 PM EST - 1:50PM EST**
AUDITORIUM

Linnea Blair
On Target Contractor Coaching

Tech Demo #3 — **2:00 PM EST - 2:30 PM EST**
DEMO ROOMS

Estimate Rocket - Demo Room 1
Groundwork - Demo Room 2
Graco - Demo Room 3
StakBI- Demo Room 4

Tech Demo #4 — **2:35 PM EST - 3:05 PM EST**
DEMO ROOMS

Builder Prime - Demo Room 1
Paint Scout - Demo Room 2
Allset - Demo Room 3

EVENT PROGRAM

WEDNESDAY, DECEMBER 15TH

Drive Revenue with Instagram

Zach Kenney
ZK Painting

3:10 PM EST - 4:00 PM EST
AUDITORIUM

EVENT PROGRAM

THURSDAY, DECEMBER 16TH

Opening Remarks

9:45AM EST - 10:00 AM EST
AUDITORIUM

Andrew Dwyer & Emily Howard
American Painting Contractor

List Management & Marketing Automation

10:00 AM EST - 10:50 PM EST
AUDITORIUM

Brandon Lewis
The Academy for Professional Painting Contractors

Tech Demo #5

11:00 AM EST - 11:30 AM EST
DEMO ROOMS

PaintScout - Demo Room 1
Allset - Demo Room 2
Groundwork - Demo Room 3
StakBI - Demo Room 4

Tech Demo #6

11:35 AM EST - 12:05 PM EST
DEMO ROOMS

Builder Prime - Room 1
Graco - Room 2
Estimate Rocket - Room 3

EVENT PROGRAM

THURSDAY, DECEMBER 16TH

Break / Lunch

12:10 PM EST - 12:55 PM EST
DEMO ROOMS

---

5 Must-Haves for Your Website in 2022

Martin Morgan
ProPainter Websites

1:00 PM EST - 1:50 PM EST
AUDITORIUM

Drive Business with Communication Tech

David Chism
A David Creation

2:00 PM EST - 2:50 PM EST
AUDITORIUM

Break

2:50 PM EST - 3:10 PM EST

Contractor Panel on Tech Best Practices

3:10 PM EST - 4:00 PM EST
AUDITORIUM