



NARI-MN INSIDER

Fall 2020 Issue

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Message From The President

Dear valued NARI Minnesota Members,

Let us all take a collective deep breath. The year of 2020.

While 2020 will be branded in many minds as the year of The Great Pause, the Great Virtual Migration, or perhaps the year of stretchy pants... for the construction and remodeling industry, this year has been a year of constant challenge and agility. In an industry of hands-on and in-person folks, this year has been marked as the year we all had to figure out a different way. Virtual consultations, masks on the jobsite, furloughs and reduced staff, payroll protection, tax implications, project cost increases, and material availability; to name a small few.

This calendar year has also brought about immense social, political, and economical challenges and awareness throughout our country and the world. Wildfires and tropical storms, divisiveness in the media, civil unrest, a presidential election with the potential to come between family, friends, colleagues, neighbors, and strangers. Whether regarding the pandemic or climate change or socioeconomic pressures, there has been no shortage of debate about facts and legitimacy, right and wrong. Social media and news media have driven a wedge; discouraging healthy debate and making it almost impossible to find the whole truth.

All the while, here is what I have found:

NARI MN members have turned to each other for support, encouragement, guidance, and community. Our member roundtables have been highly attended and enthusiastically organized, with topics ranging from COVID-19 preparedness, payroll protection plans, social injustice, lumber prices, contract language, tax implications, and simply catching up and connecting with industry friends. These conversations have been supportive, respectful, curious, lively, and informative.

Our volunteer committees have gone out of their way to reinvent the way NARI operates. Our Programs & Education Committee has successfully deployed more than 21 virtual events since March, with many more to come. Our Membership Committee has achieved a 85% retention rating, placing us third in the nation with 320 total chapter member companies. Our Sponsorship Committee has pivoted our list of sponsorship opportunities to maximize value to associates and contractor members. Our Marketing Committee has been working consistently to distribute virtual content and helpful resources to our social media feeds, to put interesting and helpful resources in front of our members. The newly formed Community Aid and Diversity Awareness Task Force has quickly made strides toward community outreach and workforce development. Our Golf, CotY, and Bowling Committees have turned their events upside-down to provide the opportunity for members to gather at a safe distance and engage in friendly competition.

Our Volunteer Leaders have stepped up in ways they had not previously anticipated. Some of our Past Presidents have recommitted to their leadership in NARI, by beginning an open discussion group focused on creating awareness around diversity and encouraging a more inclusive remodeling industry. Our 2020 NARI MN Board of Directors has worked overtime to decipher the dilemmas of this year, to bring clarity and guidance to our members, to introduce new initiatives, and to correct our course toward building a more diverse association. We look with optimistic eyes toward the future as we work on the 2021-2025 Strategic Plan.

Our Office Staff have exhaustively worked to create and provide value to our members, even while being excluded from the ability to collect payroll protection aid. All of this while moving our offices and learning how to work remotely and stay connected.

Every employee and every owner of every company who is a member of the Minnesota chapter of the National Association of the Remodeling Industry should be proud of the examples you have set for your industry and for your communities. I am enormously proud of this great organization and of all its leaders and members.

As we began the year of 2020, I wrote to you about the benefits of NARI and the three pillars that we as an organization would strive to uphold: Sustainable Practices, Robust Membership, and Maximized Value. While my idea

of what this year would look like was vastly different in January, these ideals remain strong within the association. Sustainable Practices through a pipeline of leadership and of our much-needed workforce. Retaining our existing members and reaching beyond our typical networks to expand our community for Robust Membership. Maximizing the Value of your NARI membership through virtual and in-person educational opportunities, discussion groups, and money-saving benefits.

Although I will retire from my post in a few months, I will continue my service to you and these ideals through my position as Board Chair. You will be in great hands with your new Chapter President, Alana Wynne. While the situation in which we find ourselves will continue for some time, Alana's charisma and get-it-done attitude is sure to inspire you to keep on keepin' on. Adequate words do not exist to express my gratitude to our office staff Beatrice Owen and Maddie McGinty: you are truly to force behind accomplishing our vision. Many thanks also, to our Board of Directors for stretching yourselves past the limits of typical Director commitments, and to those Directors whose terms are due and have graciously agreed to stay on an additional year to keep our organization moving beyond the challenges of our current times.

This time in our lives is challenging in ways we had never expected to be challenged. It is difficult to know where to begin or how we can make an impact. We each hold the power to teach others, lift the spirits and confidence of others, and participate in respectful dialog with others; these are all ways in which we engage in community with others. These actions, whether virtual or in-person, are the keys to rebuilding the relationships so needed in our society. I have witnessed it first-hand by watching you.

Thank you for your support and encouragement during this year. I am honored to serve you.

Donella Olson, CKBR
2020 NARI Minnesota President, Board of Directors
EdgeWork Design Build



Message From The President-Elect

Dear NARI MN Members ,

First off, I want to thank you for all of the hard work in 2020, and for many of us, that hard work doesn't end at New Years 2021! As an association that is here because of you, the members, and for the members, we, as a board, realize the incredible value you all bring. There will be a lot of "catch up" to do in the areas of manufacturing, project back logs, inventory issues, and so many other aspects of life in and out of this wonderful industry! COVID has shown so many weaknesses in our businesses, and thus forced us to all take a deep and introspective look at how we can adjust and pivot the way we got to market. I have not met anyone yet in and out of this industry that hasn't had to shift. The beauty in all this craziness is the reliance we find in humanity. With 2020 bringing some of the greatest destruction to both infrastructure and the physical cities we live in and work in, I have also seen so much creativity, community, and love. We are strong, and stronger when we come together for the greater good.

2021 is a big year for me personally as I move into the role of Board President. I am excited, energized, and honored. With 2020 being such an unpredictable year, so many aspects of our goals have shifted to meet the new climate. We have implemented many ways to keep in touch and continue to bring education and value to our members. I look to continue this in 2021. With some level of unpredictability with how the next year will turn out, Beatrice, Maddie, and current President, Donella, along with the current board has worked hard to change quickly. We also could not bring about change without the committees who are here with us. Of course, I hope we will be able to see you all soon in person at Professional Development Seminars, Firm Nights and hopefully CotY live and in-person in 2021. However, until then please know we have lots of content and educational opportunities for you and your team!

As many of you know the association is only as good as the members and volunteers. Now more than ever, we need to continue to stay connected and stay involved as we navigate this challenging time. Staying involved can be achieved in many ways; getting involved in a committee, joining the board, or other volunteer options throughout the year. Yes, I am asking you and your team to consider getting involved on a deeper level with NARI-MN. Some of the biggest and longest lasting benefits I have received from the association is in committee involvement and now in board involvement. Truly have met people whom I consider my friends as well as my colleagues in the industry. From a professional development stance, committee and board involvement is hard work, however, the educational benefits and career benefits are paramount to many other volunteer positions I have held.

My goal for 2021 is to continue the great efforts of 2020 by expanding our reach to new members, both remodelers and associates. To increase our diversity through education and community outreach. Part of our mission at NARI-MN is to have and maintain a robust membership and that must include a variety of businesses in the industry, a variety of skills, backgrounds, and beliefs . It is my mission to energize youth as much as possible and educate them that remodeling, and all the entities of this business are wonderful and lucrative. Its not an easy industry to be in as many of you know, but it is a rewarding industry that values hard work. (And let us be real, we have a lot of fun too!)

I look forward to partnering with membership to bring the best value and resources to you during my term as president! If you have ideas for ways to bring more value to the association, I would love to connect.



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Picture taken at the 2020 Board Retreat, hosted by Southview Design.

Upcoming Event Schedule

DISCLAIMER! All events are subject to change!

OCTOBER

Professional Development Seminar
Wednesday, October 7th
7:30 AM - 9:00 AM
Prosource Wholesale - Plymouth, MN



Monthly Meeting
Tuesday, October 20th
4:00 PM - 5:30 PM
Virtual Presentation



NOVEMBER

24th Annual CotY Celebration
Tuesday, November 10th
7:00 PM - 8:30 PM
Virtual Presentation



DECEMBER

Professional Development Seminar
* Virtual Presentation
Tuesday, December 1st
7:30 AM - 9:00 AM



JANUARY

Outdoor Holiday Event
Location TBD
Time TBD
Date TBD



Thank You to Our 2020 Committees!

Membership Committee

Chair - Mary Mackmiller, mackmiller design + build
Co-Chair - Michelle Mlinar, Cambria
Courtney Ernston, Minnesota Construction Law Services, PLLC
Michael Schlagel, Pella
Taylor Schmidt
Kate Morrell

Marketing Committee

Chair - Eric Nopola, Synergy Products, LLC
Co-Chair - Tracy Kelly, Hook Agency
Jackie Goranson, Water Doctors Water Treatment Co.
Katie Kath, J Kath Design Build + Reinvent
Cynthia Jahnke, Spectrum Insurance Agency
Austin Battaglia, Spectrum Insurance Agency
Dan Baumann, Chief Experts Academy
Kelly Davert, Studio M Interiors

Program & Education

Chair - Chris Jones, Hellmuth & Johnson
KC Stabeck, Stabeck Sales & Marketing
Dan Baumann, Chief Experts Academy
Tracy Bench, NCS Corporation
Jerry Ziemiecki, J3 Renovation & Design
Michelle Gohman, Granite Tops, LLC
Roundtable II Rotating Member

Nominating Committee

Chair - Donella Olson, CKBR, EdgeWork Design Build
Alana Wynne, Ferguson
Brian Jones, Jones Design Build, LLC
John Sylvestre, MCR, CKBR, CLC, Sylvestre Remodeling
Kevin Kalal, Abdo, Eick & Meyers
Guy Selinske, American Glass & Mirror, Inc.

Sponsorship Committee

Chair - Michael Mahin, Shady Oak Distributing
Gary Hubbard, Kohler
Michael Schlagel, Pella
Mike Anderson, Warner's Stellian Appliance
Shannon Brown, MJ's Contract Appliance

Golf Committee

Chair - Jon Coty, Dwell 44
Eric Nopola, Synergy Products
Courtney Ernston, Minnesota Construction Law Services, PLLC
Chad Gilman, LP Building Solutions
Drew Wigness, Northland Cabinets
Mike Anderson, Warner's Stellian
Guy Selinske, American Glass & Mirror

CotY Committee

Co-Chair, Brian Jones, Jones Design Build, LLC
Co-Chair, Anna Struss, MSI International
Alana Wynne, Ferguson
Kent Tsui, MCR, CRPM, Quality Cut Design Remodel
Katy Cashman, Water Doctors Water Treatment Co.
Shannon Horsager, Cambria
Michael Splittgerber, Pella

Bowing Committee

Chair - Amber Ellison, MN Fine Homes
Kathy Fisher, Aspire DSG
Reed Gilkey, Hardwoods Specialty Products
Scott Needham, Express Window Fashions
Greg Feda
Kate Morrell

Home Shows & Tours Task Force

Chair - Ruth Bader, Allrounder Remodeling
Margo Ashmore, MSP Home Tour
Lori Miller, Midwest Home
Margaret Griffith, Griffith Design Build

Community Aid & Diversity Task Force

Donella Olson, CKBR, EdgeWork Design Build
Mary Mackmiller, mackmiller design + build
Marty Schirber
Chris Schmitz, ProSource Wholesale
Ciera Munoz, TopFlight Exteriors
Michael Mahin, Shady Oak Distributing
Nancy Peters-Sparrow, McDonald Remodeling
Taylor Schmidt
Kevin Kalal, Abdo, Eick & Meyers
Brady Brinkmeyer, Vujovich Design Build

WHAT DO NARI COMMITTEES DO?

- Educate members & homeowners
- Engage membership
- Promote NARI & the Industry
- Plan Association Events
- Gain and Retain Members
- Work in the Community
- Create FUN

Get Involved!

EMBRACE THE GREAT INDOORS

Revel in the sunlight that fills your room. Feel connected to the outdoors while you connect with each other. At Marvin, our windows and doors are inspired by how you live, so you're inspired to live well.

To find your local dealer and remodeling solutions solutions, visit marvin.com.



We are all curious to know what the end of 2020 and the start of 2021 will bring. We asked a few NARI pros to answer some questions regarding the current situation and asked them their predictions for the future.



How has your time management changed since COVID?

"Time management has always been instrumental in our success. As a fairly small family owned business it has been critical to create a balance between our family and our professional lives. However, 2020 has placed a spot light on the importance of time management like never before. 2020 has been unusual in so many ways. We saw a lot of uncertainty in the industry and in our clients in late spring, which put unexpected holds on some projects, and delays on labor and materials. Then as the world started to open back up again in early summer, the phones began to ring again and the demand skyrocket. However, for us personally we have had to make some very thoughtful decisions about what commitments we can take on, knowing that our capacity to deliver is somewhat diminished. I am hopeful that once things become more consistent and predictable we can plan accordingly and make other decisions."

Do you have a prediction for 2021?

"I am not sure what 2021 will bring. We have all learned to pivot and adjust in 2020 and if nothing else I think we are getting better at that and are more adaptable than ever before. I think COVID will be with us for awhile and we are going to have to learn to have different conversations with our clients and our partners about timelines, prices and overall expectations. There are so many things that are unprecedented that unless we are honest about what we know - and what we do not, we will not be able to build solid relationships and successful businesses."

- Zoe Kardasis-Sturtz, CR, Edit Design Build

LIRA indicates a slow down in mid-year of 2021. What are you doing now to prepare for mid-year 2021?

"For design-build firms doing large projects with longer sales cycles, I see the slowdown starting now and going until mid-2021. The triple whammy of a volatile presidential election, a raging health pandemic and an uncertain economy going into the holidays is going to have homeowners sitting on their wallets for the next six months. My hope is that the slow-down is starting to recover by mid-year 2021.

Similar to the recession in 2009, we are looking for ways to lower overhead and increase efficiencies. We've ramped up our marketing initiatives in an effort to increase market share, while making every effort to coach and hold onto key team members so we can maintain a high quality product and experience for our clients, and recover quickly when things do turn around."

Do you have a prediction for 2021?

"I see the pandemic and political unrest continuing into 2021. These challenges will continue to make homeowners uneasy about the economy and the prudence of investing in their home. DIY and small repair projects will likely continue to be in demand, but major investments in large scale remodels will be few and far between. If the economy stabilizes, the second half of 2021 could be strong, with pent-up demand for projects that have been put on hold for far too long."

- Ed Roskowski, CR, Vujovich Design Build

Continued

What has been the toughest adjustment during COVID?

For the most part, most of what we do on the jobsite has been relatively close to working with lead. eg. (poly walls, HEPA filtration, etc.) We have added the masks while in working proximity to the homeowner and wiping down surfaces at the end of the day as well as added signage on our clients door). Our biggest challenge would be to convince the most scared clientele of covid to go ahead with the project.

Do you have a prediction for 2021?

I believe it might be a little softer economy, depending on vaccine and who will be elected as our president.

Where are we going to get our work force from?

Boy I would like to see an inter-city work training program set up. Just think of the opportunity. For starters... I imagine this to provide the much needed job opportunities to keep these unemployed individuals off the streets, making them tired after working all day, granting them self worth and keeping them from roaming the streets after dark. Ok so that is a dream. Could it be? Well, it might be, if we had a government lobby putting some monies into a program that would train. Give contracts to rebuild all the burned down building sites to minority owned and operated contractors. Win Win! As far as our work force. If i were hiring, I would hire anybody that would be willing to go through the training and be willing to work hard, dress appropriately and speak comprehensively with my clients.

- Tom Schiebout, MCR, CKBR, CAPS, Tomco Company, Inc.

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What is NARI Certification?

With over 1000 certified professionals holding nearly 1700 individual designations, NARI is a leader in certification of remodeling professionals.

NARI Certifications were developed to recognize highly experienced remodeling professionals, capable of planning and managing complex remodeling projects to client satisfaction.

Certified professionals represent an elite group of industry experts who possess extensive technical and management skills that set them apart as capable remodeling professionals.

Benefits of Certification

NARI Certification is a worthy investment in your career. Aren't you worth it?

- Validate your professionalism, expertise and dedication to client satisfaction
- Advance your business skill set for increased company profitability, project timeliness, and streamlined project/business operations
- Develop your professional skill set and set your career in remodeling up for success
- Position yourself or your staff as an indispensable resource to your clients with complex project needs
- Increase your reputation in a crowded marketplace.

Types of Certifications

CERTIFIED
NARI PROFESSIONAL
MCR

CERTIFIED
NARI PROFESSIONAL
MCKBR

CERTIFIED
NARI PROFESSIONAL
CRPM

CERTIFIED
NARI PROFESSIONAL
UDCP

CERTIFIED
NARI PROFESSIONAL
CR

CERTIFIED
NARI PROFESSIONAL
CLC

DID YOU KNOW?

80% of consumers would choose a remodeling professional who is certified over one who is not

Other Certifications

Certified Remodeler Associates (CRA) are professionals who actively support the remodeling industry in professions such as architects, designers, manufacturers, suppliers, and consultants.

Certified Remodeler Specialists (CRS) are specialized remodeling professionals who focus on one specific type of service, such as concrete and masonry, electrical, insulation, mechanical systems, plumbing systems, roofing and siding, etc.

Have questions about NARI Certification or are interested in getting Certified?

Contact NARI Certification Staff at 847-298-9200 or certification@nari.org

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help you *sell more*
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Lumber Market Update

As we continue to navigate this crazy market together, I wanted to send out an update on what we know (as of today) about pricing and what we think we know about the months ahead. As you are aware, the lumber market has continued on an unprecedented run throughout this summer and now into the fall. Our sales team has been working to reach out to each of you individually to update pricing and warn of supply chain shortages, but I wanted to chime in as well in hopes of helping you plan for the fall and guard your business against unnecessary losses. The story: Lumber is outrageously expensive. As you've heard from us and seen on MSNBC, CNN, Fox and in this Star Tribune article I contributed to recently, prices are extremely high. Why?

Unprecedented demand from the DIY, remodel and outdoor living categories of the market, coupled with a continually strong housing market has created an over 30% surge in demand Year over Year. That would be difficult in a normal year, but due to Pandemic concerns, mills were taken offline this spring and haven't been able to recover to their full capacity due in part to COVID and unemployment policy-related staffing concerns. Add in Wildfires, Hurricanes, trucking problems, you name it and what you get is a giant bottleneck in the supply chain. These prices are coming straight from the mill to us, and are not something that anyone in the supply chain can change. Lumber is a commodity and its pricing is ruled through pure supply and demand.

Taking you back to your Economics 101 class: when demand is high and supply is low, prices go through the roof. The only way this breaks is when supply somehow catches up to demand, and as the supply chain is maxed out the only way for this to happen is to decrease demand by pricing end-users out of the market. We may see a bit of a break caused by the colder weather, but smarter minds than mine say that it won't be enough to allow the supply chain to catch up for a couple months at least. Pricing increases have to start hitting the end-user in order for things to break and for price to ultimately begin coming back down.

Beyond the commodities market, we are beginning to see more delays up the supply chain on windows, doors, decking, and more, so even though pricing on these items is less volatile for the time being, they may cost you money in delays. I expect nearly all of our vendors to increase their pricing this winter to account for the added cost of manufacturing in a COVID-19 protocol environment, and the added price of raw materials that they use to manufacture.

What Action Should You Take?

I have been in touch with my peers that run many of the other yards in the metro, and wanted to share some best practices that we have been seeing many of our builders implement in hopes of helping one another through this run-up in pricing.

- 1 - Reprice early and often: if you haven't revisited your bids yet in September, it's time to do so. Your salesman can update your quotes to today's pricing with the click of a button, and I would recommend requesting this weekly or bi-weekly until further notice.
- 2 - Consider adding a buffer for pricing increases into your initial bid: This could take the form of an allowance up to a certain amount, so that your homeowner is sharing in the risk of the market but feels protected from prices running away from them over the course of the build. I recommend this with caution, and encourage you to make this buffer larger than you think you'll need.
- 3 - Review your contracts: it is time to write some new language into your contracts to account for the inevitable delays and price increases that are coming down the pipe. Expect closings to be delayed due to supply chain issues and account for added carrying costs.
- 4 - Have the hard conversations with your homeowners: Let them know the state of the market, and don't sugarcoat. Good communication throughout the process will prevent surprises when the bill comes.
- 5 - Remain flexible, communicate and pivot quickly: My mantra for business in 2020 has been "adapt or die," and it has never felt more true than it does as we watch prices and delays coming out of the mills this fall. We have the advantage of being small and agile, as do many of you. The sooner you let us know your needs, the more likely we will be able to meet them in the most cost-effective manner possible. Let's use our ability to communicate directly with one another to make sure everyone makes it through this tough environment profitably.

The market is changing as quickly as we start to get our arms wrapped around it, but I will do my best to keep you up to date on any major changes we see. If you have any questions or would like to discuss things more thoroughly, please don't hesitate to reach out to me directly at sunny@dakotacountylumber.com. We will get through this crazy year together.

This piece is reprinted with permission by Sunny Bowman, President and General Manager of Dakota County Lumber Company. This appeared the week of September 14, 2020 to their customers. Anyone wishing clarification or to discuss the market can reach Sunny at (651) 460-6646.



**Dakota County
LUMBER CO.**



Tips for Video Sales Calls

Fellow sales professionals, most of us are working from home and are using video sales calls as a replacement for in-person meetings. As someone who has used video for selling long before this whole quarantine thing forced us to work from home, I'm excited for more people to be comfortable with the technology and being on camera. Here is what people are doing to have more effective sales calls on video.

PERSONAL APPEARANCE FOR VIDEO SALES CALLS

Working from home is so different than going into the office every day. One of the first things that we need to be thinking about is how we appear on video calls. The first week of staying home, I generally dressed like I was going to work.

Then, like the senior slide in high school, the WFH slide started and I wore sweatpants for during the second week of quarantine – it was comfy, and no one saw knew I was wearing them. I felt like I was an athlete in between workouts, except I didn't have to have all of those sweaty gym sessions. But I realized it made me too comfortable and wearing the same sweatpants for days at a time is gross (sorry TMI). So now I've gotten back into a routine of getting dressed like I'm going into the office – nice jeans and a Hook shirt.

Initially, I wasn't on video calls all day every day, but I wanted to be available at a moments' notice. Plus, it makes me not feel like a slob to shower daily and get cleaned up. During quarantine, I started shaving. I used to maintain a respectable, midwestern beard. But now that everyone is doing it, it's time to change it up and subtly tell people, "I cleaned up today because I'm a professional!"

Josuha Desha, Director of Channel Partnerships and Business Development at FirstStarHR, recommends, "Dress to your audience. If they normally dress up, dress up. If they normally are more relaxed...be relaxed. Don't show them up."

VIDEO BACKGROUND FOR VIDEO SALES CALLS

For the first week of quarantine, I was hoping it would be a week or two and didn't want to invest a ton of time or money into making sure I had a nice background. But after a week of doing calls with a sterile-looking white wall behind me, something had to change.

So I went to Target and picked up a cute lamp and a fake plant for my background. It added some personality and it feels like I'm trying. I've seen everything from shabby basements to super-polished backgrounds. I get that not everyone has a nice space to do video calls, but we're in sales, so try to clean it up. Get a green screen if you have to.

Also – light is super important. Make sure you have light facing you and try to avoid light coming from the background. It makes it hard to see you.



I asked some sales bad-asses and this is what they said about video call backgrounds:

Mary Henderson, Founder of Lights Camera Action said, "I have a media wall behind me so that when I do my zoom calls, there is NO CLUTTER – it's clear and has my branding and looks stunning on zoom as well."

Alex Dunnam, Sales Manager at Creative Network Innovations said, "Have the best background out of anybody there. I personally switch between a pic of Madrid, beaches in Hawaii and Tiger King- Joe Exotic."

Trent Russell, Founder of Greenskies Analytics, went genuine and authentic when he said, "Has having the dog or kid interrupt become annoying to anyone? I still love it! How can you not when a six-year-old walks in with a plate of playdough sushi for her dad?"

HARDWARE FOR VIDEO SALES CALLS

So what kind of hardware should you invest in to be successful? I personally have a basic set up, but there are some really good tips out there for taking your video calls to the next level.

I've seen people use really nice cameras and microphones, as well as professional lighting kits with a green screen or another professional background.

Here's what I use:

MacBook Air laptop with a camera and microphone

Ring light on a tripod for better lighting

Joshua Desha echoed my need for a light by saying, "As far as technology...if it's an important meeting, just make sure you have good lighting. Right now that is hard with most of us working from home, but figure that out ahead of time."

Jackson St. Amant, CEO of Money Mastermind, gave this tidbit on a camera, "Honestly, a decent webcam is probably the best tip. I got an Inmiss 1080p (link below) when it was on sale for \$28. It's decent for the price and it's 1080p which is the important part in my opinion. Other than that, just make sure the lighting, angle, and background are acceptable and you should be good to go.



SOFTWARE FOR VIDEO SALES CALLS

So what's the best software for video sales calls?

The one your customer will use.

Zoom seems to be the most popular one. Everyone seems to have access to it and is comfortable with it. The main challenge with Zoom is that you only get 40 minutes at a time on their free version.

I have been using Google Hangouts for a while now because it's free, does a pretty good job and will automatically create a meeting link on my Google calendar.

Sagar Thacker, Google Account Rep at K3 Marketing, also uses it and says this, "I'm using good ole Google Hangouts. I insert a link into the calendar invite and we hop on. I'm able to easily share my screen if I'm showing them the program and the sound quality is decent. It does the job and it's easy to use even for noncomputer savvy folks.

Other things I've seen are Microsoft Teams, GoTo Meeting and iPhone's Facetime for contractors who are doing virtual walkthroughs with clients.



WRAPPING UP: BEST PRACTICES

Dale Dupree, leader of the Sales Rebellion, summed it up nicely when I asked him about his video call set up, "Krisp.ai [a chrome extension that mutes background noise], a nice Logitech or comparable camera, a video que'd and ready to play to set the stage for what is about to happen and give the prospect more of an experience than a boring pitch. I'd choose a customized background for your zoom as well.

Truly, this is called going the extra mile and giving people what they deserve. Our very best."

- Article by Tracy Kelly, Hook Agency



2020 NARI Golf Event Photos



2020 NARI Golf Event Photos



CLOSETS

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2020 CotY Award Celebration

NARI CotYTM 2020 AWARDS

Date:

Tuesday, November 10th
7:00 PM - 8:30 PM
Event will be virtual



Invite your friends & family to
the watch party!

To register, visit
www.narimn.org/events

 **FERGUSON**[®]

Thank you to this year's Diamond Sponsor!



New this year - the CotY awards celebration will be live-streamed from Hook & Ladder in Minneapolis!

You, your family, and colleagues are able to join in on the fun. Ever wanted to have clients look at what is in competition? This is the time!

We will be making the link available in the very near future. Save the date!

The 2020 Pillar Awards

Trade Associates!

The Pillar Awards were established to honor our Trade Associate members for their partnerships with our Contractor members' winning CotY submissions. The Pillar Awards will be given to those Trade Associates who have submitted an application for a project that wins a CotY Award during this year's CotY celebration.

Applications will be open **September 28th - October 19th**

Please note: Companies will be sent one invoice for all entries, payable upon receipt. Pricing details below:

Up to 4 entries = \$75/each
Additional entries = \$50/each

How to Apply:

Applications for the Pillar Awards will be accepted on the NARI-MN Pillar Submission page on the website beginning September 28th

Interested but don't know if you should submit for an award?

Check out the testimonials located on the submission page from past Pillar Award winners as they share why it is important to submit.





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NARI-MN Member Testimonials

"Knight Construction Design has been a member of NARI MN since 2000. Over the years, we have earned four national NARI Contractor of the Year (CotY) Awards and dozens of state and regional CotYs. We appreciate what NARI does to recognize and support quality construction and superior customer service. Knight Construction Design is grateful the association for its awards competitions and certifications, including our NARI Certified Remodeler (CR) credentials."

- Gary Knight, Knight Construction Design

"My company, Content Craftsmen, develops digital content for Minnesota remodeling contractors' websites, blogs, social media accounts, email marketing campaigns, awards entries and media relations. We joined NARI MN last summer to get to know more of the top contractors in the Twin Cities area market. It has been a great experience, well worth the \$650 annual dues. I've enjoyed writing for NARI newsletter, attending Professional Development Seminars, Industry Roundtables and the Lead Safe class, participating in Firm Nights and Contractor of the Year (CotY) awards, and bringing prospective members to monthly dinner meetings. The NARI staff is first rate. Homeowners truly benefit because of the work NARI MN does to certify and recognize Minnesota's best remodeling contractors."

- Tom Sweeney, Content Craftsmen

"I've been involved with NARI MN for five years providing legal and business services exclusively for owner-operated residential contractors. During that time I've come to understand that the members of NARI are either the best representatives of the construction industry, or they strive to be. Members, though competitors, go out of their way to help fellow members be more successful, whether by offering tips on construction techniques, sharing quality subcontractors, or working with each other to put the best resources on a project so that the end result is a success for their customer and each other. I strongly encourage contractors, and those of us who offer products and services to their industry, to become active members of NARI MN."

- Bill Gschwind, Minnesota Construction Law Services, PLLC

"NARI is a wonderful organization that is helpful for any professional in the remodeling industry who is looking to grow their business. The network, resources, friendships and exposure are by far worth the membership dues. 10/10 would recommend to a friend."

- Owen Sweeney, Mom's Design Build

"I've been involved since the beginning of my career; attending the CotY gala, being with my peers, and immersing myself in the industry. Serving on the NARI-MN Board of Directors is a professional development tool. And, one of those tools is the opportunity to meet side by side with the contractors."

- Donella Olson, CKBR, EdgeWork Design Build

"NARI gives you tools, education, a way to network, unlimited resources, and feedback. Serving on the board gives you credibility and the opportunity to give back."

- Brian Jones, Jones Design Build, LLC

"I thank NARI for the many opportunities to meet influential people, attend meaningful programs and learn so much more about the world of remodeling than I ever thought possible. I attribute my involvement with NARI to much of my business success."

- Mark Mackmiller, MCR, CKBR, mackmiller design + build

Member Resources - Did You Know?

NARI has tools and resources to help you make your business successful. These include industry intelligence in the NARI NewsWatch e-newsletter, best practice tips from NARI member experts, discounts and rebates on services you use to run your business and marketing tools to help you promote yourself as a NARI member. Tools help NARI members save time AND money!



NARI members signed up for the program receive a 2% rebate based on purchases you make at The Home Depot. The Home Depot PRO Rebate Program pays out every 6 months (Jan-June and July-Dec) when you spend a minimum of \$12,500. It's literally free money on purchases you're already making.



NARI is pleased to partner with EnerBank USA, to create the NARI BuildingBucks program customized exclusively for our members. Discover what thousands of contractors already know — offering an unbeatable choice of unsecured home improvement financing options increases sales and helps grow your business.



NARI new savings program includes incredible savings at Office Depot in addition to offers for hotels, car rentals and services to help your business run better including payroll services, credit card processing, background screening and more!



NARI is pleased to offer a custom designed liability insurance program exclusively available to active NARI members. Boasted as the most comprehensive insurance package in the industry. Custom designed Liability Insurance program – available exclusively to active NARI Members



NARI has partnered with SCORE, a nonprofit association dedicated to helping small businesses like NARI members grow and achieve their goals through education and mentorship for more than 54 years. SCORE has a nationwide presence with more than 300+ chapters and 10,000+ volunteer mentors or business coaches.



Measures and improves levels of customer satisfaction. As a NARI member, you can survey up to 50 of your past customers through GuildQuality at no cost. The GuildQuality team will survey your customers and will share the responses with you, allowing you to resolve issues immediately, find out where your team is excelling, and where you have room for improvement.



NARI of Minnesota's Mission:

To be the primary remodeling resource for professionals and consumers by elevating the professionalism of the remodeling industry through expanding knowledge, building relationships, and recognition of industry excellence.