



## TREND REPORT

### Get ready for the recovery

#### On the cusp of demand

According to the Joint Center for Housing Studies at Harvard University, the echo baby boom will be driving demand for starter homes and the baby boom will power demand for homes where they can age-in-place. Now factor in the popular energy-efficiency \$1,500 tax incentive, plus the likelihood the government extending the first-time homebuyer tax credit, and you've got the makings of a slow and steady recovery.

#### Position your company

If this was your first deep recession, you may have spent it hunkered down trying to survive. Now it's time to thrive - deploy new technologies, learn designs that meet new tastes and needs, and grab market share.

#### Henkel can help

OSI™ WINTeQ® Window Installation System is the first and only complete system for replacement window installation - ideal for all the baby boomers either aging-in-place or not ready to sell. For the homeowner, it meets the stringent new energy standards. For you, it removes the guesswork and employs best practices. It's a win/win!

### Get instant sealant color matches on your phone OSI™ QUAD® goes mobile

Henkel is leveraging the latest mobile technology to help contractors wherever and whenever they need it with the debut of the industry's first sealant color-matching mobile phone application.

The OSI® QUAD® color cross-reference application lets users access the OSI® QUAD® sealant color online database from their iPhone, Blackberry, or smart phone. It makes it easy to search by manufacturer color, OSI® QUAD® color number, or by the OSI® QUAD® IDH ordering number.

"This is all about convenience. We're helping busy people get the information they need anytime and anyplace using the one piece of technology they rely upon the most - their phone," said Bill Sobonya, Senior Category Manager of Professional Adhesives for Henkel.

The OSI® QUAD® color cross-reference mobile phone app will launch at The Remodeling Show in Indianapolis on October 28 - 30, where attendees can visit Henkel booth #1917 to download the free application on to their iPhone, Blackberry, or smart phone.

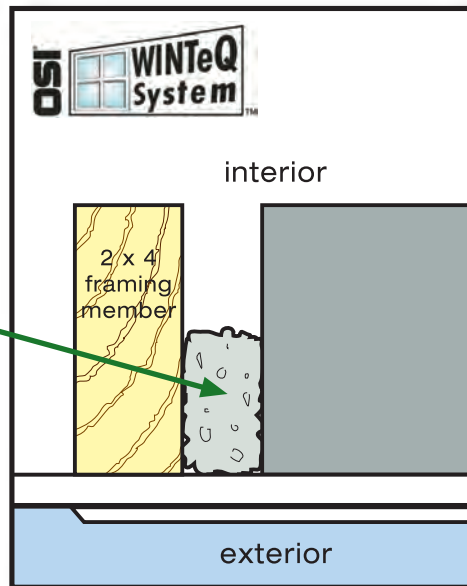
OSI® QUAD®'s reputation as the industry's color leader continues with the debut of this mobile application, which is also a component of a new online marketing initiative for Henkel that includes a revamped OSI® website. The new OSI® website ([www.osipro.com](http://www.osipro.com)) features more detailed product information pages, more robust search results, and improved navigation for easier access to the essentials.



#### Where to download for free:

- The Remodeling Show - Henkel booth #1917 (plus daily iTouch giveaways!)
- OSI® brand website at [mobile.osipro.com](http://mobile.osipro.com)
- The App Store at [apple.com](http://apple.com)

## Getting the most out of low-pressure window foam



**Job:** WINTeQ™ TeQ::Foam™ is an ideal product for providing a final air and moisture barrier when installing new and replacement windows and doors.

**Application:** Sealing between the window frame and the rough opening is more important than filling the entire void, so only fill one-half to one-third of the depth of the gap. WINTeQ™ TeQ::Foam™ has the added attribute of an R value of 5 for every inch. If foam gets on the window face or frame, allow it to cure before removing it. (Wiping foam with cleaning solvent may result in a yellow stain after exposure to UV light.) Once it cures within 10-15 minutes, cut away the excess foam.

**Storage:** Always store foam canisters in an upright position. Don't remove the gun unless you are ready to change canisters -- foam will stay fresh in the can for several weeks if you leave it on the gun. To prevent the discharge of foam during storage, lock the trigger down by turning the knob on the handle side of the gun clockwise until it stops.

**Cleaning:** Use foam cleaner such as OSI® ProClean™ Foam Cleaner to clean your applicator gun between foam canister changes or storage for an extended time. It's a simple step that will prolong the life of the gun.

For more information, go to [www.osipro.com](http://www.osipro.com).

## ASK BILLY

### Don't just say "silicone it" when selecting a sealant

**Dear Billy,**

The other day I was asked to quote a customer on a sealant which meets ASTM-C920. When I started to look into it, I found that there were several sealants that claimed to meet this specification, yet they were all different types of sealant. Some were silicone and some were polyurethane. Another was solvent elastomeric and yet another was a high performance latex product. Can I just quote him on the cheapest one, hope it works for the application, and call it a day?

*Signed: Stumped About Sealants*

Dear Stumped,

Unfortunately, you cannot. It would be great to have an all-inclusive sealant that could do everything, but that just isn't the case. The reality is that sealants are designed for specific applications and even when they meet the same spec, they are not interchangeable. That's the danger when people say "silicone it" as a generic term for applying caulk. "Silicone" is not a verb or a universal product.

To solve your problem, Stumped, you must get application-specific. For example, there are two different types of silicone that we use on most jobs - high-modulus (or acetox) and low-modulus (or oxime). Both of these sealants meet ASTM C920, but they do not have the

same performance characteristics. High-modulus silicones do not adhere to porous substrates, they have lower joint movement capability and they cost less than low-modulus silicone sealants. Low-modulus sealants adhere to most surfaces, have higher joint movement, and cost more. If the application was mortar-to-vinyl, would you offer the least expensive silicone sealant? No, because that's a high-modulus product that won't adhere porous substrates.

Now, let's say a customer also requires a sealant that is paintable. Silicones are not. You will need to consider another type of sealant that meets ASTM C920 and is also paintable. You have three choices here: Polyurethane, solvent elastomeric, and high-performance latex. That now leads you to other considerations: Is the application interior or exterior? If the latter, what type of weather conditions will the sealant have to be applied in and endure?

These are the types of questions that need to be asked to ensure that the right sealant is selected for the job. If you need help answering these questions, make a call to the Henkel's technical department at 800-624-7767 and they will be happy to help.

Stickin' with you on the job,

*Billy*



**Bill Longo** is

Henkel's go-to guy for

caulks, sealants and

adhesives. Email him at

[Bill.Longo@us.henkel.com](mailto:Bill.Longo@us.henkel.com)

with your questions - they

just may become the next

"Ask Billy!"

## FIVE QUESTIONS...

# for Scott Mosby



Scott Mosby is plain-spoken about the remodeling industry, whether he's talking to a customer of his company, Mosby Building Arts in St. Louis, Missouri, or to the listeners of his weekly home improvement radio show on KMOX. Founded in 1947 by his father, Sam, Mosby Building Arts was recognized as a Top 10 Remodeling Firm by 'Remodeling' magazine in 2009 and a 'Professional Remodeling' magazine Market Leader for three consecutive years.

### 1. What kinds of questions are the callers to your radio show asking in this economic climate?

The questions have stayed the same. The business hasn't really changed, even though we're doing more repair projects than large-scale projects. People are still getting older. They still need their houses to serve them in the years ahead. Moisture still tears houses apart regardless of the economy. And if they can't sell their homes, they want to know the best way to live in them. At Mosby Building Arts, we concentrate on aging in place, moisture consulting, and master planning. Homeowners can't bite off and chew what they once could, so we come up a plan that lets them work in stages.

### 2. What selling strategy works best for Mosby Building Arts?

We work with a comprehensive design/build approach that is holistic. Consumers are fed up with doing the same job two or three times in 10 years. They ask for a new roof, but what they really want is a dry home. They don't know what to ask for - they aren't the experts - and we as remodelers have to get beyond our normal boundaries to learn what they really want and then provide it. It's about delivering long-term value.

### 3. What do you forecast for 2010?

The phones are ringing and it's picking up for jobs of \$20,000 or less. The \$100,000 and up projects are hesitating because of the banking climate. This downturn has finally touched the wealthy. However, I see a lot of growth and pent-up demand. Most U.S. homes are over 30 years old and there is a need for repairs and maintenance.

### 4. What's the best piece of advice that you've been given and by whom?

The best piece of advice I got was from Walt Stoeppelworth, a visionary in the remodeling industry who devised the lead carpenter system. He said "he who controls the labor controls the world." For that reason, we self-staff and never use sub-contractors. It's expensive in terms of training, payroll, benefits and so on, but it's what I believe in. I control my own destiny and the quality of all of the work we do.

### 5. How do you like to unwind?

I'm an adrenaline junkie. I enjoy everything from barefoot water skiing to whitewater kayaking. We have a very active family and it's in our wiring to just go, go, go.

## THE COLOR LEADER

**OSI**  
**QUAD**<sup>®</sup>  
**ADVANCED FORMULA SEALANT**

# We make it easy for you!

Finding the right color of OSI<sup>®</sup> QUAD<sup>®</sup> Window, Door and Siding Sealant you need is easy:

- Over 300 colors to choose from, with new colors being added each month.
- A mobile application for on-the-job ease (see cover story).
- A complete online database just a click away at <http://2009.osipro.com/quad-color-cross-reference.pl>.
- Custom colors in minimums as low as five cases.

**OSI<sup>®</sup> QUAD<sup>®</sup> sealant colors now match all Pella<sup>®</sup> windows and doors.**

### Pella<sup>®</sup> Windows and Doors

Manufacturer Color No.	QUAD <sup>®</sup> Color
Auburn Brown	284
Brick Red	932
Cranberry	966
Deep Olive	764
Eldridge Gray	595
Fossil	423
French Roast	287
Hartford Green	736
Hemlock	725
Honeysuckle	606
Hunter Green	711
Iron Ore	545
Morning Sky Gray	517
Naval	843
Poplar White	424
Portobello	219
Real Red	956
Sand Dune	465
Stormy Blue	833
Summer Sage	762

For more information, call your Henkel rep or contact Henkel Contractor Relations at 800-624-7767.



32150 Just Imagine Drive  
Avon, Ohio 44011

Presorted Standard  
U.S. Postage  
**PAID**  
Avon, OH  
Permit No. 77



- New OSI® QUAD® mobile phone app!
- Ask Billy: Job-specific sealants
- Tips & Tricks: WINTeQ™ TeQ::Foam™

## FISHING WITH FRANK



### Staring down a slump

*As a professional fisherman, I've been affected by the financial crisis, too. It was made worse by the fact that my fishing was in a downturn as well. Here's how I got out of my slump and back on track.*

**Catch one fish at a time.** I stopped fishing for the win. Instead, I fish one bass at a time - and gain a slow and steady advantage over my competitors. It's about getting the basics right to land every fish that hits, big or small.

**Learn the animal.** In my business, it's the bass. In your business, it's the customer. If you become a student of the animal and what makes them behave as they do, you'll catch more of them - guaranteed. Doing something you love is a lot more fun when you're successful at it.

**Stay committed.** Go full-bore and make your own luck. If you give up, you don't succeed. Find a goal and repeat it like a mantra. My mantra is "I want to fish the Bassmaster Classic."

Good Fishing! *Frank*

*Last month, Frank earned a spot in the prestigious 2010 Bassmaster Classic tournament with a third-place finish in the Bassmaster Northern Open on Lake Erie, his hometown lake. He has been sponsored by OSI® since 2003.*

For more information, visit <http://2009.osipro.com/spotlight.shtml>.

## MANAGEMENT MOMENTUM

### Seeing the light with CRM



You probably already practice CRM - or customer relationship management - and just don't know it. But are you incorporating it into your business plan? These tips can help.

**Customers expect communication from you.** Use email or even newer technology like SMS texting to confirm project details, give updates, and follow up after it's complete.

**Turn every customer into a lifetime customer.** In your thank you letter, survey them to gauge their experience and future needs. Follow up on that data with targeted communications.

**Have a follow-up system.** Call after 90 days, again after 180 days, and perhaps visit on the one-year anniversary of the job. What looks like a warranty visit is actually marketing, a way of re-establishing the relationship.