



## Case Study – Advance Incorporated

"A no brainer." That's how Doug Derrick, owner of Advance Incorporated, describes his recent efforts to grow his business by offering reinsulation services through a program developed by Owens Corning.

Advance Incorporated, a family-owned roofing, siding, window and door company, serves a 25-square-mile radius in a tri-state area that incorporates parts of Delaware, New Jersey and Pennsylvania. With 42 full time employees, including 11 sales professionals, it has gross sales of about \$8.2 million.

When Derrick first started talking to Owens Corning about this approach to inventing the reinsulation market he was excited to get going right away. "Just talking about the possibilities for this expanding market had me chomping at the bit to learn more," he says. "After seeing the demonstration, I tried to purchase the demo AttiCat Expanding Blown-in Insulation System right off the floor and when I was not able to, I ordered a brand-new one that day."

Immediately, he prepped his sales team to be on the lookout for appropriate projects, and within five days, Advance Incorporated completed its first reinsulation project using the AttiCat system.

Advance Incorporated's first reinsulation customer was so thrilled with the results that he called about three weeks later to report the impressive difference it had already made in the efficacy of his air conditioner.

"Our upstairs used to be significantly warmer than the downstairs and with the renewed insulation, there is no difference. Whereas our air conditioner used to kick on around noon, the house now holds the comfortable air so well that it often doesn't start running until 4 p.m. That will make a significant difference in our energy costs."

The customer even volunteered to participate in marketing efforts and now appears on a local Advance Incorporated infomercial to tell how it's the best investment he ever made.

The sales staff worked with Owens Corning to become fully versed on the benefits of reinsulation, and each customer contact now include an attic inspection. Since they are already up there to check the roof, it requires only ten minutes to determine the need for more insulation, and this incremental effort has a major payoff in terms of upsell.

The majority of customers are enthusiastic once they realize that the insulation retrofit is so easy and affordable and works with their new roof. Customers are also thrilled to learn about the environmental impact and that the typical payback period is only about four years in terms of energy savings cost. "Very few renovations pay for themselves that quickly," Derrick notes.

According to Derrick, reinsulating complements Advance Incorporated's position as "Home Health Specialists," wrapping the home from top to bottom. "Our mission is to do business with other vendors with green initiatives, and Owens Corning is a perfect fit."

Derrick expects business for reinsulation to go through the roof as customers dread the onslaught of winter and rising energy bills. "We are poised for an incredibly successful upcoming season. Owens Corning's solutions make the insulation retrofit efficient and affordable."