



Shelf Improvement Dealership Overview

*ADD ROLLOUT SHELVES
TO
HOMEOWNERS' EXISTING
KITCHEN, PANTRY AND BATHROOM CABINETS
AND
ADD \$\$\$ TO YOUR INCOME*

1. Why EVERYONE LOVES Shelf Improvement (SI) Rollout Shelves!



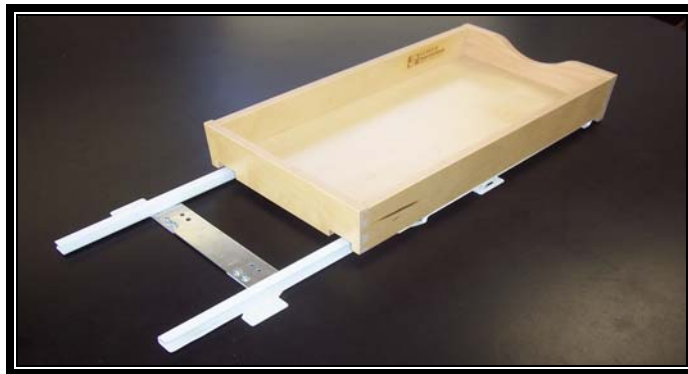
When people see our Rollout Shelves, they quickly "GET IT" and "WANT TO GET IT!"

- Rollout Shelves **SAVE KNEES AND BACKS:**
 - Avoid kneeling & bending to search dark, hard-to-reach areas
- Rollout Shelves **SAVE TIME:**
 - Quickly Find and Put Away EVERYTHING in your cabinets.
- Rollout Shelves **SAVE MONEY:**
 - No longer buy things YOU ALREADY HAVE.

2. Who Buys Rollout Shelves?

- ALL HOMEOWNERS (both new and older homes) are the primary customers of Shelf Improvement (SI) Rollout Shelves. Most homeowners do not have Rollout Shelves installed in their cabinets and readily see their benefits, quality and great price.
- Elderly homeowners are primary prospects for Rollout Shelves since they do not have to strain their aching backs and knees to access their cabinet storage.
- And, as the strongest proof of their value, those homeowners who ALREADY HAVE rollout shelves often buy more from Shelf Improvement.

3. Why Buy Rollout Shelves from Shelf Improvement?



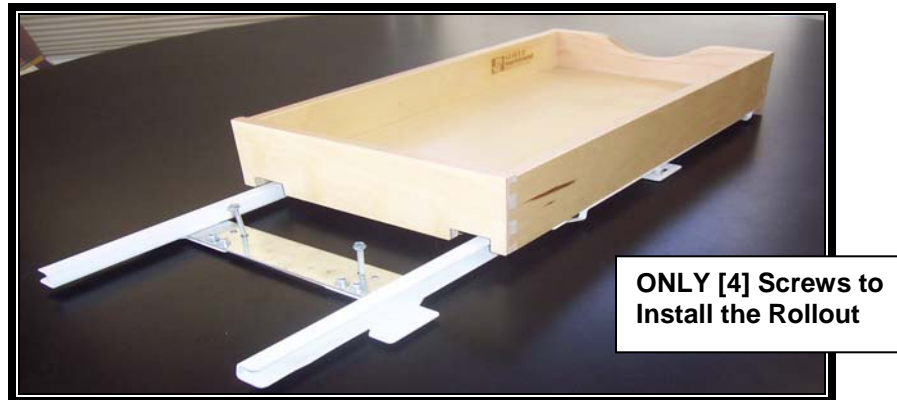
- **REAL MAPLE and BIRCH WOODS**
 - No “pressed or engineered” wood in SI rollout boxes
- **DOVETAILED CORNERS**
 - The strongest joint in carpentry ... not stapled and glued
- **HIDDEN HARDWARE**
 - Our slides are mounted under the box, [not projecting from the sides like most other rollouts that waste up to an inch of width/space]
- **STRONG and DURABLE**
 - SI Rollout Shelves have been tested to support up to 100 lbs and have been moved forward/backward 15,000 times.
- **UPSCALE APPEARANCE**
 - SI Rollout fronts are ½” lower than the bottom of the box to hide the front view of the slides and have curved “hand-hold” upgrades at no additional charge.
 - Our Rollouts Shelves look like fine cabinetry, not like “a guy made them in his garage”
- **FAST AND ACCURATE INSTALLATION**
 - Only SI Rollout Shelves can be installed in minutes!

- **QUICKEST DELIVERY**
 - SI Rollout Shelves are typically manufactured in [1-2] week so you can install your orders within [2-3] weeks (depending on shipping time)
- **ONE COST FOR ANY SIZE SHELF**
 - 10"- 30" wide by 21", 18" or 16" deep
- **TWO WAYS TO INSTALL:** Dealers can install and add to their profit or the homeowners can easily install themselves and save \$\$\$

4. The KEY ADVANTAGES of the SHELF IMPROVEMENT SYSTEM

- **Advantage #1: PURCHASE each Rollout (of any size) for the Low Dealer Cost of only \$38 (currently + shipping).**
 - SI Dealers can SELL Any Size Rollout for the SAME PRICE (regardless of the size of the Rollout) :
 - Our Rollouts are often sold by dealers for \$79.00 to \$89.00 each for a Gross Profit ranging from \$35 to \$45 per Rollout.
 - Homeowners can accurately determine their cost to buy their Rollout Shelves WITHOUT needing the SI Dealer to visit their home for an estimate (saving the SI dealer's time).
 - When homeowners call, they have DECIDED TO BUY because they know their total purchase price.
 - "One Price...Any Size" also enables a QUICK SALES CALL since the quote is instantaneous and 100% accurate.
 - Dealers can stock common sizes to reduce shipping costs and could SELL & INSTALL on the same client visit.
- **Advantage #2: Access to PROVEN MARKETING & SALES TOOLS and TECHNIQUES**
 - Tested marketing methods and guidance
 - Canvassing, home shows, referral/networking
 - Successful marketing materials ready for Dealer reproduction
 - Flyers, magnetic car sign, home show banner and signs
 - Business cards, order forms, stationary
 - Toll-free phone number (877-9X-ROLLOUT) available
 - Calls are automatically routed to your business phone
 - Optional Dealer service for only \$10 / month.

○ **Advantage #3: The REVOLUTIONARY “2 MINUTE INSTALL”**



- Every Rollout Shelf is assembled with the top slides attached to the box and the bottom rails are attached to its installation platform.
- Using only (4) screws, SI Dealers (or the “Do-It-Yourself” homeowners) simply screw the installation platform down into the cabinet’s bottom floor or into any of the cabinet’s shelves.
- And, your Shelf Improvement Dealership comes with specially designed tools and supplies that enable you to accurately install our Rollout Shelf with as little as 1/8” side clearances in MINUTES!

○ **Advantage #4: The Shelf Improvement Dealership**

- **Wholesale pricing** (currently \$38 per Rollout + shipping)
- **Marketing and Sales Guide** with proven sales techniques and includes pre-designed marketing materials for dealer reproduction, such as flyers, signs, postcards, etc.
- **Dealer locator** on Shelf Improvement website.
- **Shelf Improvement Sales Kit** consisting of a Sample Rollout with carrying case, sample flyers and knee pad.



- **Shelf Improvement Installation Kit** consisting of a Tool box with special tools and a starter kit of all the screws and hardware needed to install 20 – 30 Rollouts.



- **Installation Guide** that explains how to use our special tools so you can efficiently and accurately install your Rollouts in minutes.

All this for ONLY \$495.00 (+\$25.00 shipping)

**Start making more profit from your
client interactions!**

Contact Shelf Improvement TODAY!

Phone: 866-97-ROLLOUT (866-977-6556)

Email: Shelf.Improvement@yahoo.com