



# **7 Reasons**

***YOU SHOULD START BUILDING  
DECKS ON THE SIDE***



“I didn’t start doing this kind of work so I could shuffle papers and make phone calls. I want to work with my hands.”

Nothing beats being on a job site, working with your hands, and building something you can be proud of. We know you take pride in doing things the right way. It's what your reputation is built on - it's how you get bids and win jobs.

That's why anything that gets in the way of those things gets dealt with as soon as possible. Circular saw binds and some of the teeth bend? You replace the blade right away.

And yet, there are some things you (supposedly) just can't avoid. If you do, say, kitchen remodeling, your schedule has to work around your drywall guy, your plumber, your electrician, and any other tradesmen. So if one guy has an emergency or needs to go get a missing part, it pushes back the whole project, and torpedoes your bottom line in the process. **When you factor in the time loss and opportunity cost, that \$5 part becomes a \$500 part in a hurry.**

And if you run a bigger company, that comes with its own challenges. You had to work hard to get to where you are, earning trust with your subcontractors and building a reputation on your solid craftsmanship. **Only now, you're not "crafting" anything.** You oversee the boots on the ground, out there on the job site having all the fun, while you're stuck inside managing project schedules, filling out paperwork and balancing budgets. Is this why you started the company?

Even if you're a smaller business, you still face the challenge of all that time you spend estimating projects and going out for looks & bids. You'll go out to look at what seems like a simple kitchen job. It's in an older neighborhood, so you know there'll be some surprises in the walls. When you do your inspection, you see some structural problems and your estimate goes up. The only problem is that your competitor who came in here earlier didn't notice, and his quote was lower, so now the homeowner's looking at you with one eyebrow raised, not sure who to trust

**And there goes several hours of windshield time, wasted on a project you were doomed to lose from the start.**

What if you didn't have to deal with all of this? What if there were a way to get back to working with your hands, by yourself - without a bunch of different subcontractors holding up your schedule and stepping on your toes at the job site?

What if you could make an accurate estimate the first go-around without the stress of making a mistake in the complicated math? We know you're good at estimating, but the bigger & more custom a project gets, the more likely even a veteran misses something important!

And what if you could avoid all the nasty surprises of interior work, while spending some time in the great outdoors working on honest, lucrative projects that look beautiful & thrill your clients every time?

**Our suggestion? Deck projects.**

If you've never done a deck project before - here are a few solid reasons why you might want to give one a shot:

## 1) Work with your hands (while still running the company.)



Wouldn't it be great if you could run your company the way you want it, make the leadership decisions, and have top-down control over all your operations, while still being able to get into the field and get your hands dirty? Of course it would!

The problem is that any project that's big enough to get more than 2 people involved is going to require some coordination, planning, & leadership. And if you're the owner, the buck stops with you.

Deck projects are small and lean enough to turn around quickly, lucrative enough to build a business on, and common enough to find as many as you need. And since they're simple to estimate, and they only involve a couple of trades (more on that later), you can manage a project, run a company, and get out there framing a deck and breathing that sweet smell of construction in no time.

## 2) Plenty of work to go around, at great per-hour rates, for prospects who can afford it!

Here in Colorado, we love getting outdoors.

For some folks, that means camping, or golf. But for most people, it means walking out your backdoor and enjoying the fresh Colorado air. And with 300 days of sunshine, there's plenty of opportunity.

Homeowners who can afford to live here absolutely love it here - and generally, they want to dig down roots, raise a family, and do life here. Nothing captures that spirit better than a beautiful back-yard deck.



With many aging decks that have seen better days, and with constantly-expanding neighborhoods and new homes being built all the time (most of the time without a great deck!), the opportunity is only growing.

And decks, while they tend to be simpler projects, are fairly large investments for the homeowner. In terms of construction projects, the profit margins are already good, but they're also less fragile than other kinds of projects, and less susceptible to setbacks. And once you get the hang of it, you can turn them around pretty quickly for a great per-hour rate. (More on that in a minute).

## 3) Fewer trades involved



Nothing fills up your calendar, bloats your project, torpedoed your bottom line, and moves you further away from the work faster than involving more than one or two tradesmen.

Keeping track of everybody's schedules, availability, and material needs quickly becomes a headache. And if one of them has a setback, your whole project slides back with them.

Deck projects are simpler! Only on the fanciest projects will you need to bring in an electrical or plumbing specialist (say for a hot tub, or outdoor kitchen), at which point the price point for the project will have increased to the point that you will easily recover the costs.

You can even include these trades at a profit for the relative simplicity of their roles, but only if you can afford the shift in time flexibility. Which brings us to...

## 4) More time flexibility on the job.

What are the perks of not having to deal with a drywall guy, a plumber, a painter, and an electrician on your job site?

You're more free to set your own schedule.



You know what's even better? The entire project is outside the homeowner's house! No need to work around little yappy dogs or expensive wardrobes & furniture like you would on an interior project!

Your son has a baseball game to get to in the evening? You can schedule deliveries in the morning and get your work done that day. Men's Bible Study meeting on a Thursday at 7AM? You can make that and have time to grab some coffee before you get to the job site for the day. You decide!

## 5) Quick turnaround (more clients & more referrals!

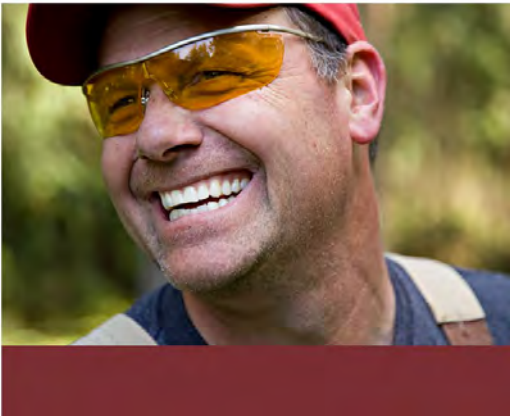
The quicker you can make your projects go, the quicker you can collect the pay check and move on to other projects. And if you did great work, you can quickly build a sterling reputation for your company through rave reviews and testimonials.

You can get 10 5-star reviews in the time it'd take a custom home builder to get just 1. And if you can get those homeowners to refer you to other homeowners looking for a beautiful deck, you might need to think about hiring a team sooner rather than later!

The Deck Superstore is your ideal partner for turning around a beautiful, expertly-built deck project in record time. With our subsidized delivery, you'll get all the material you need to the job site, in better condition than any other Denver-area deck material distributor.

And if your client needs stairs, ask your sales rep about our StairLok Structural Stair System. We developed a system to quickly build stronger, cleaner, more stable stair system, without using notched stringers.

Or, if your client wants a pergola, talk to us about our Rough-Sawn Pergola System. With factory-prepped components, you can build a beautiful pergola in one day.



## 6) Simple to estimate & execute

We touched on it before; deck projects are relatively simple. If you can get the basic size and materials with a quick drawing, it's pretty simple to crunch some numbers and come up with a pretty accurate ballpark estimate.



Again, on other, more complex projects, it's way easier to miss some crucial detail and throw off your whole estimate. And if you mess up your estimate, the entire project gets started off on the wrong foot.

This doesn't happen as often on decking projects, and when it does, it's easier to rectify and fix.

And with the Deck Superstore's Quick Quote Tool, you can get a ballpark estimate in less than 5 minutes using our up-to-date materials pricing, then fill in the details later on the phone with your Deck Superstore sales rep. We'll partner with you all the way!

## 7) Better work-life balance

Like most people who've made the jump into owning a business, you probably went into business for yourself to get your time back, make a comfortable living, and do things the way you want to - the right way.

The bottom line is that the simpler your business model is, the easier it is to manage your time the way that you want. No other kind of construction project really allows for the same level of flexibility.

We think this is the best reason - if you're a family man, then nothing should get in between you and spending quality time with the people you love. In fact, we think you should be able to do it all - including some hobbies on the side. Well-managed deck projects can help you achieve that dream of work-life balance (and yes, it really is possible!)



# Why THE DECK? SUPERSTORE

## We have what you need, and a whole lot more.

We carry all the deck building supplies you'll need, no matter what phase of the build you're in. Starting from scratch? We have all the fasteners, tools, and building materials stocked in our warehouse, with your name on 'em. Need wood-to-wood structural screws and joist hanger installation tools? We've got you covered.

And even the stuff that everyone has, will be in better shape at the Deck Superstore than anywhere else. Nobody in Colorado has taken the pains we have to tailor our storage & inventory systems around deck material. Even though the line items are the same, you're going to get the best material at the Deck Superstore.

## Get ahold of a real person from start to finish.

We're here for you! We love our contractors - and we try to get to a first-name basis with every one of them. We'll assign you a consultant, hand-picked to match with what you do best.

If you ever have a problem or a question, give your guy (or gal) a call, and they'll steer you the right way. Oh, and they'll probably have done some building themselves, so you won't have to talk in circles just to get them to figure out what you actually need. We're your partners!



## Blow your clients away (and up-sell them!) with some decorative touches.

Is your client really looking for a special outdoor space to show off to all their friends? How about some stone post covers from Deckorators to give an authentic masonry look?

Or mood lighting for those late-night barbecues? If they're looking for the best, we'll carry it!



## Win bids on the spot with our Ballpark Estimator, using only your phone!

Want to blow your competitors out of the water? Use our free Ballpark Estimator on a smartphone or tablet to get a 5-minute estimate & win bids with fast, accurate quotes! Just get some basic measurements and data points from a prospect's house, plug them into our form, and get a beautiful looking estimate right then & there, based on our best-in-the-business prices.

Best of all: when they approve it, you can just put your email into the form and we'll have one of our deck project experts follow up to get some more info and get the project rolling. You can focus on what you love - doing great work.



## Get in touch!

We're serious. See those buttons down there?

- If you're on your phone and you want to give us a call, just click the "Call Us" button.
- If you want to see what that Ballpark Tool is all about, click the "Ballpark" button.
- Or if you'd like to have a look around our showroom, click on the "Schedule Tour" button.

CALL US

BALLPARK

SCHEDULE TOUR

Whatever you do - get in touch with us so we can help you get started on the first of many more enjoyable deck projects!



## Contact Us!

5961 E. 64th Ave.  
Commerce City, CO. 80022  
(303) 287-0233