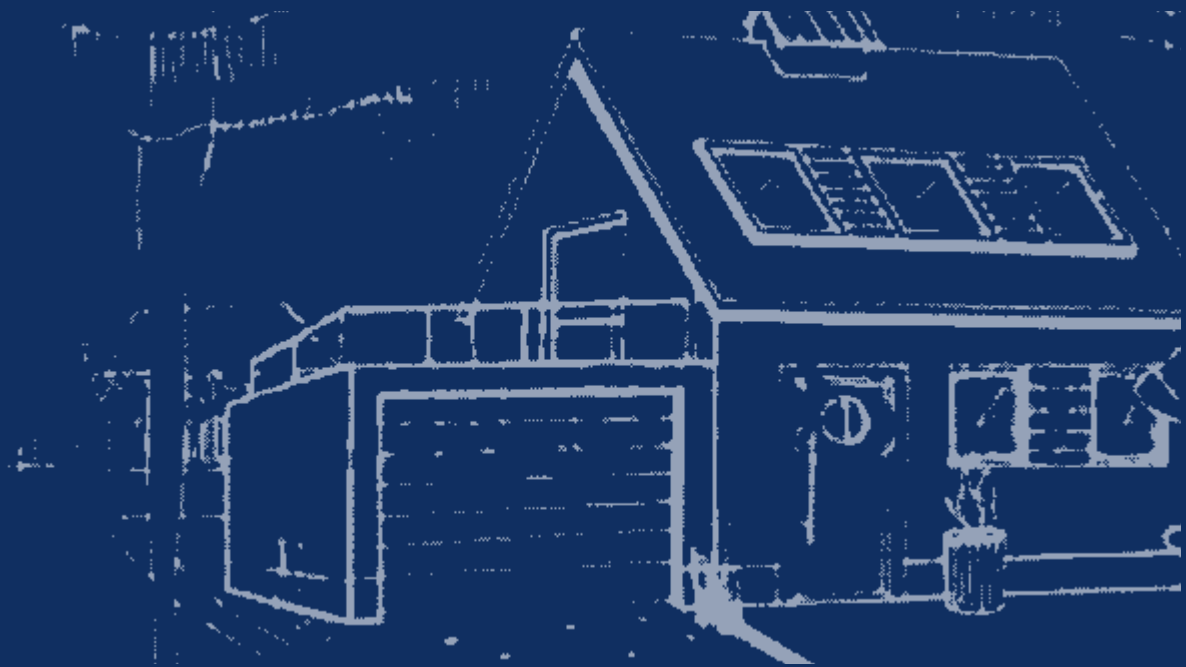


PROSLAT

BUILDERS PROGRAM





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The NAHB estimates nearly 2 million homes will be built with garages from 2019 to 2021.

UNTAPPED PROFIT POTENTIAL

INCREASE REVENUE WITH UPGRADED GARAGES

There's a huge opportunity for you to increase revenue and profits and set your homes apart from the competition. It's right in front of you, and you're looking right past it.

THE GARAGE.

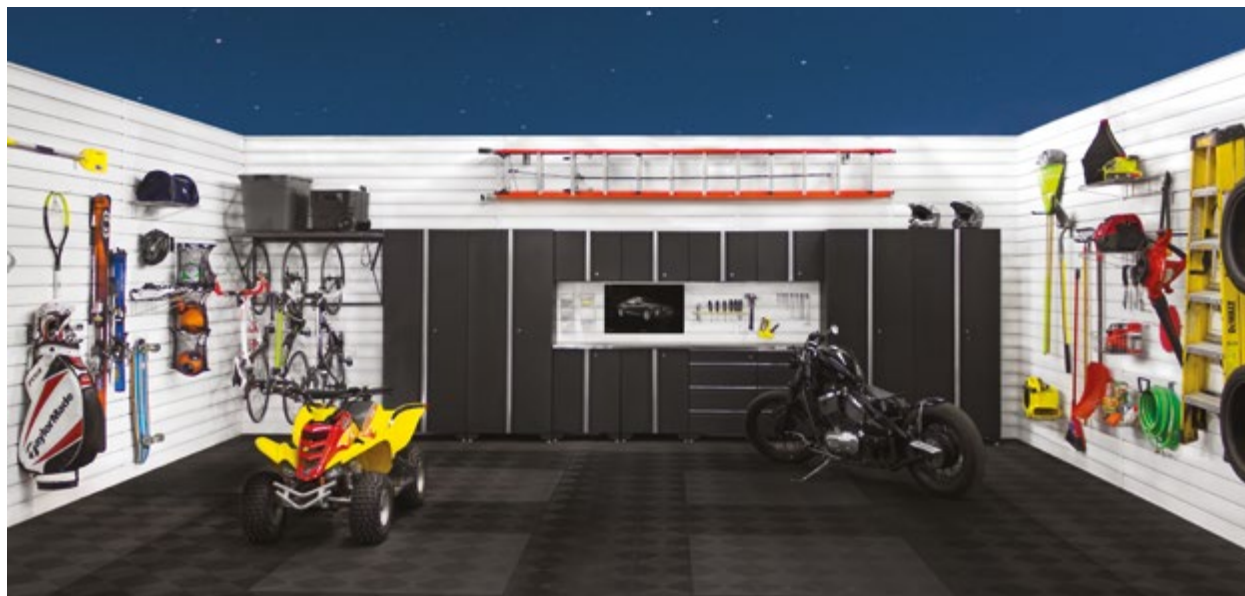
It's no longer just a place to park the cars. It's a bona fide living space. Homeowners actually spend time in their garages, and they want them to meet their needs and reflect their lifestyles.

When you include smart, efficient garage organization to your standard offering, you can make your homes more attractive to buyers. That translates to higher sales prices and more profits.

But only if you can do it easily and affordably. **And at Proslat, that's our mission.**



BIGGEST ROOM IN THE HOUSE



Homeowners are using their garages differently. The days of simply using them as parking spots are over.

As the single-largest space in the house, today's garages are one of the most versatile, useful rooms in the house. That's right – the garage should be considered a room.

- **STORAGE.** Homeowners use the garage to store their stuff. Many people prefer it to the attic or the basement. It's easy to get to and it can hold a lot of everything, from sports equipment to holiday decorations to bins of old clothes.
- **HOBBIES.** People like to spend time in the garage. It's an ideal space for woodworking, home brewing, painting, motorcycle restoration, weight training, and countless other activities. More than half of American homeowners spend at least an hour or two in the garage every week.
- **HOME BUSINESSES.** Some people even start businesses out of their garages. In fact, some of the biggest companies in the world, including Apple, Google, and Amazon, all started in humble suburban garages.



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More than ever, the garage is central to American living. Unfortunately, today's garages don't meet homeowners' needs. They don't offer the storage, the organization, or the looks that people want. This is especially true in new construction, where many builders don't even paint the walls. That's where we come in. To help you take advantage of this opportunity.



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Providing upgraded garages outfitted with smart, beautiful organization systems is an untapped source of new revenue.

THE OPPORTUNITY

As a builder, you work hard to impress buyers with features and amenities they want. You do your best to “wow” them with gourmet kitchens, upscale finishes, and other features and amenities.

It's a never-ending game of one-upmanship, and it gets harder and harder to impress buyers.

But the garage presents a new opportunity. A clean slate where you can offer uncommon, unexpected value and livability.

Home buyers want smart garage organization built into their homes. According to an Impulse Research survey, **80 percent of buyers consider the garage to be a factor when purchasing a home.**

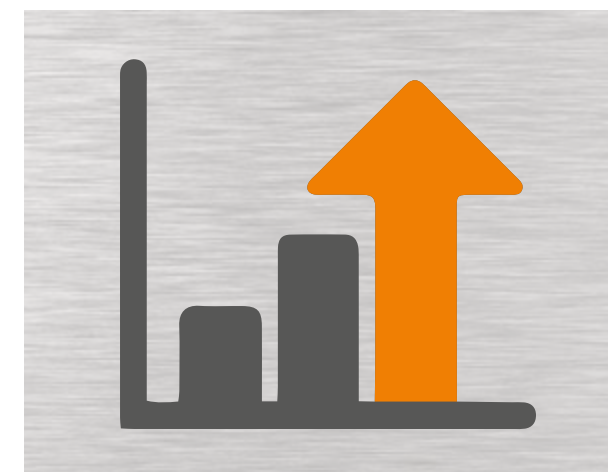
Yet according to a Wall Street Journal survey, **just 11 percent of homeowners are satisfied with their garages.**

The desire for organized garage goes deeper than mere utility. Often, it's about vanity.

According to a Thompson's Company study, **52 percent of homeowners want their garages to be envied by their neighbors.** And nearly a quarter of homeowners keep their garage doors closed as much as possible to avoid embarrassment, according to the Impulse Research survey.

When the time comes to sell the house, a disorganized garage can have a negative impact. In a survey of Realtors, Braun Research found that **82 percent said a disorganized garage creates a bad first impression among home buyers.**

Clearly, the homeowner desire for better, smarter, more functional garages has never been greater.



WE'RE FOCUSED ON BUILDERS

What if you were the builder who could give buyers what they want? Smart, efficient, attractive garages that accommodate their lifestyles and make their neighbors jealous.



At Proslat, we are here to help you make that happen. We offer the right products that help you transform your garages into functional living spaces.

And we're focused on your needs as a builder, so working with us is easy and profitable for you. It starts with our products.

■ **SMART SOLUTIONS.** Proslat slatwalls, cabinets, racks, and lifts are designed to be versatile and beautiful. More importantly, they help homeowners eliminate clutter and maximize garage floor space. Your buyers will love the way their new garages look and function.

■ **QUALITY PRODUCTS.** Made with durable materials, including 90 percent recycled PVC, our products look great, but are durable enough to stand up to

any garage activity. To ensure the highest levels of quality, our products are tested by independent third parties for impact, lifecycle, extreme temperatures, strength and load, and sustainability.

■ **LIFETIME WARRANTY.** We have a lifetime warranty on all our products, so you can feel confident putting them in your homes.

■ **PROFITABILITY.** Adding new features to your standard offering doesn't make sense if it's not profitable. That's why we offer builder-only pricing, along with volume discounts, Model and Parade of Home programs, and affiliate program. To keep your costs low while your average sales price goes up.



As hard as we work to offer the best products in the market, we work harder to meet the needs of builders.

■ **DIRECT ONLINE ORDERING.** We sell direct to you, not through dealers or distributors. This not only keeps our prices low, but it also gives you more control and visibility into your orders. Using our builder-dedicated online portal, you can place and track orders and maintain your order history.

■ **PREFERRED SHIPPING.** To make it easier to include Proslat systems in your homes, we'll ship products directly to your preferred locations. To your storage facility, to your subcontractors, even to your jobsites.

■ **EASY INSTALLATION.** Our patented hidden fastener system makes our products easy to install, which helps keep your subcontractor costs down. We also offer onsite and video training for installers. We can also do it for you through our nationwide professional installation services.

BUYERS WON'T THINK TWICE

When it comes to the garage, today's home buyers want it all. Plenty of storage. A place to pursue their hobbies and interests. And room to park their cars.

Garage upgrades are an opportunity too good to pass up. When buyers see your homes with smart garage organization as part of the standard offering, they'll know that you're serious about building homes for the way they live.

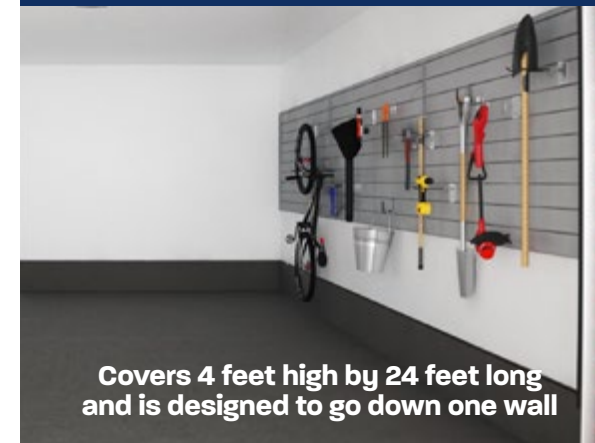
Let us help you offer the garage systems your buyers demand. To learn more about including Proslat garage organization systems in your homes.



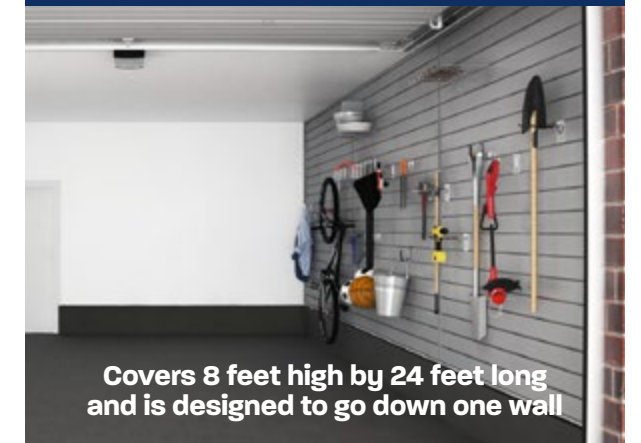
TURN KEY SOLUTIONS

Proslat offers four simple bundles for your customers. Our goal is for you to include the standard bundle with every new home, while offering three additional "upgrade" packages for your customer to choose from.

1. THE STANDARD



2. THE UPGRADE



3. THE BASIC



4. THE PRO



DID YOU KNOW?

- Five famous companies that started in the garage: Apple, Amazon, Disney, Google, and Harley-Davidson.



- 90% of realtors believe anyone buying a home wants their garage to provide more functionality than just parking vehicles. (Braun Research survey)
- About 9% of Americans rent storage space, even though 65% of those homeowners have a garage. (Self Storage Association stat)



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