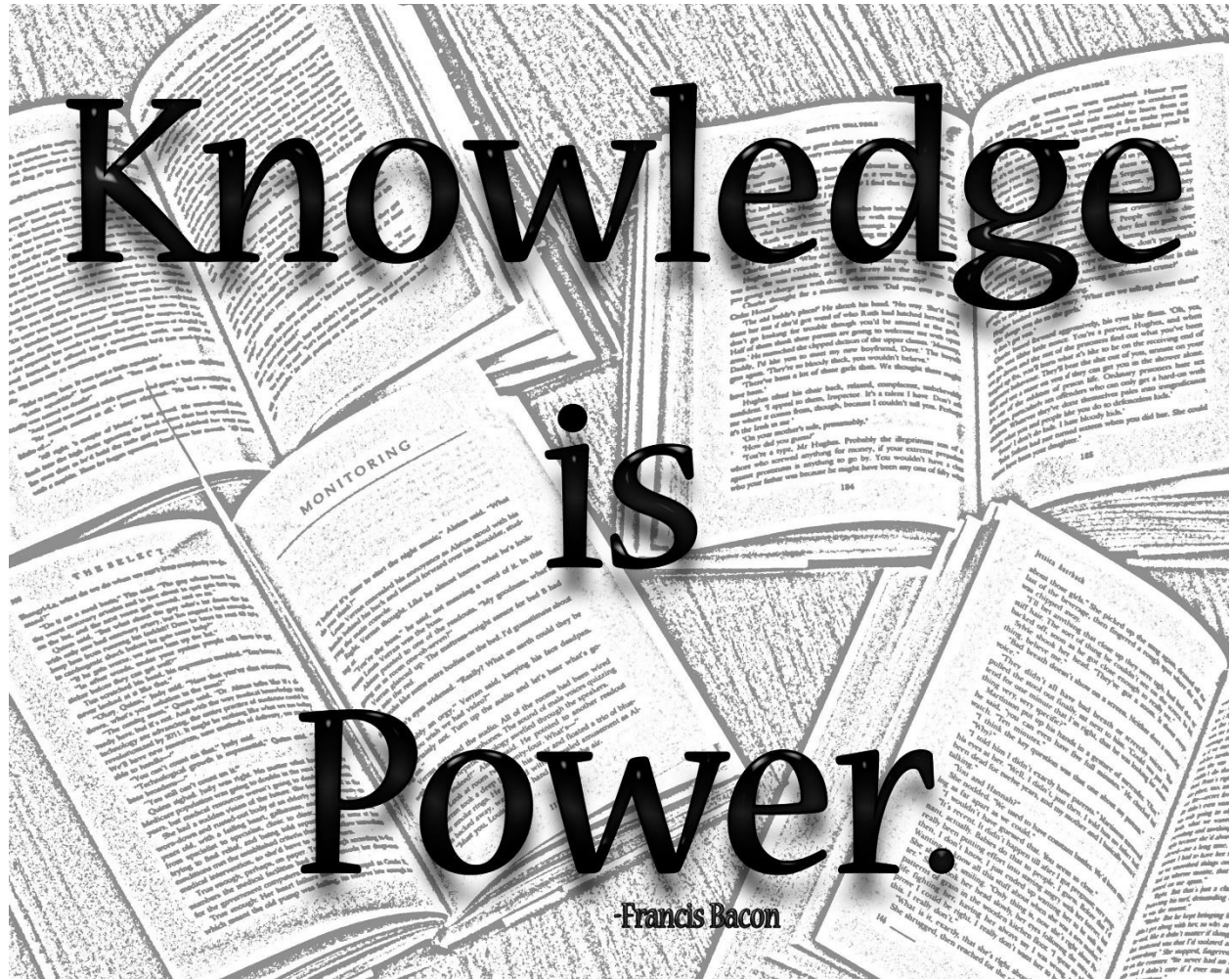




# AIR VENT UNIVERSITY LESSON PLAN

## June 2024 Lesson Plan

Knowledge is Power and Profitable



If a homeowner asks four different roofing companies to submit estimates for her new roof and only one of those roofing companies includes and explains proper attic ventilation as part of the overall roofing project, which estimate will the homeowner choose? Is price the bottom line or is the overall scope of the project the deciding factor? In our podcast interview with Shane Gotschi, co-owner of DryHome Roofing & Siding, Sterling, VA, he explains that he purposely includes information in his estimate and explanation to the homeowner that he knows is often overlooked by other roofing companies. "I approach a homeowner from a technical point of view as a roofing professional and then as a salesman," he says.

Here are a few highlights from our conversation with Gotschi:

1	<b>99.9% of his competition does not mention proper attic ventilation during the roof estimate explanation, homeowners tell Gotschi.</b>
2	<b>As a result of his knowledge and thorough explanation of the importance and benefits of proper attic ventilation with each roof, homeowners realize Gotschi is not just there for the roof. He's also there for the overall quality of their life. "Then the homeowners start opening up to me. It becomes the ice breaker," he says.</b>
3	<b>"I don't lose bids. I clearly explain up front what is needed, why it's needed, and the expected cost. I set the expectations from the start," Gotschi says.</b>

Listen to the podcast here: [Air Vent Podcast Episode #42 with Shane Gotschi](#)

To test your knowledge about what you learned in the June 2024 Lesson Plan please take our short 5-question Pop Quiz.

