
ONE SOLUTION
for All Your Business
PAIN POINTS



Paving and pavement maintenance contractors need to rely on partnerships to help them manage everyday business needs, while also supporting their future growth



When it comes to your business, everything is personal. While you're busy trying to keep operations up and running smoothly, it's important to find a partner that can have your back. From making sure your marketing is powerful and effective to generate leads, to saving you thousands of dollars on your most commonly used items like equipment, raw materials and office supplies, the 800 Pavement Network can be a one call solution to help with your biggest challenges.

PAIN POINT 1: You Need Help with Business Recognition

According to recent research, over 90% of businesses (your prospects) searching for products and services go to the web to find a vendor (you). Most of the companies searching for the services you offer will make their decision of who to choose between the top few companies listed on Google.

But if you Google "Asphalt Paving" or "Pavement Maintenance," a myriad of results come up, confusing the market and your customers.


The solution? **Stand out.**

How? A personalized and memorable number that will make it nearly impossible for potential local customers to not remember your company as the answer to their pavement needs.



A personalized and memorable number can make it nearly impossible for potential local customers to not remember your company as the answer to their pavement needs.

The 800 Pavement Network was created to help. The Network is made up of over 300 paving and pavement maintenance contractors who generate over \$2 billion in combined total sales. They use personalized 1-800 numbers to make it easy for customers to not only recognize what it is their business does, but remember them when they need the work.

 *This industry needs marketing. It's always needed more marketing," founder and CEO of the 800 Pavement Network, Mike Musto says. "Not enough people are doing it to help them stand out against the crowd, but we are and we are doing it well."*

Network members can choose from different 800 numbers to reflect their business offering based on availability in their area code.

Plus, all calls will go directly to you. Why is that important? Because your customers don't want to deal with a call center. In fact, 86% of buyers are willing to pay more for a great customer experience - one that doesn't include waiting on hold and leaving messages with a middle man.

1-800-ASPHALT
1-888-PAVEMENT
1-800-SEALCOAT
1-800-BLACKTOP
1-800-STRIPING
1-800-DRIVEWAY

PAIN POINT 2: Your Competition is Beating You

We live in a competitive world where everyone wants to be the winner. Win the bid. Gain the customer for life. Keep the employee. If you don't work hard at differentiating yourself from your competition, and continually invest in efforts to do so, your company will fall behind.

Mike Musto has been in your shoes. For over three decades he has been in the field paving, striping and maintaining pavements in the competitive Greater-Boston market. He knows the way to get ahead was to stand out and get more business by marketing his company the right way.

 *I see sales as the hardest part of any company," Musto says. "Get the work and then figure out how to get it done. If you don't have the work, if your competition is getting it and you're not, then you're in trouble. I'm always looking at ways to get more business in the door, ways to drive sales and a memorable marketing program is key to beating out your competition."*

In 2005, Musto began branding his trucks and equipment, job signs and printed literature with the 1-800-PAVEMENT number. That year, he saw his business triple and U.S. Pavement Services, a \$60 million company, became the founding member of the 800 Pavement Network. Today they company has developed the 1-800-Network made up of over 300 members throughout the United States and Canada, using their 800 numbers to gain notoriety and business in their communities.

What does that mean to you and your business? **Opportunity.**


"The phone number is like a marketing plan all by itself. It's a very simple way to market in a strong way," Musto says. "It's a branding tool that gives you a competitive advantage, but it's not a magic number. It's how we market it. Get the number out there to potential customers on your trucks, equipment, signs and employees, and the branding does the work for you."


In total, 800 Network members have nearly 7500 trucks among all members. That translates into at least 15,000 truck signs marketing the numbers throughout the country and your company should be a part of it.


PAIN POINT 3: Rising Prices Are Dwindling Your Profits

Here we are in 2022 and construction material prices are 20% higher than they were just a year ago - that's even if you can get the materials and equipment you need. Many companies are having to reinvent the way they conduct business just to be able to complete the jobs they have on their books - don't even get them started on new work.

An 800 Network Membership can be there to lend a hand. The company has secured exclusive discounts with many of the suppliers contractors use every day to help take some of the financial strain off their wallets. A partnership with the 800 Network gives you access to exclusive discounts and insight from their shared partners. Plus what you save with these discounts can far exceed the amount of money you pay for your Network membership. Here are a few areas where you can see savings by becoming a partner with the 800 Network:

 **Materials:** There has been no shortage of supply chain disruptions over the past few years, causing material prices to skyrocket. The paint shortage for striping contractors has been just one of the ongoing struggles for contractors. Prices are skyrocketing with supplies being limited across the country. With raw material and supply chain issues that carried over from last year, and with the added reduced production of resin from suppliers, there will be continued industry wide pressure for striping contractors. 800 Network partner Sherwin Williams provides you access to discounts on paint, brushes, rollers and more. They are also there to lend a hand with obtaining materials with insider tips for members. Sherwin Williams also honors Network Members in both the USA and Canada.

 ***The Vendor Discounts the 800 Network has secured for members has helped our business combat the rising prices we've seen the past few years and help us stay more profitable," Marvin Joles III, Wiscoat Asphalt Maintenance and podcaster BLACKTOP BANTER.***

 **Technology:** The construction industry isn't well known for technology adoption, leaving many companies behind in terms of growth. Digital solutions exist however that can help business owners manage their company all in one place and the 800 Network has an exclusive partnership with one of the best options out there. The 800 Network has partnered with PavementSoft to bring your bidding into the digital world. By doing so, you will have a unified system where information can be easily passed around among all users. This allows business owners to stay connected to all devices, crews, opportunities and jobs with the asphalt industry's first comprehensive mobile tool. Create proposals in minutes, edit them with a few clicks, store and access documents anywhere, streamlining operations. The software is built to help you be more efficient in all areas of your business and 800 Network members reap the benefits at a discounted price.



When it's time to expand your fleet, you always want to make sure you're getting the best price - especially now. The 800 Network's Competitive Assistance Program (CAP) with General Motors can help you save thousands on vehicles.

✓ Fleet Vehicles: We have all heard about the shortage of vehicles and that is adding stress to construction business owners who need to add or upgrade their fleet. General Motors has already placed production caps on some vehicles for 2023 and other vehicles are only available on allocation. The 800 Network Competitive Assistance Program (CAP) with General Motors can help you save thousands on vehicles – if you plan ahead. Prices for vehicles will increase for model year 2023 however, local GM dealers and their Business Elite Command Managers can help you take advantage of the CAP program with your exclusive 800 Network Membership.

Current 800 Network Exclusive Vendors

- Staples
- PavementSoft
- General Motors
- Sherwin Williams
- World Insurance Associates
- Sunbelt Rentals
- Diamond Blade Warehouse
- Mass Printing
- Corcentric
- And coming 4th Quarter Dynapac and Leeboy Construction Equipment

✓ Office Supplies: Everyday essential office supplies might not be where you'd first think to look for substantial business savings, but these costs really do add up. The 800 Network has an exclusive partnership with Staples and members receive special pricing, plus fast and free 24-hour delivery on select orders. Plus the experts at Staples are an extension of your staff, offering Members expert advice on all the business essentials you need for your workday.

✓ Training: Continued education and training for your employees is an investment in your business and one you shouldn't ignore. The 800 Network has partnered with the team at AsphaltPro to offer exclusive discounts on their Asphalt Paving 101 program. This training course lays out everything your crew needs to know to lay the perfect mat. The online platform

gives you the opportunity to train your whole crew in one place, on your own schedule. 800 Network Members receive all classes in the curriculum for a one-time fee of \$499 which gives your entire team access to the program. Online access to learning provides your team flexibility to learn at your own speed so there are no more wasted rain days.

Equipment: Buying a new piece of equipment is also a struggle for the industry. Some manufacturers won't have new inventory to sell until after the 2023 season. This is why the 800 Network's partnership with Sunbelt Rentals is more important than ever to help contractors get the equipment they need, right now. An 800 Network membership gets you exceptional savings on equipment rentals from Sunbelt and can help you get through your season and keep jobs moving. All 800 Network members have access to the Sunbelt Command Center app that will help contractors locate the equipment they need and keep their finances in order at the same time.

II *The 800 Network embodies the best of the industry and the country's top contractors and is the most influential and active association in the industry with qualified partners that you can trust. We have worked with the 800 team for years and have developed a mutual trust and respect in working together. It is clear to see that 800 Network members understand the value in investing in the right systems and taking time to do the job right the first time, this made our partnership so natural. The PavementSoft platform was built by contractors, for contractors and it is an honor to serve and support those who are working hard to build great communities across the country. We have also been able to participate in events and collaborate with the 800 team to identify contractors who are looking to take their businesses to the next level and these networking opportunities have led to lifelong friendships,"*
Paul Garner, CEO, PavementSoft.

Your 800 Network Membership works to bring value through reducing overhead costs with exclusive partnerships with national vendors. Working as a Network, members are able to receive substantial discounts that other companies working alone just can't compete with. All 800 Network members act as a team to grow the industry, without direct competition.

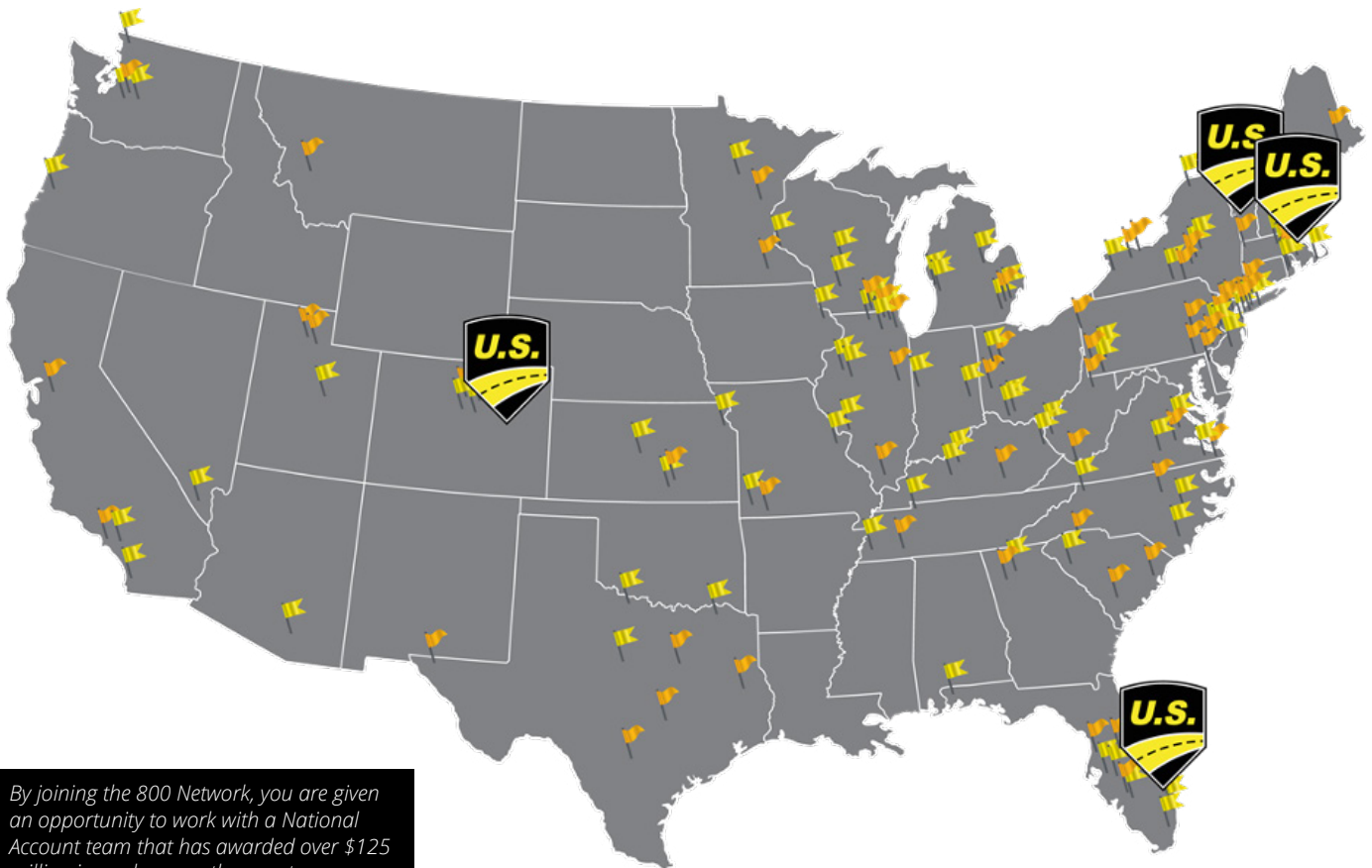


PAIN POINT 4: Your Business Isn't Getting Enough Work, Stifling Growth

Just because your company is busy, doesn't mean it's growing. To see real, substantial growth, business owners want to expand their customer-base and services and win larger projects to see real growth.

In 2006, founding 800 Network member U.S. Pavement began subcontracting national account work to nationwide 800 Network members. Using the 1-800-Network numbers to access national account work throughout the country, U.S. Pavement is able to pass along work contractors may not be otherwise able to compete for.

Over \$125 million in National account work has been awarded exclusively to 800 Network members across Canada and in 49 US states. These jobs help members grow and gain notoriety in their local market. They can also give your company visibility to new potential customers. Having your company's name and 800 Network number in national retail chain parking lots like WalMart, Amazon, Walgreens and Home Depot, will expose you to unprecedented levels of new clients.



By joining the 800 Network, you are given an opportunity to work with a National Account team that has awarded over \$125 million in work across the country.

PAIN POINT 5: You Don't Think You Can Afford a Business Partner

Each of the pain points above can be addressed with an 800 Pavement Network Membership. From exclusive vendor discounts to exclusive marketing rights, can your business afford not to join an elite group of 300+ strong members?

In addition to your share of over \$125 million in National account work, ONE job from a customer seeing your 800 Number on your truck, equipment or online can pay for your entire year of licensing fees.

“*The amount of work we get from the number pretty much pays for the number. I highly recommend it! It's a great tool to have in your wheelhouse,”* Jason Libmann, Owner of Florida Sealcoating

Plus, the 800 Network isn't just your partner for getting new business. They are your partner for growing it with industry insights, marketing tips, exclusive networking events and more. Founding 800 Network member U.S. Pavement, and Asphalt Hall of Famer, Mike Musto is in the industry as well, and strives to bring together people, tips and strategies for the paving, sealcoating, striping and concrete industries.

Member-exclusive industry networking events held by the 800 Network also bring like-minded business owners together to share in how current trends are impacting their company and to discuss possible solutions to their shared challenges. This opportunity alone can provide huge payback for your organization. 800 Network members are truly all in this together. When one company succeeds, we as an industry can continue to thrive.

“*We have been a 1-800-SEALCOAT member for almost nine years now and I've been able to call Mike Musto with any question I may have in terms of growth and expansion and he's been open with his recommendations. Any of the network members I've met I've been able to pick up the phone and kind of pick their brains and that's not something you get just anywhere,”* Justin Meier, Owner, Surface Masters.

At the end of the day, **86% of customers** are likely to make repeat purchases with companies who offer excellent customer service and increasing customer retention rates by just 5% can increase profits by between 25% and 95%. Let the 800 Network help you stand out from the crowd, gain more business, make more customers happy and do it all in a way that saves you money in the long run.





Call **1-800-PAVEMENT** (1-800-728-3636)
or visit www.1800pavement.com

