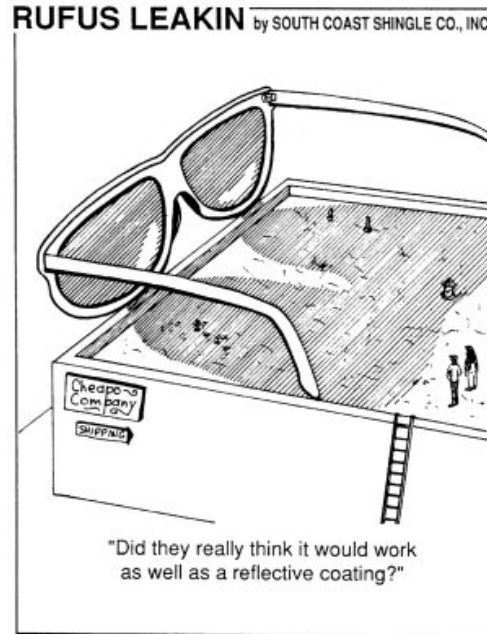




Happy New Year!

We wish you all the best year ever for 2007! We thank you for your past and continued support and have made a special New Years resolution in support of your business. Last year we started the BEST BETTER GOOD selling concept and we have made a commitment to ensure that we help you sell higher valued products in 2007. Each month we will review a specific product in our newsletters that you can use to help you and your sales people sell more upper end products. We would welcome the opportunity to spend time in your sales meeting to review these upper end products or share some insights on selling the BEST BETTER GOOD concept. We have committed to advertise the product to the new construction industry and hope to be able to pass along leads to you on this effort. Several manufacturers are providing leads and these will be passed along as well. Finally we are going to chose a product each month and offer bonus sales dollars for the purchase of these products towards the 2007 Your Choice incentive program.



Karnak is a much better choice than oversized sunglasses for your reflective coating needs. We carry several aluminum coating products to fit the budget of your discriminating buyers! We also stock the white coatings for both metal and asphalt surfaces that work great as well! Karnak is a brand that you can trust with the quality and service that you need!

Owens Corning introduces a 1st Quarter promotion that you can bet on! Your purchases of Pro 40, Pro 50, Weatherguard and Berkshire in January, February and March will earn you points towards several prizes including a Las Vegas Trip Voucher valued at \$750. See the enclosed flyer for all the details!

In support of this promotion we will offer \$2 for every square of these products purchased during the promotion period. Not only can you win a trip but now we will see that you have a chance to make the big bet in Las Vegas.

Now back up that bet with GE Capital financing. As a Preferred Contractor with Owens Corning you have the ability to close more sales using the GE Financing program. Every sale that you make that finances with GE will earn you an additional \$25 during this promotion period!

All contractors earning a trip to Las Vegas can coordinate a group trip through WRS if you choose!



DaVinci Shake is our highlighted **BEST** product of the month. Many homeowners today have the style and architecture that needs a shake roof look. DaVinci Shake has the natural look of real shake with a variety of colors that will coordinate with the colors of your customer's homes.

DaVinci is a 5/8" thick profile with deep shadow lines to enhance the overall appearance of the roof. The deep grain also gives you the natural look of a hand split shake. The product can be installed with a straight or random butt edge to further enhance the look your homeowner is trying to achieve.

DaVinci is a pleasure for your installers to work with. They do not have to worry about mixing the sizes or color blends as these are predetermined and packaged at the factory.

Key features of DaVinci Shake are:

- 5 separate color tones to choose from
- Random widths and colors to achieve an authentic shake look
- Class A Fire Rated
- UL 2218 Class IV
- 90 MPH wind tested
- Does not absorb moisture which makes this product freeze thaw stable
- Twice the thickness of most other man made shake products
- 1/2 the lifetime cost of natural shake products
- 50year limited warranty
- Maintenance Free
- Learn more at www.davinciroofscapes.com

8 Time management tips for a more productive sales day.

Since time is money think about these few tips to increase your overall revenue producing opportunities:

1. Use some form of a day timer to plan your sales daily

2. Keep track of your commitments in your day timer. Both current and future
3. Be completely prepared for every sales call. Ask yourself before you leave "Do I have everything necessary to close this sale"
4. Schedule the time to make cold calls every day
5. When given a referral keep it in a separate log to thank those that passed it along.
6. Do all non revenue producing activities at a time when customers are not available. This would include such simple things as going to the mailbox, filling up your gas tank doing paperwork. Etc.
7. When closing a sale with a new customer look for homes in the area that may need your services and send them a postcard or letter telling them you will be working in their area soon. Ask the new customer if they will allow you to use them as a reference in this mailing.
8. If it has sales potential, do it now and postpone any non sales related activity!