



December 2012

Issue 4

The GENERATOR

To all our loyal customers and “all weather friends”...

“We Wish you a Merry Christmas and a Happy Prosperous New Year!”

It has been a certainly been a pleasure serving your company’s individualized needs. By working together, we can form a strong and lasting bond that will result in assuring future growth and success for all. Thank you for your patronage, goodwill, and loyalty.



Holiday Schedule

We will be closed on the following days ...

December 24th & 25th

December 31st & January 1st

We may also be closing early around 3pm on December 21st & 28th, depending on customer demand.

www.mckinnonmaterials.com
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Trans-Seasonable Business Brings Year-Round Profits

There is a common misconception in the concrete resurfacing industry that decorative concrete, protective coatings, hardscapes, resurfacing systems, epoxy stone, industrial flooring — along with other professional services we specialize in —are seasonal. Nothing could be further from the truth! If you believe this to be the case, it will evolve into becoming a self-fulfilling prophecy.

Even if the weather outside is “frightful”, the indoor environment is “delightful” ... or there is a chill in the air, there is no need to despair ... No need to postpone the project until Spring. We have a verifiable proven line of custom-formulated materials that have been chemically engineered to dry and cure out in cold temperatures (*as low as 20° F*), allowing you to get the job done today without delay.

Yes! Resurfacing work can be done over the winter months; it does not have to be postponed until Spring! Why go into a hibernation mode? Work year-round, using McKinnon Materials! Do not risk losing potential jobs of residential homeowners who, if they cannot have the work done until Spring, may, in the meantime, spend their money/investment elsewhere. As for commercial work, remember they are frequently under pressure to improve the condition of their floors (due to sanitation mandates of the FDA/USDA, and/or safety guidelines of the ADA and OSHA, and/or because of the desire for a more sustainable, sanitized surface that will withstand constant public and employee foot traffic).

As a “Trans-Seasonal” contractor, you will have the ability to increase your market share on a year-round basis. Come on in ... The doors of opportunity are wide open ... We invite you to experience for yourself all that we have to offer. Our professional team stands ready, willing, and technically able to provide you with the “master key” to unlock the full potential of your business.



Magnetic Business Cards

How many times have you and your crew been working on a job only to have someone ask who you are and how can they contact you about a project they have in mind? You then have to stop what you are doing to give them a standard business card (quite inconvenient).

Resolution: Magnetic Business Cards If you are working on an exterior surface stick them on the bed of your truck or perhaps on your enclosed job trailer. You may even want to have a larger magnetic sign that says: “Interested? Please take one.”

Whether it is a homeowner, GC, architect, designer, property management company, commercial/retail property owner, or another tradesman on the same job, etc. Let them take your magnetic business card with them, where they can place it in a visible area that will keep your company front and center in their mind and easy to contact. If working indoors in an area in close proximity to the public — Perhaps an area that employees of the business will be passing by, or in a retail store in a mall, condos or a college, etc. — Place your magnetic business cards on a metal-faced free-standing easel for easy access. Make sure that you have all your contact information, along with your website address on your cards, thereby attracting future sales while continuing to focus on the job at hand. *Low cost place to have magnetic business cards made up is VistaPrint. (www.vistaprint.com).*



www.mckinnonmaterials.com

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We invite you to visit us on Facebook ..

Where friends sharing interests are found.

Positive Thoughts

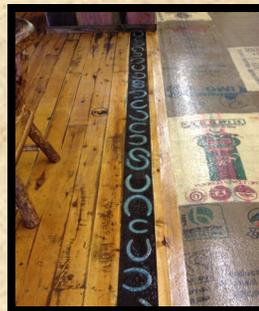
Train your brain to think positive. Doing so will bring you the strength, energy, and initiative that is required to keep you ahead of your competition. You can not win the race to the top if you waste your time in negative pits of your own making.

Contractor Spotlight

Dustin Demello of Fusion Flooring ... Alpine, Wyoming

This featured floor was designed to perk up attention of all those that enter this coffee house. Dustin used real burlap bags of coffee imported from around the world to create this floor. Following the surface prep, he applied a coat of clear Industrial Epoxy; then he took great care in laying the burlap bags flat into the wet epoxy. This was followed by another coat of clear Industrial Epoxy in order to lock the bags securely in place and totally encapsulate them.

Between the epoxy/coffee bag floor and the restored hardwood seating area was a countersunk transition area, approximately 1/2" deep. In order to stay with the rustic motif, Dustin opted to mix black coffee beans with epoxy, troweling them into this area (*level with the floors on both sides*), just as he would do if applying an epoxy stone. He gave it a little extra "kick" by placing real horseshoes in this epoxy/coffee bean surface. When cured out, more epoxy was used to fill it in order to assure non-porous ease in cleaning and sanitation.



This floor has spurred a great deal of interest. It is a place where locals and visitors sit and sip their cup of brew. They are drawn to pondering the full range of possibilities as to what one of a kind surface could be designed for them. My hat is off to Dustin's innovative talent!

Technology That Works For You

Card Readers for iPhones, iPads, and Smart Phones

Are you currently using "pay per swipe" card readers in order to provide your customers with the convenience of paying by credit card. Many contractors are. In doing so, prospective customers have access to instant financing needed to pay for your services (*which might mean the difference between closing a sale or not before their interest wanes*). Cash is king, and checks are viable; but in today's economy, your potential customers may not have the available funds to invest in home improvements that will increase their properties' value. Card readers (*Square, Intuit's GoPayment, Pay AnyWhere, and PayPal*) are easy to use. Furthermore, if you do not have their card in your possession you can input the credit card information manually. As opposed to checks, which some banks hold for 5-7 days before you have access to the money or could bounce, when using a card reader, the money is deposited into your bank immediately and assessable the following day. The card readers are free, as well as the mobile app and shipping. All major credit cards accepted. "Per swipe charges" range from 2.69% to 2.75%. An alternative to "pay per swipe" is a monthly subscription of \$13.00 with "pay per swipe" being 1.7%. (*This is advantageous when it comes to sizable amounts of money and/or if you use the card reader several times a month.*) If you build "pay per swipe" into your total proposed price (do not disclose you are doing so), then offer your customers a discount for payment by cash or check. You will still be netting the same amount for the job, while providing your customers with the convenience of paying by credit card if they so choose.

Smart Phones, iPads, and iPhones ... Proactive Apps

If you are not taking full advantage of apps that you have available, you may be locking yourself in the antiquated analog past instead of progressing in a high definition direction. We suggest you follow the links below to learn more ...

http://www.gocanvas.com/mobile-forms-apps/37-Construction-Contractors/show_category?page=4

<http://www.builderscounsel.com/2011/11/the-top-5-mobile-apps-for-contractors/>

Got Game

Kenny Patillo (Concrete Cosmetics in Crowley, Texas) has a flair for truly inspiring designs and works of concrete art on interior and exterior concrete substrates. He also focuses his skills and attention on fabrication of unique concrete countertops, tables, and other free-standing one-of-a-kind decorative concrete items. He's "got game" ... as evidenced by the spotlighted game board shown below that he created, then adorned using Aurora Dust Epoxy that has an alluring 3D metallic image. Kenny's talents never fail to amaze and bedazzle all those that gaze upon them.

