

Competition is tough these days, so ...

GIVE YOURSELF AN ADVANTAGE!

Offering PERMA-COLUMNS as a "*Beneficial Upgrade*" does NOT increase the base price of your building quotation. But, it WILL distinguish your company from the competition and allow your customer to consider the following advantages ...

What can the PERMA-COLUMN upgrade do for your CUSTOMER?

- Provides the least expensive concrete foundation available for post frame buildings.
- Offers the most proven and durable foundation material known to man ... CONCRETE!
- Elevates wood columns 12" to 16" above floor to eliminate deterioration.
- Decreases the potential for construction delays, due to waiting on a concrete contractor.
- Offers peace of mind because Perma-Columns have no toxic chemicals like treated wood.
- Increases resale value by assuring future buyers no longevity issues exist.
- Avoids being denied insurance coverage because of "known" post decay issues.
- Pride-of-Ownership! There's nothing like knowing you made a wise investment that will LAST!

What can the PERMA-COLUMN upgrade do for your COMPANY?

- Establish your company as a leader in innovation.
- Open new markets previously limited by wood and code restrictions.
- Increase sales volume by adding 8% to 12% to the sale.
- Allows your company to maintain the speed and economy of post frame construction WITHOUT giving-up the durability of a concrete foundation.
- Eliminates all treatment and wood warranty concerns.
- Greater acceptance by code officials when building on pre-cast CONCRETE.
- Build on PERMA-COLUMN pre-cast CONCRETE columns all winter long.
- Create more referrals due to VISABLE appeal ... neighbors can't see the difference between 28 & 29 gage steel, but concrete posts are hard to miss!
- Increase profit margins because customers WILL pay more for quality!

