

Surfacing Technology™

"Engineered for Excellence"



How can I benefit from having ST Imaging and ST Estimator Software?

- **Pre-sell customers before your first meeting**
- **Eliminate the need for multiple sales calls**
- **Convert indecisive customers into closed sales**
- **Move fence-sitters off the dime and into your wallet**
- **Impress your potential customers**
- **Be more professional *than your competition***
- **Generate customer excitement**
- **Gets customers engaged in the buying decision**
- **Create Confidence and Trust**
- **Up-sell customers to higher cost installations**

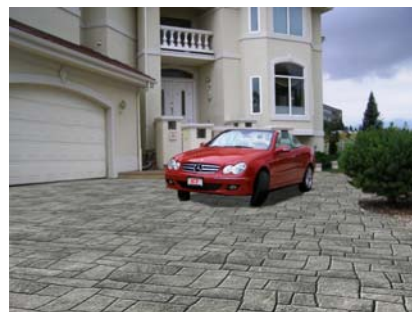
Improve Customer Satisfaction with a Preview

In a relatively large home improvement investment such as decorative concrete, a customer's main hesitation usually comes from leaping off into the unknown in terms of the result. With **ST Imaging Software**, however, you can now show your potential customers exactly what their patio, driveway, or entryway will look like once you've finished.

In an increasingly competitive business like decorative concrete, any edge you can get over your competitors is a good thing. Surfacing Technology takes that idea one step further and now offers contractors a bold leap forward in the way they do business.

Images created with **ST Imaging Software** enable you to “virtually” show your customers – *in just minutes* – specific choices of stamped or stencilled concrete, acid stains, epoxy chips, countertops, (and more) and how it will look, on their home or business, as if you had already installed the job.

Whether you're technology-savvy or not, **ST Imaging Software** is easy to use. You simply take a digital photo of your customer's area to be re-surfaced, enter it into the program, and within seconds, you are able to sit down with your customer and overlay up to 25,000 different stamped concrete, stencilled concrete, colors, and patterns on the photo. It's amazingly realistic and it gives your customer confidence in choosing the options they know they'll like.



NEW ST Estimating Software Highlights:

Easily Create and Calculate:

- Estimates for your customer in seconds
- Custom Contracts automatically
- Purchase Orders for your vendors
- Materials Lists for your crew
- New Software Features include - Synchronize your materials and estimates to multiple computers – your desktop, laptop, and other associate's computers and Save, Print, Fax or E-mail your professional looking estimates.

When you need to close a decorative concrete sale, a crucial factor is time--take too long and your prospective customer will go with your competition. At Surfacing Technology, we've created affordable, easy-to-use decorative concrete estimating software that does the number-crunching for you, simply, and on-site.

The **ST Estimator Software** is one of the most powerful sales tools you can have in your corner

The all-inclusive **ST Estimator Software** comes with a list of all the decorative concrete products you use, and can be easily updated to include others. You create your formulas and the estimator takes care of the rest. Print an estimate right from your laptop on your initial visit, print out a purchase order for materials--even one that includes multiple jobs--and print out a contract for your prospect that includes their contact information, pricing, and services to be rendered.

Your time is too valuable to spend it looking up prices and calculating estimates; take care of this headache in a matter of minutes and boost the likelihood that your potential customer becomes an contracted one. **The ST Estimator Software** will shave hours of work from your day and will close more sales than you might have thought possible.