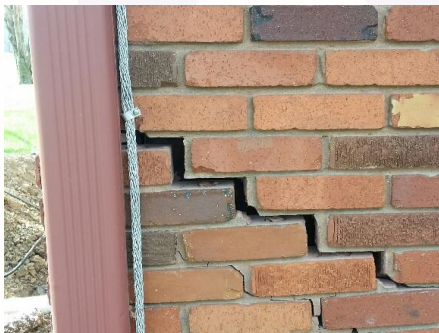




F1 REALTOR PRESENTATION

March 2017

We are pleased to partner with Keller Williams



If you see cracks and leaks, call us!

Foundation 1 is a Full Service Foundation Repair / Basement Waterproofing Company

- Piering Systems – Stabilization / Lift
- Wall Straightening / Stabilization
- Wall Rebuilds (incl Cinder Block & Stone)
- Interior Drainage / Sump Pumps
- Exterior Drainage / Load Reduction
- Egress Windows (enhance home value)
- Mudjacking



Some Reasons to Work With Us

- Experience – Since 2001
- Highly Reviewed (Angie's List, Home Advisor, Google)
- Skilled Crews & Professionalism
- Appropriate Solutions - Fair Pricing
- Licensed, Permitting & Insurance (many don't!)
- We Will Answer Your Questions
- Superior Clean Up
- Free Homeowner Evaluations





Foundation Repairs are one of the least desirable home improvements

- Costly
- Can't "see" them or brag to your friends – nothing pretty
- The "ugly stepchild" of home repair
- But if you need us, you really need us / feel pain
- Foundation problems do not fix themselves
- Other improvements can be negated if foundation work is neglected first
- Need a partner you can trust



There are a number of cosmetic cover-ups which Sellers and Investors can employ

- Sandpaper, spackle, putty knife, can of paint (around \$20)
- Generally these cosmetic cover ups will last only 60-180 days
- If there is an underlying foundation issue, it won't take long
- **Learning you have foundation problems = one of the most sinking feelings you can have as a homeowner!**

Foundation Problems Prior to Transaction

Fix It First – Seller should Net 50%+ more than Repair
Ignore It / But Disclose It – Buyer Should Save 50%+ more than cost of repair
Hide It – Exposing Seller to Liability, Broker to Liability, and Buyer to Disappointment
Length of Listing – Obvious foundation problems can make the listing "sit" (Few things moreso than foundations)



Collaboration Between Realtor and Foundation Repair Company is an Important Partnership

- Profitable
- Improved Customer Satisfaction
- Reduced Liabilities / Legal Risk
- Warranties Transfer Risk to Foundation Company





Key Things We Bring...

- 15 Years of Experience / Top Customer Reviews
- Educational Tools (Realtors & Consumers)
 - Healthy Foundation Checklist
- Understanding of Real Estate Transactions
- Speed – Rapid4Realtors™ Program
- Structural Engineering Relationships
- Appropriate Solutions
- Transferrable Warranty – Transfer of Risk – Increase Sale Value



Rapid4Realtors™ Program

- Focus is on Transaction Speed
- Targeted at Homeowners – Sellers OR Buyers Under Contract
- Seller = Prep for Home Sale, Marketing Assistance
- Buyer Under Contract = Done within 10 Day Time Window
- Buyers NOT Under Contract...
 - \$100 site visit fee – will be applied towards job if either buyer or seller does work on the same home
- Relationships with multiple Structural Engineer to expedite



We Turn this....



.... Into This

Next Steps:

- Visit Our Website - www.foundation1.com
- Take Some Biz Cards
- Study our "Healthy Foundation" Checklist
- Help Us Spread The Word

