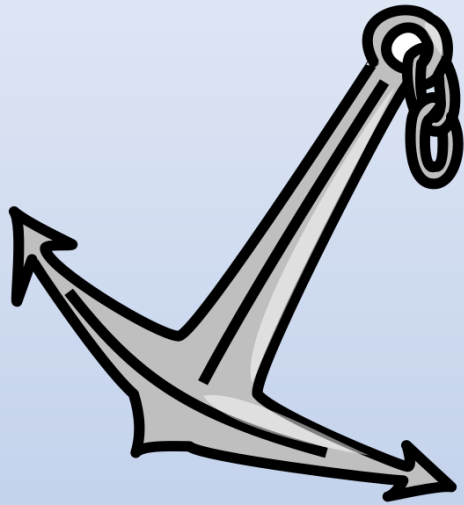


Price Anchoring & Radon Service Proposals



Presented by Brent Ulbert
Owner/Partner of PDS Radon Supply



PDS
RADON SUPPLY

35
YEAR
ANNIVERSARY



What does radon mitigation cost?

Everyone in this room knows, but most regular folks have no idea.

Price/Cost = Value!!!

Price Anchoring: what is it?

- “Price anchoring is a strategy that uses our natural tendency to anchor on the first piece of information we encounter in order to steer purchasing decisions.”



Source: Shopify, one of the largest e-commerce web platforms in the world

Who does it?

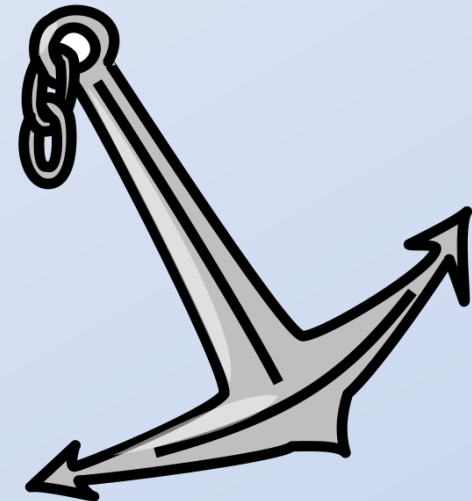
- Everyone
- *No seriously, you will now see pricing anchoring in every consumer interaction you have*



Why use in radon?

- Price anchoring is a strategy that uses our natural tendency to anchor on the **first piece of information** we encounter in order to steer purchasing decisions. *Source: Shopify, one of the largest e-commerce web platforms in the world*
- Price anchoring is *especially* effective when consumers know little about the product or service
- Consumers anchor **VALUE** to the price
- CHEAPER ISN'T ALWAYS BETTER

Anchor your value



What do your proposals look like?

- Do you send proposals through email?
- Do you use software: Quickbooks, Workiz, Housecall Pro?
- How many “line items” do you have?
- *Do you “line out” your “discount”?*

Sub Slab Depressurization Installation

<u>YOUR PRICE</u>	<u>REGULARLY</u>
\$300	\$400

A Sub-Slab Depressurization system would be installed by cutting a 6" hole in the basement slab floor. Approximately 5-30 gallons of aggregate will be removed. The amount of aggregate removed will depend on the breathability of the aggregate. PVC vent line will be routed to one of 3 locations: The attic above the house through a closet or garage, the side of the structure to the exterior, or the rear of the structure to the exterior. Location will be designated by the homeowner as long as AARST protocol can be followed.

Exhaust: 4" x 3" Downspout Exhaust Install

<u>YOUR PRICE</u>	<u>REGULARLY</u>
\$300	\$400

The exhaust, 3"x4", downspout material will be routed from the fan to No less than 10' above grade and no less than 2' above any window within 10'. The exhaust may be routed around the roof eave to terminate above the roof line if necessary. A Hydro-Step, Ice-Stop, Up-spout Transition, & Critter Guard will be installed.

Enhanced Reliability with ExperTech Environmental's Hydro-Step, Critter Guard, & Ice-Stop Features

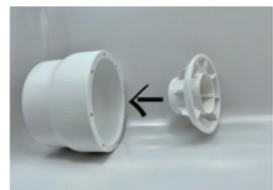
Exterior Exhaust Solutions for All Seasons

If your radon mitigation system's exhaust is installed on the exterior of your home, we offer two critical add-ons designed to optimize performance and extend the life of your system: the Hydro-Step and the Ice Stop.

Hydro-Step: Say Goodbye to Moisture Build-Up



Our intelligently designed Hydro-Step feature serves a crucial function by allowing moisture and condensation to safely escape from the system at the exhaust point. This proactive measure prevents any water from draining back to the depress point, thereby maintaining optimal system performance and avoiding potential complications.



Ice Stop: Protect Your Fan Blades During the Winter

Did you know that ice formation is the leading cause of fan failure in radon mitigation systems? That's why we've developed our Ice Stop feature. Designed to prevent frozen condensation from entering the fan blades during colder months, this serves as a safeguard, extending the life of your system's fan.



Critter Guard: Extend the Life of Your System

Introducing the Critter Guard, a 3D-printed PVC barrier designed to safeguard your radon mitigation system from intrusions by birds, squirrels, twigs, and other foreign objects. Engineered to maintain optimal airflow, this guard is easy to install and serves as a critical addition for extending the lifespan of your system by preventing fan blade obstructions.

3 - Radon Professional

INFORMATION

Licensing Information: Radon Professional Name
David H Wright



Licensing Information: Measurement Professional License
RME.0000133



Licensing Information: Mitigation Professional License
RMT.0000144



Software advantages

- Price list: build it once
- Easy to replicate
- Homeowner can share easily with other decision makers in the household
- Extremely professional (build\$ value)
- Cuts down on paperwork and payment collections
 - Some software even offers financing options for the homeowner

Final thoughts

- Why aren't you closing more jobs? You're probably de-valuing yourself
- Customers anchor the *first piece of information* in a buying decision
- Value = Price
- People don't respect free!
- Every industry price anchors, but radon mitigators are "too nice"
- You're running a business; be professional

Questions, comments, anecdotes?

Thank you for your time!

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Call, text, or email!

