

Great Partners of 2024

Cornerstone Building Brands • Halstead • JELD-WEN



Pro[™]

Building Partnerships and Finding the Right Solutions

Bringing Relentless Customer Focus to Investors Everywhere

When Cornerstone Building Brands director of retail sales Jorge Castro talks to a potential or current client about their door-and-window needs for a project, he tends to ask a lot of questions. However, they are not always the questions his customers expect from their suppliers. That is the key, Castro says, to Cornerstone's history of satisfied, repeat clients.

"The thing I always ask first is, 'What drives you?'" Castro said. "That helps me really understand the need they have for the project. It is far more effective than just telling someone about every single product right off the bat. I want to know the biggest things they want to do and why they are investing in the property



so we can give them the best products that will fit that need."

As the largest manufacturer of exterior building products in North America, Cornerstone can usually offer an array of products that fit the bill. Mike Castillo, Cornerstone's national

account manager on the company's Retail Pro business, explained. "Our company offers consumers big things because our brand and portfolio extend across the country. Whether you are in Florida or Washington, we can help you." Castillo, a former marine who has been with the company more

than eight years, noted that one his team's top priorities is making sure customers have all the information they need and the support Cornerstone can offer in order to make sure they choose the right product for an asset. "We view every relationship with a client not just

as a point of sale but as a partnership,” Castro said. “If there are issues, then we get someone dedicated to going to a job site with the customer to figure it out. We will do what is necessary to help our customers get the job done.”

**VIEW & VALUE:
BALANCING BOTH &
SACRIFICING NEITHER**

Castro, Castillo, and their teams prioritize helping each customer strike the right balance of “view and value” in the property. For example, properties with views of lakes or mountains may be much more attractive to residents if the windows facing that view do not have panes, but windows without panes can be fragile if they are not supported

with the right framework. Castro said in these cases, typically windows constructed with vinyl will be a better fit than those framed in metal or wood. He noted all Cornerstone representatives also constantly monitor trends in home design to make sure they are able to offer customers the latest and most attractive options for homebuyers

Castillo concluded, “The biggest thing for us is that we build partnerships with our customers. We will support them to the end, and if they have a problem, we will always help them find the solution for it.”

Learn more about Cornerstone Building Brands and the Home for Good Project at CornerstoneBuildingBrands.com.



PRO PREFERRED WINDOWS & DOORS

- ✓ Windows & Patio Doors
- ✓ Vinyl Siding & Accessories
- ✓ Turnkey Stone Installation Solutions
- ✓ Metal Roofing & Components

More Savings & Free Job-Site Delivery
on Large Quantities Orders

SHOP NOW



Keeping Customer Experience on the Radar

How Innovation & Sustainability are Helping Halstead Grow

In the world of flooring, the customer experience never ends. You start with wherever you are standing when you realize you need new flooring, and you're still going years later when you have to answer the questions:

» "Is this pleasing in my sight?"

» "Is my floor functioning properly?"

» "Did it provide me with everlasting beauty?"

"That is why our number one focus, our whole focus, is on the customer experience, because if you focus on providing the best customer experience

in the flooring marketplace, the other elements take care of themselves."

With this bold statement, Eric Anderson, president of global flooring manufacturer Halstead, a member of HMTX Industries, sums up his view of flooring. This view is elegant, sweeping, and surprisingly comprehensive. It also explains a lot about how the company operates on such a successful global scale today.

"We have incredible resources and very strong strategic partners," said Anderson proudly. "Innovation, quality, supply-chain excellence, and sustainability are all things that keep you ahead of competition and ahead of the curve. We achieve all of that by never taking our

eyes off the customer experience radar."

Anderson, who has served as Halstead's president since 2019, started out in the industry as a "manufacturer's rep" selling a variety of home-repair and -maintenance products to "big box" DIY stores like The Home Depot.

During those early foundational years, Anderson worked closely with The Home Depot, the company upon which Halstead's supply focus rests today.

"Getting to know their culture and their values so early has been invaluable to me since then," he said, adding, "What is really awesome is that 34 years later, HMTX's values and culture very much align with that of The Home Depot's."



FLOORING JOBS COVERED

EASY TO INSTALL FLOORING FOR ANY JOB

HALSTEAD

A PROUD MEMBER OF THE HMTX FAMILY



SHOP THE WHOLE JOB ONLINE



SUCCEEDING THROUGHOUT THE CUSTOMER EXPERIENCE

Halstead employs every medium available to create the “seamless” customer experience. In addition to offering written product and installation guides, the company also hosts detailed videos, offers live chat with installation experts, supports a phone service team, answers emails, and has created a “DIY Genius” social media brand featuring practical information and videos as well as décor and design advice. “It is not enough to only work to drive innovation and product development,

although we certainly are doing that on a daily basis,” Anderson said. “You have to bring it all together from the idea and the creation of the product all the way to the sale of the product off the shelves and the execution of that product for customers.” “Our goal is providing flooring products that enable our customers to lay the plank down and never look back,” Anderson concluded. “When we achieve this, the flooring looks great; it performs great, and customers love it. And when they love it, we love it.”

Learn more about Halstead products at HalsteadIntl.com.

Frame it and Forget About It

JELD-WEN Windows and Doors

When you are investing in properties to rent or to sell, you want to frame it and forget about it. Investors know that replacements and repairs can dramatically influence the potential ROI of an asset. Enter JELD-WEN® doors and windows to help get it right.

Beautiful and durable. That is the simplest way to describe JELD-WEN's doors and windows. An extensive range of interior and exterior doors, as well as wood and vinyl windows that bring beauty and security to the spaces that touch lives. JELD-WEN ensures that building professionals have access to products that can be trusted to perform.

Doors and windows are the workhorses of any home. Each morning, back doors everywhere are opened to start the day by letting out the beloved family dog, while curtains are pushed to the sides, letting in the sunshine as the coffee brews. A gaze out the window can be an invitation to go, or an invitation to stay.

With the importance of doors and windows to everyday life, you want quality products and materials that will last. And you want to be able to trust a manufacturer that has proven to last.

For nearly 65 years, JELD-WEN has stood the test of time by consistently delivering trustworthy quality and striving to enhance



living experiences through innovative, aesthetically pleasing and energy-efficient products.

“We’ve grown from 15 employees and one millwork plant that was purchased at an auction in 1960 to manufacturing

facilities in 16 countries across North America and Europe,” explained John Marchionda, chief operating officer, Windows, N.A. “We are makers, first and foremost. Makers of high-quality products. Makers of a lasting



impression on people and the planet.”

Don't just take their word for it – their reputation for quality is widely recognized. For the past two years, JELD-WEN tops the windows and doors company in the construction industry category on Newsweek's "Most Trustworthy Companies in America" list.

WHY JELD-WEN IS THE RIGHT CHOICE FOR YOU

Many building pros and remodel/replacement contractors know JELD-WEN for one product category: windows OR interior doors OR exterior doors. Truth is, they design and manufacture one of the largest

selections of windows, patio doors, exterior doors and interior doors in the industry. By offering a wide range of product lines in each category, they provide the flexible options industry investors need.

JELD-WEN has dedicated customer care and customer service teams available online or in the U.S. by phone at 1-800-535-3936. Access to JELD-WEN's virtual technicians who can troubleshoot issues via video calls is of great comfort. Their customer service initiatives are a continuation of JELD-WEN's excellent warranties and world-class customer service before, during and after sales.

FIND DOORS AND WINDOWS FIT FOR ANY JOB



SELL THE WHOLE JOB ONLINE
Our New Supply House Comes to Your Job Site



With Trusted Brands Like
JELD-WEN





MEMBERS EARN MORE WITH PRO XTRA



PREFERRED PRICING

Get lower-than-shelf pricing on the projects you buy the most.



DELIVERY ON YOUR SCHEDULE

Keep jobs on schedule with same day or next day delivery.



BULK ASSORTMENT

Save with bulk pricing and job-lot quantities from our supply houses.



JOIN PRO XTRA TODAY

