ENGAGE BUILDING PRODUCTS®

PITCHING FEPS TO DEVELOPERS

A training guide for new Regional Sales Managers and Sales Specialists

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PURPOSE

What this guide covers and how to use it

01

SECTION 01

PURPOSE

This guide sets out how the Engage Building Products® field team approaches developer conversations on FEPS projects. It was built from a team enablement discussion in which experienced Regional Sales Managers described how they qualify, price and position FEPS in their own territories.

It is written for Regional Sales Managers and Sales Specialists who are new to developer-led work. Most reps arrive comfortable presenting to architects and less practiced at carrying a developer conversation from first contact through to close. Sections 02 through 06 each cover one step of that sequence. Section 07 collects the preparation into a single checklist you can work from before a meeting.

HOW TO USE THIS GUIDE
Sections 02 through 06 describe practice that is already working in the field. Treat them as the collective approach of the current team rather than fixed policy, and adapt the detail to the conditions in your own territory. The fit signals, checklists, question sets and hold period calculations in Sections 04 through 07 are built out from that guidance as training material.

THE SEQUENCE AT A GLANCE

Step	What it does
02. Qualify the budget	Establishes quickly whether FEPS is realistic on this project
03. Know your pricing	Lets you position against the real alternative rather than a guess
04. Find the fit	Identifies where FEPS earns a place without a budget increase
05. Move the maintenance budget	Opens the gap when first cost is the obstacle
06. Use the architect route	Gets you into the developer room through an existing relationship

QUALIFY THE BUDGET

The fastest way to know whether FEPS is realistic

02

SECTION 02

QUALIFY THE BUDGET

Understanding the budget of the project, then testing whether FEPS is realistic against it, is the fastest qualifier available to you. Do it before you build a presentation.

THE MARKET CONTEXT

Water intrusion requirements have raised the cost of a compliant stucco assembly. In a number of territories the lowest cost end of EIFS no longer satisfies those requirements, which is why the manufacturers operating at the higher performance end of stucco are doing well. Verify the requirement that applies in your own jurisdiction before you use this point in a meeting, because the detail varies by region.

Two things follow for us. The assemblies we compete against are no longer as inexpensive as many people assume, and the developer may already be carrying a cost increase on the specified system that they have not fully priced.

FROM THE FIELD

Experienced RSMs treat this as the first move rather than a later one. Water intrusion requirements make stucco expensive, the cheapest EIFS assemblies no longer work, and understanding the project budget and seeing whether it is realistic is the quickest way to qualify. That judgment depends on knowing pricing in your own region, which is the subject of the next section.

WHAT TO ESTABLISH

- The cladding budget, and whether it is set per square foot or as a lump allowance
- The assembly currently drawn or assumed on the elevations
- Whether that assembly has been priced recently or is carrying an older number
- Whether the developer is already facing an increase on the specified system

KNOW YOUR PRICING

The five installed numbers to carry in your market

03

SECTION 03

KNOW YOUR PRICING

You cannot judge fit, and you cannot hold a credible pricing conversation, without knowing what the alternatives cost installed in your own region. These numbers are not transferable. What holds in one territory will not hold in the next.

FROM THE FIELD
Experienced RSMs work from a short set of installed prices they can recall without looking anything up: fiber cement with lap, fiber cement panel with EasyTrim Reveals®, QuickPanel® Systems against the alternatives, a stucco install, and fiber cement lap with caulking. Asking the installers in your market is the most reliable way to get those numbers.

THE FIVE NUMBERS TO CARRY

Assembly	What you need
Fiber cement lap	Installed cost per square foot
Fiber cement lap with caulking	Installed cost, including the caulking labor
Fiber cement panel with EasyTrim Reveals®	Installed cost, so you can show the trim difference
QuickPanel® Systems	Installed cost against each of the above
Stucco	Installed cost at current water intrusion requirements

Your installers are the source. They quote these assemblies every week and they will tell you where the real numbers sit. Build the habit of asking on install visits, and refresh what you are carrying each quarter.

FIND THE FIT

Why mixed cladding beats the full conversion

04

SECTION 04

FIND THE FIT

Be honest about which projects are winnable. If a building is drawn entirely as fiber cement panel and lap, converting the whole envelope to FEPS is hard. The developer has to come up on their budget to get there, and in many cases they are building that assembly because it is what they can afford.

The natural entry point is the mixed use envelope: a project already combining materials, where FEPS earns a defined portion of the elevation. That is a FEPS job. Look for it before you look for the wholesale conversion.

FROM THE FIELD
The consistent view across the team is that mixed use projects are the right target, and that converting an envelope drawn entirely as fiber panel and lap is hard because the developer has to come up on budget to do it.

FIT SIGNALS

- More than one cladding material already on the elevations
- A feature elevation, amenity block or podium where design intent is elevated
- An architect already specifying Engage products elsewhere on the project
- A developer whose completed work shows appetite for higher design intent

Treat these signals as a starting point and adjust them to what you see on the ground in your territory.

MOVE THE MAINTENANCE BUDGET

The reframe that opens a closed first cost gap

05

SECTION 05

MOVE THE MAINTENANCE BUDGET

When the first cost gap is the obstacle, this is the move that opens it. Ask the developer to take the maintenance budget they have already set aside for the next five, ten or fifteen years and bring it to the front of the project. They spend it once, on the envelope, and carry a lower cost of ownership from there forward.

This reframes the conversation. It is no longer a cost increase, it is a reallocation of money the developer has already committed. It works best when you can name the maintenance cycle on the competing assembly, because the number then belongs to them rather than to you.

FROM THE FIELD
This is in use today. Take the maintenance budget the owner has set for the next five, ten or fifteen years, bring it to the front of the project, and they carry a low cost of ownership from that point forward.

HOW TO RUN IT

- Name the maintenance cycle on the specified assembly and its interval
- Ask what the developer has budgeted each year for envelope maintenance
- Total that figure across the hold period for the asset
- Set the FEPS first cost difference against that total, not against the line item
- Close on cost of ownership over the hold period rather than price per square foot

The hold period step is training material built out from that approach. Use it where you can get the number.

USE THE ARCHITECT ROUTE

Getting into the developer room warm

06

SECTION 06

USE THE ARCHITECT ROUTE

If an architect has already specified a system such as QuickPanel Systems, you are not cold. That firm knows Engage Building Products and knows the product performs. Use the relationship as the route into the developer.

THE SEQUENCE

- Identify and contact the project manager on the architect side
- Ask which developers that firm works with beyond this project
- Qualify each one on design intent and on budget, because not every developer the firm works with is a fit for the FEPS profiles on either count
- Review the developer’s completed projects before you request the meeting, so you walk in with background
- Request the appointment through the relationship rather than through the front door

FROM THE FIELD
RSMs who work established architect relationships describe the same route. With the architect already specifying the system, the firm is familiar with Engage Building Products, so contact the project manager on the architect side, understand which other developers that firm works with, and review what those developers have completed in order to walk in with background. The fit is not right for every developer a firm works with, on design intent or on budget.

WORKED EXAMPLE

An architect firm has specified QuickPanel Systems on a mid-rise project in your territory. You are not the developer’s contact and have no reason to be. So you go to the project manager at the architect firm, ask which developers they work with beyond this project, and identify the two whose completed work suggests appetite for elevated design intent. You review those projects, then request the appointment through the firm rather than cold. The specification you already hold is the introduction.

FIELD CHECKLIST

What to have ready before you request the meeting

07

SECTION 07

FIELD CHECKLIST

Use this section as preparation before a developer meeting, and adjust it to the conditions in your territory.

Before you request the meeting	Before you walk in
Cladding budget identified and tested	Five installed pricing numbers current for your market
Specified assembly and its current cost known	Maintenance cycle and interval on the competing assembly
Mixed cladding fit confirmed on the elevations	Hold period for the asset, where you can obtain it
Architect project manager identified and contacted	Developer’s completed projects reviewed
Developer qualified on design intent and budget	A defined portion of the elevation to propose

QUESTIONS FOR YOUR INSTALLERS

- What are you quoting fiber cement lap at, installed?
- What does that become once caulking is included?
- What does fiber cement panel with EasyTrim Reveals run?
- What does QuickPanel Systems run against those?
- What is a stucco install going for now?

QUESTIONS FOR THE ARCHITECT

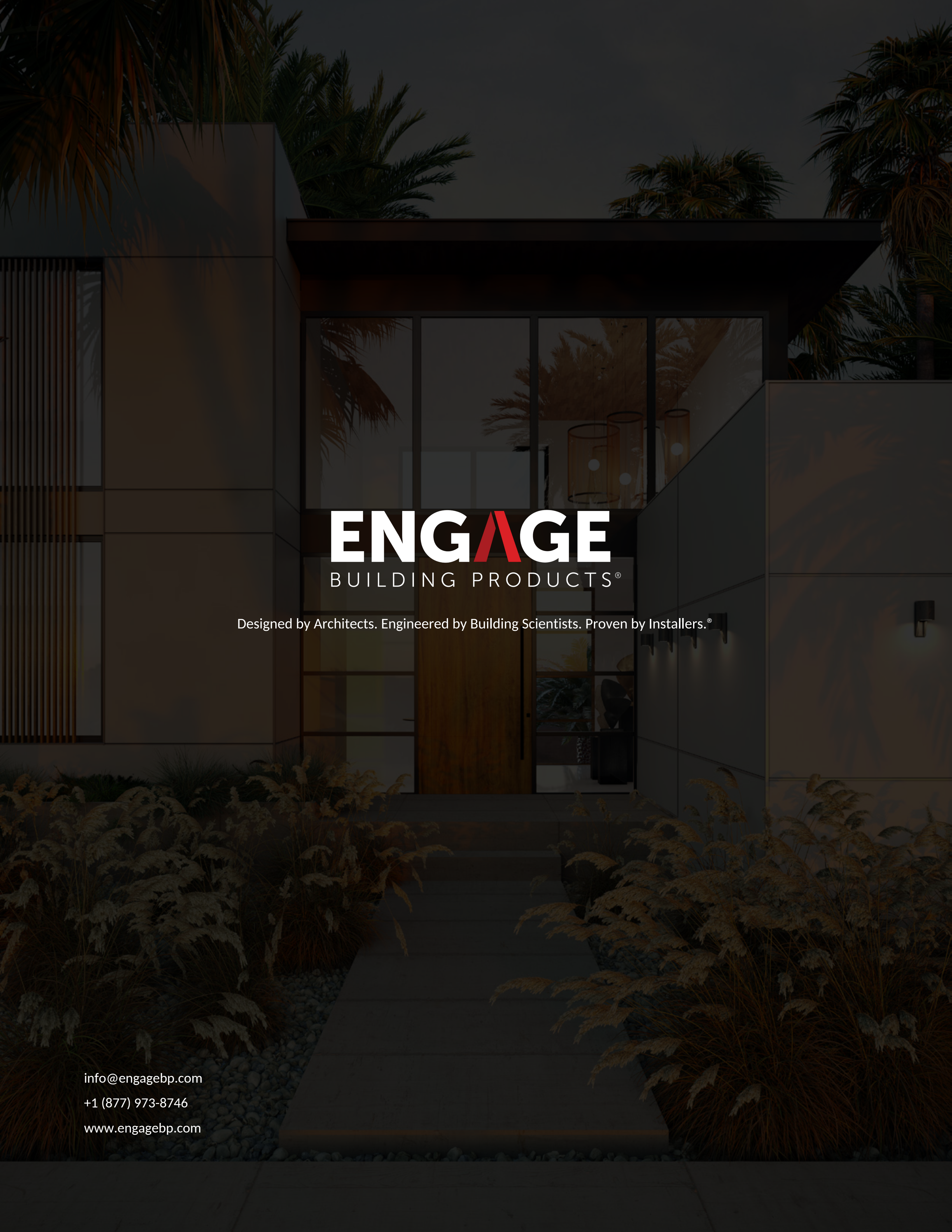
- Who is the project manager on your side for this project?
- Which developers do you work with beyond this one?
- Where on this envelope is the design intent highest?

QUESTIONS FOR THE DEVELOPER

- What is the cladding budget, and when was it last priced?
- What have you set aside each year for envelope maintenance?
- What is your hold period on the asset?
- Where would you most want to lift the look of this building?

THE SHORT VERSION

Qualify the budget first. It is the fastest disqualifier and the fastest green light. Know your five installed pricing numbers cold, sourced from your own installers. Target mixed cladding envelopes rather than whole building conversions. When the first cost gap appears, move the maintenance budget to the front of the project. And get into the developer room through the architect who already specifies us, with the developer's completed work already reviewed.



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