

HOW CAN THIS 90 DAYS NO PAYMENTS, NO INTEREST PROGRAM GROW YOUR BUSINESS?

- ELIMINATE ANY CASH FLOW PROBLEMS** and fund your ongoing synthetic turf installations
- CREATE NEW REVENUE STREAMS** by selling the synthetic turf products then up selling your other products and services.
- CREATE NEW PROFIT CENTERS** from our synthetic turf that allows you a 50%+ profit margin on the turf then make additional money on landscaping.
- ATTRACT NEW CUSTOMERS** because in today's competitive marketplace, making your products and services available and convenient to your customers is key to success.
- WE FUND YOUR INSTALLS** which allows you to cover the cost of the turf projects.
- IMMEDIATE POWER TO PURCHASE** synthetic turf products shipped to the jobsite today then wait up to 90 days to pay for it.

DON'T USE YOUR MONEY—USE OUR MONEY

TWO NEW CUSTOMER BASES

SELL MORE LANDSCAPES & JOBS

TWO NEW PROFIT CENTERS



CO-OP ADVERTISING



90 DAYS NO PAYMENTS

UP SELL PRODUCTS & SERVICES

TWO NEW REVENUE STREAMS

GREEN FROM ALL ANGLES

HANDS ON INSTALLER TRAINING CLASS



NEW install techniques to save time and money

NEW marketing strategies to grow your business 10X

NEW tactics to cut your advertising budget in HALF

2008: Sat. Dec. 13,

2009: Sat. Jan. 10, Jan. 24, Feb. 7, Feb 21

Cost \$99.00 each

8:30 til 3:00 pm (lunch provided)

**What you will learn
in the one-day
TRAINING:**

**On-Line
Training
Classes
Now Available**

- Hands-On Advanced Installation Training
- Estimating - Small & Large Jobs
- 90 Days No Payment No Interest
- Successful Marketing & Selling Strategies
- Hosting a "Build A Green Day"
- Hosting a "19th Hole Mixer"
- Co-op Advertising
- Design Consultation
- Much More

**Bring yourself and your entire crew
for this information packed
training day!**

**FREE
DVD**



Space is limited to 10 companies per class.

Call today for details and to reserve your space!

www.allprogreens.com/training 1-800-334-9005

FREE ONLINE TRAINING

This online advanced training seminar will teach you how to generate a **TWO NEW PROFIT CENTERS, TWO REVENUE STREAMS, & TWO CUSTOMER BASES**

for your landscaping business by utilizing **EXISTING EQUIPMENT AND EMPLOYEES.**

Go online now to **CAPITALIZE** on the \$50 Billion a year Golf Industry that is directly tied to the Lawn & Landscape Industry.

Learn how to take this simple & straightforward **ADD-ON SERVICE** and **UP-SELL** your other products and services.

Contractors agree that the time spent with the online training is very worthwhile when compared with a single "call back" from a bad installation.

What You Learn From This FREE Online Advanced Training Presentation:

- Step-By-Step Advanced Installation
- Job Estimation
- Six (6) New Marketing Programs
 - 1) 90 Days No Payments
 - 2) Build A Green Day
 - 3) 19" Hole Mixer
 - 4) Co-op Advertising
 - 5) Replicated Website
 - 6) Weekly Email Updates

- The Synthetic Turf Industry
- Your Display Green
- The Design Consultation
- RDS Custom Power Broom
- Killer Closings
- Why All Pro Greens

Benefits of This FREE Seminar:

- ✓ ELIMINATION of Cash Flow Problems
- ✓ A New Profit Center - Up To 60%
- ✓ A New Revenue Stream
- ✓ A New Customer Base
- ✓ Utilize Existing Equipment & Employees
- ✓ A Simple & Easy Add-On Service
- ✓ Up Sell Current Products & Services
- ✓ Year Round Installations
- ✓ 80% Labor Reduction
- ✓ Buy Manufacturer Direct
- ✓ Carry NO Inventory





BENEFITS

- For every Build A Green Day, you will sell 2 more greens. Each golf buddy providing the free labor is a potential sale for a turn-key install, Build A Green Day or other landscape/hardscape work. From just one Build A Green Day, you have the ability to generate at least 12 leads.
- It only takes one person to supervise the job. This means the rest of your crew can be busy on other projects.
- You have the ability to eliminate local competition. There is no way that another company can compete with you at \$6.50 per sq ft – that is their cost.
- You can directly communicate the benefits of a green.

BUILD A GREEN DAY

Our program allows your customers that do not want a turn key installation for \$10.00 - \$15.00 per sq. ft. an opportunity to get a professionally installed green for half the price.

STEPS TO A SUCCESSFUL BUILD A GREEN DAY

Your customer pays \$5.00 per square foot for the putting green kit.

Your customer pays an additional \$1.50 per square foot to have you as a Independent Contractor supervising the installation. You will NOT do the installation, but will oversee the job so the installation is done correctly.

Set a date and a time with your customer for the Build A Green Day. Have them invite their golf

buddies to provide the free labor for the installation 1 week prior – this will make for a fast and easy install.

Give your customer a materials list and have them purchase and/or rent everything needed for the installation. All materials need to be on site two days prior to the project.

Remind your customer to provide lunch for their friend's efforts.

You will start the install in the morning and they will be practicing their short game by the afternoon.

EXAMPLE

You will be able to save your clients thousands by purchasing a self-install kit. Thus allowing you to reach another huge untapped market that could never afford a turn-key installation. You make over \$1,300 for supervising the job.

EX: HOW A BUILD A GREEN DAY EARNS INCOME:

Retail Sales — based on \$2.15 per sq. ft — (\$5.00 retail - \$2.85 wholesale = \$2.15 per sq ft commission)

EXAMPLE:

12'x30' = 368 sq. ft. x \$2.15 = \$791.20
Overseeing an installation — You get paid \$1.50 a sq. ft. to oversee an install.

EXAMPLE:

12'x30' = 368sq. ft. x 1.50 = \$552.00
Combine the retail sales commission of a 12' x 30' green and overseeing an installation for a Build a Green Day and you have earned \$1,343.20 for 1 day of supervision.

90 DAYS NO PAYMENTS & INTEREST WORKS GREAT WITH THIS PROGRAM

Before



During



After



YOUR SALES

\$500,000

\$400,000

\$300,000

\$200,000


\$100,000

YEAR

2007 2008

19TH HOLE MIXER

2009



The 19th Hole Mixers are preplanned network parties that are an effective way to gain additional exposure for your company and increase sales. Why would a customer get involved in a 19th Hole Mixer? The answer is simple. They get excited about showing off and bragging about their new green to their golf buddies.

STEPS TO A SUCCESSFUL 19TH HOLE MIXER:

Once the green is installed ask your customer if they would like to show off their new golf training aid to their buddies. This will give them an idea of a guest list.

Golfers love to show off their new accessories! Let your customer know that this is not only a way to entertain their friends and family, but also lets others tryout their green.

Set a time and a date for the mixer and send out invitations at least 1 week prior to the event.

Attend the mixer and demonstrate the benefits of the green.

Just like the Build a Green Day – You have the opportunity to get to know the guest and begin qualifying potential sales leads. This will generate more Build a Green Days, more turn key installations and more landscaping/hardscaping sales.

JEFF CREECH

OF IMAGINEERS

75+ attendees

Expects to sell

20 to 25 jobs this year

ROBERT PINEAU

OF COUNTY LANDSCAPE PRODUCTS

40+ attendees

Sold 7

installs from this event



YOUR MODEL DISPLAY



BEFORE



With a profit margin of 60% that's \$54,000.00 in profit made by using existing equipment and employees!

Customers crave simplicity but are flooded with sales people and companies with the "best" product. You must convince your customers that your company provides a hassle-free and truly unique product that is of the best quality. A Display Green or lawn built with precision and detail makes a great first impression and strengthens your reputation as the trustworthy leader in your market.

To sell All Pro products the only requirement is to install a single display. Do it now and reap the benefits! Either build your own or approach a customer with a discount deal in exchange for use of their green or lawn as your Display Green.

DURING



INSTALLING A DISPLAY HELPS YOU IN MANY WAYS.

- A lawn or green display is a great sales tool
- The install process helps you to believe in the product
- A simple and easy add-on service to increase revenues
- Use existing equipment & employees year round

The investment pays for itself – sell one green or lawn to breakeven or Install one for an existing customer at cost and have no out of pocket expense.

If building your own display isn't an option- approach a customer with this proposition: an installation at cost on his/her property with permission to use it as a display. With one job you have a display and a customer referral!

AFTER



EXAMPLE: Dave Matz of Atlanta Landscape Group invested \$645 in a 12x18 green. In just 4 months he sold \$90,000 of putting greens. With a profit margin of 60% that's \$54,000 in profit made by using equipment and employees he already had.

Contractors "go the extra mile" to create spectacular displays – See our new Golfscapes or Lawnsapes Pictorial magazines. Fringe, sand traps, lighting, patios, retaining walls, water gardens, and traditional landscape plants demonstrate the variety of options offered for customers if shown on the display. They also let the customer know these "extras" are available to them while creating additional revenue & profit margins for you.

LAWNscapes

All Pro Industries will offer a solid addition to your commercial and residential projects. We manufacture professional synthetic grass turf.

SYNTHETIC GRASS is one of the most efficient and effective solutions to the drought affecting much of the United States. Completely eliminating the need for watering – synthetic grass offers a green, lifelike landscape all year round with no dead spots, weeds, mowing, irrigation, or chemicals – it's virtually maintenance-free.

All Pro offers synthetic grass as a leading environmental solution to the increasingly serious drought conditions. Environmentally conscious architects, developers, builders, and contractors are already responding by offering synthetic grass – be on the cutting edge of these changes and **"GO GREEN – GO SYNTHETIC GRASS IN YOUR NEXT PROJECT."**

NEW SYNTHETIC LAWN INSTALL ONLINE TRAINING VIDEO

This NEW Step-By-Step Training video shows the installation of 1000 sq. ft. of lawn turf that was installed at an O'Charley's Restaurant.

The 15 minute video includes:

- Step-By-Step Installation
- Estimating The Job
- Natural Sod VS. Synthetic Turf Cost Comparison
- How To Market & Sell The Product

www.allprogreens.com/lawns

**Increase Sales, Maximize Profits,
and Give your customers a beautiful
and maintenance free lawn!**



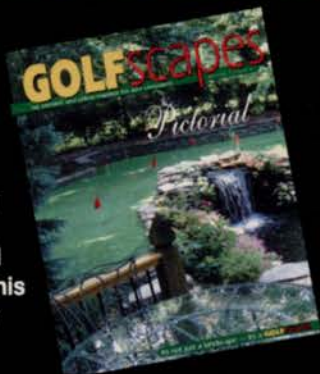
A MARKETING ARSENAL TO EXPLODE YOUR BUSINESS

Take advantage of the many marketing tools we have available to you. We've done all the research and hard work developing attractive and educational materials so you don't have to. Tried and true, these tools are extremely effective in helping you sell our products. Our goal is to help you work smarter...not harder. Use these tools to your advantage.

Pictorial Magazine

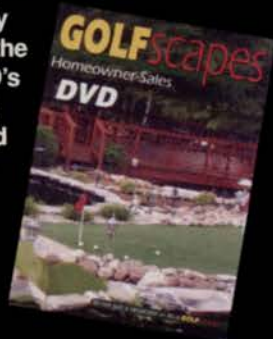
A 32-page full-color magazine gives you the power of 150 pictures. The best way to sell a husband on a golf green is by showing his wife the many beautiful landscape options she can have around the green. Contractors tell us that this is the most effective sales tool they have.

\$2.50 each



Installation, Homeowner and Homeowner Sales DVD's

Getting the customer emotionally involved is important in closing the sale; so we developed three DVD's for you. These DVD's are great at generating customer interest and excitement in owning a green in their own backyard.



Customers interested in a turn-key installation by you will want to watch the **Sales DVD**.

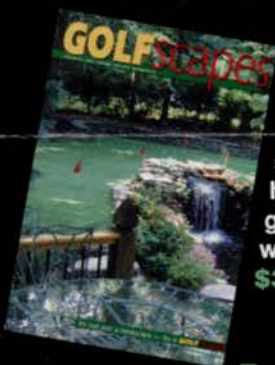
Train your crew and yourself with the **Contractor Installation DVD**.

Do-it-yourselfers or Build A Green Day clients need a **Homeowner Installation DVD**. **\$2.50 each**

Sales Brochure

Our newly updated quad-fold brochure ignites the imagination. It displays over 20 possible green shapes and designs. This tool helps you sell customers on larger greens by reinforcing the value of a well landscaped yard.

\$30.00 per 100



Postcards

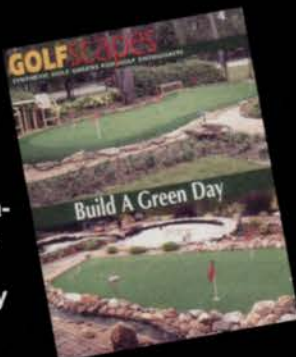
Postcards are a great follow up tool for prospective customers. Sending one postcard every week for five weeks after you give an estimate is an excellent way to get called back. The postcards reinforce the advantages of a synthetic green and keep it fresh on your customers' minds. **\$20.00 per 100**



Build A Green Day Brochures

This valuable brochure will appeal to the customers that can't afford a turn-key installation. Educate your customers about the Build A Green program and explain how they can have a green for a very reasonable price using this beautiful full-color brochure. You may save a day's work, but you won't lose a day's pay.

\$30.00 per 100



Replicated Websites

A great sales tool designed to educate and inform your customers.

These websites are carbon copies of our corporate website. Your site will be personalized with all your contact information. **\$36.00 per month**



Artificial Lawn Turf Brochure

This full-color tri-fold brochure, complete with alluring pictures, shows customers the beauty of our low maintenance, water wise artificial lawn turf. It also explains the many benefits of All Pro baby friendly, pet approved and environmentally friendly turf.

\$30.00 per 50



Enter All Pro Industries

PHOTO CONTEST

\$10,000.00 in cash prizes

Enter photos of your prize-winning golf green or lawn installations. Simply choose a category below that best demonstrates the type of green(s) or lawns you have installed.

CATEGORIES:

1. **BEST STAND-ALONE GREEN** – an installation of a green only
2. **BEST GREEN WITH A BORDER** – an installation including a retaining wall, concrete wall, fringe, patio, walkway, etc.
3. **BEST LANDSCAPED GREEN** – an installation with added landscape: plants, bushes, trees, flower garden, mounds, rock garden, etc.
4. **BEST GREEN WITH A WATER FEATURE** – an installation with an added water feature: waterfall, water garden, pond, water hazard, creek, etc.
5. **BEST LAWN** – an installation residential or commercial use.
6. **BEST LAWN OR GREEN TRANSFORMATION INSTALLATION** – an installation where the most dramatic change occurred from before, during, to after.

Prizes for each category will be awarded as follows:

- 1st Prize \$800.00
- 2nd Prize \$400.00
- 3rd Prize \$200.00
- 5 Runner-ups \$50.00 each

RULES / GUIDELINES:

- Pick a category(s) to enter
- ALL photos must be mailed or emailed to us
- Size of photo must be a minimum of 4 x 6
- Emailed photos must have a resolution of at least 2048 pixels by 1536 pixels or 300 dpi. Email photos to allpro2265@yahoo.com.
- All photos MUST have name, address, phone #, and size of green on the back or in the email.
- Take photos at the time of day when no shadows appear, best time is usually when sky is overcast. Also take photos from many angles.
- One green or lawn can only be entered once but submit as many as many categories as you'd like (can't enter the same one twice)
- **DEADLINE** for entries is **DECEMBER 1, 2009**

Disclaimer:

All photos become the exclusive property of All Pro Industries Inc. We reserve the right to use the photos and testimonials prior to the announcement of the winners and anytime after for sales, marketing, and publishing purposes. Purchase not necessary, void in some states.

Winners will be announced and contacted by **December 20th, 2009**. Winning photos will be featured on our web site. Get snapping and get those photos into All Pro Putting Industries Photo Contest today!



CUT YOUR LABOR CUT YOUR COST

INCREASE YOUR PROFITS



Anyone that has ever installed a synthetic turf surface knows that sweeping in the infill is the most labor intensive part of the job.

Our revolutionary RDS (Rotational Delivery System) Custom Power Broom incorporates a custom rigid brush, custom gear control, custom caster wheel attachment and debris guard to reduce your labor of sweeping in the infill by 80%.

80% Labor Reduction Rate = Increase in Per Job Profit

Pays for itself in a SINGLE 24 X 30 job.

MINIMIZE YOUR LABOR. MAXIMIZE YOUR PROFITS.

An Atlanta contractor saved two full days of labor using our innovative product thus increasing his job profit significantly.

HOW DOES THE RDS WORK?

The RDS uses a custom rigid bristle wound in a spiral pattern to evenly and quickly distribute the infill while blossoming the synthetic turf fiber.

The custom gear slows the RPM's of the brush to allow the infill to be swept into our dense synthetic turf instead of being knocked out with standard power brooms.

The debris guard knocks any additional infill back into the synthetic surface.

The custom caster wheel allows the operator to cover almost 4 feet of surface in one pass and walk the broom instead of carrying it.

Our unique combination of the 2-cycle engine, custom rigid bristle brush, custom gear control, custom caster wheel and debris guard saves you time, money, and increases your per job profit.

Build A Green Days provide an excellent opportunity for the RDS Power Broom. In these cases a full day job can be cut in half, ensuring an increase in profit.

SIMPLE. EASY. QUICK. Assembly completed in MINUTES. Online step by step instruction provided to assemble and operate your new RDS Custom Power Broom.

