



Infrared 101

When To Use Infrared Repair, How To Sell It, and
The Keys To Profitability

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Overview

Infrared 101

- **When and Where Infrared Can be Used**
- **Infrared Repair Vs. Traditional Methods**
- **Selling Infrared Repair Services to End Customers**
- **Keys to Profitability**



When Can Infrared Be Used



Overselling the Capabilities of IR Repair

Infrared is NOT a Fix All

Many people have the misconception infrared is a fix all for any type of asphalt repair. However, there are certain scenarios, such as base failure, where infrared may not be the best option.

Be Honest and Upfront With Customers

If you choose to infrared or your customer insist, make them aware that the infrared repair will only be temporary, and it may be some time until they are able to repave their entire lot or driveway.

Good, Better, Best

Good

Skin Patch

Least Expensive

Least Reliable

Often, Just Temporary

Average Profit Margins

Better

Saw Cut

Most Expensive

Time Consuming

Permanent

Lower Profit Margins

Best

Infrared

Most Reliable

Least Time Consuming

Lowest Cost to You

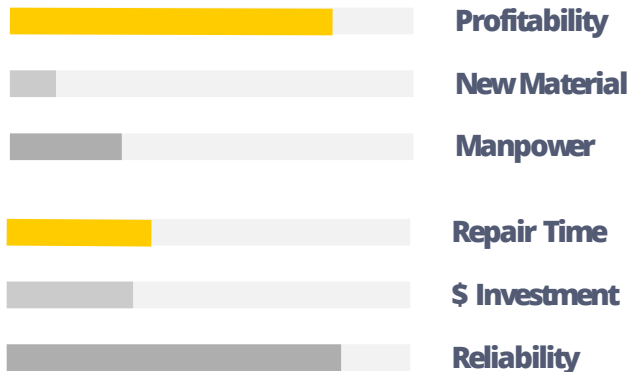
60%+ Margins

IR vs Saw Cut



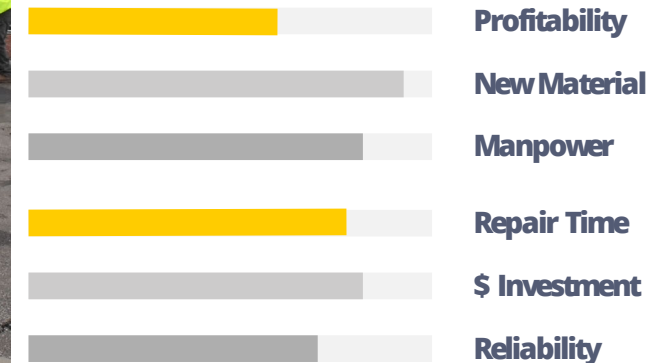
Infrared Repair

- Truck, IR Heater, Hotbox
- Hand Tools
- Plate Compactor Roller
- 2 Man Crew
- 4-5 IR Repairs an Hour
- Asphalt: 10 Shovels x 20 LB per Shovel = Avg 200LBS. /40 sq. ft.



Saw Cut R&R

- Asphalt Saw, Dump Truck, Excavator/Skid Steer
- Hand Tools
- Roller
- 4-5 Man Crew
- 2-3 Repairs an hour
- Asphalt: 1500 LBS (40 Sq. Ft @ 3" = ¾ Ton)



Potential IR Customers

Commercial Property Owners

Strip Malls, Big Box Stores, Car Dealerships, etc.

Apartment/Condo Complexes

Tennent's will usually be the first to complain about a pothole, low/spot high spot

Other Pavers/Contractors

Pavers and many other construction contractors don't want to deal with the "small" repairs so they can utilize you

Selling IR Repair

Less Disruption and Downtime

With IR repair you can be in and out within 30 minutes causing less of a disruption to the customers traffic flow and parking downtime

More Reliable Repair

Seamless weld between repair area and existing pavement.

Economical Option

An IR repair offers a low costs alternative to other options while maintaining your profit margin percentages.



Keys to Profitability

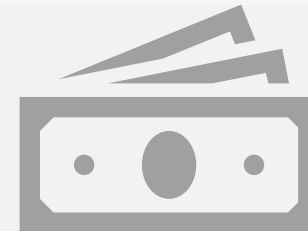
Efficiency

- Should be able to perform 2-3 repairs every hour
- Each crew member has a specific job
- Have a well thought out plan before arriving on the job site



Job Costing

- Once you have done 2 or 3 IR jobs you should have a pretty good idea of what your exact cost are
- Set specific goals for # of heats expected per hour/day.



Quality

- A quality repair will not only make your customer happy, but also make them more likely to refer friends and colleagues.
- Nothing kills profitability like having to revisit the same jobsite multiple times, so do the job right the first time and prevent repeat visits.

