

**ROOFING
CONTRACTOR**

**BEST OF SUCCESSES
20
YEARS**





**ROOFING
CONTRACTOR**

FROM EXCELLENCE TO EARNINGS: BELIEF-DRIVEN PROFITABILITY

Victor Smolyanov

CEO

Victors Home Solutions



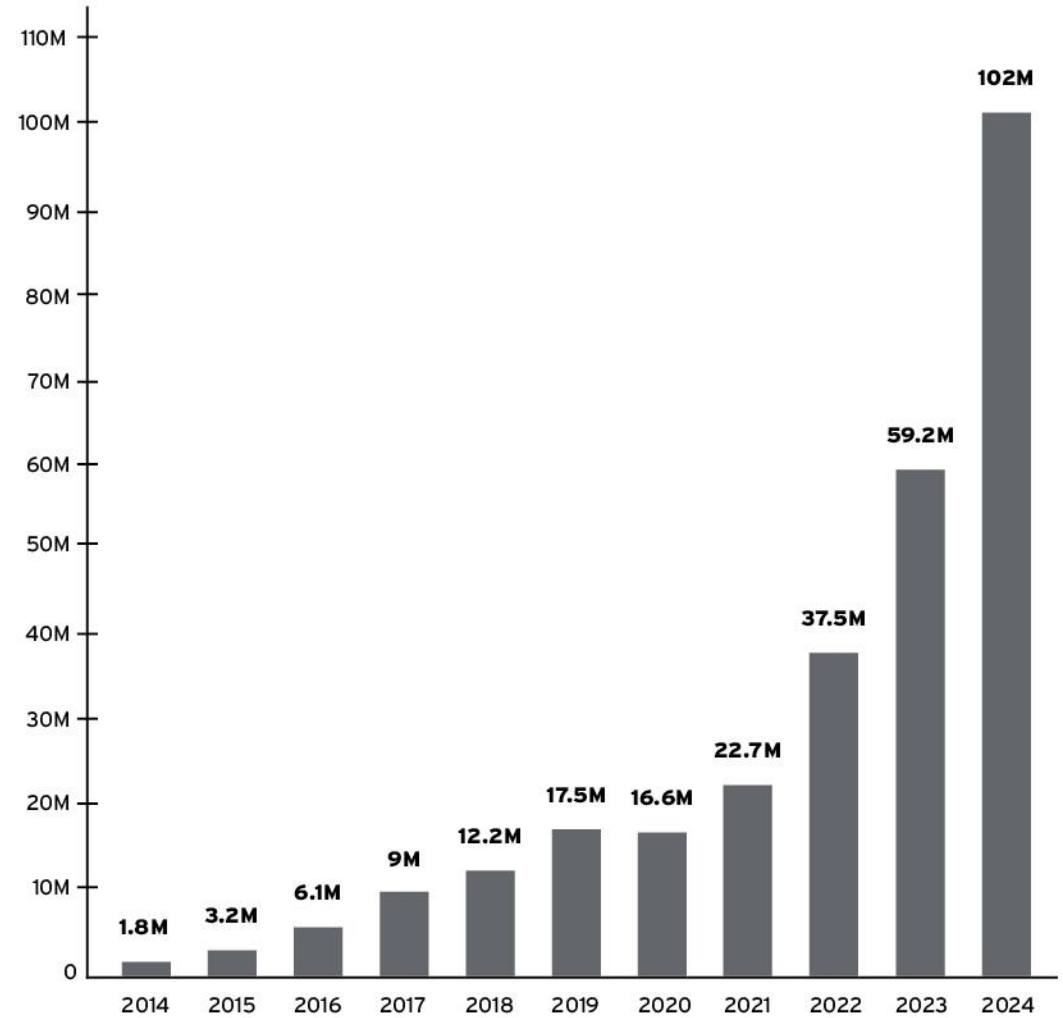
Grow Predictably at

30-60%

While Maintaining

20% +

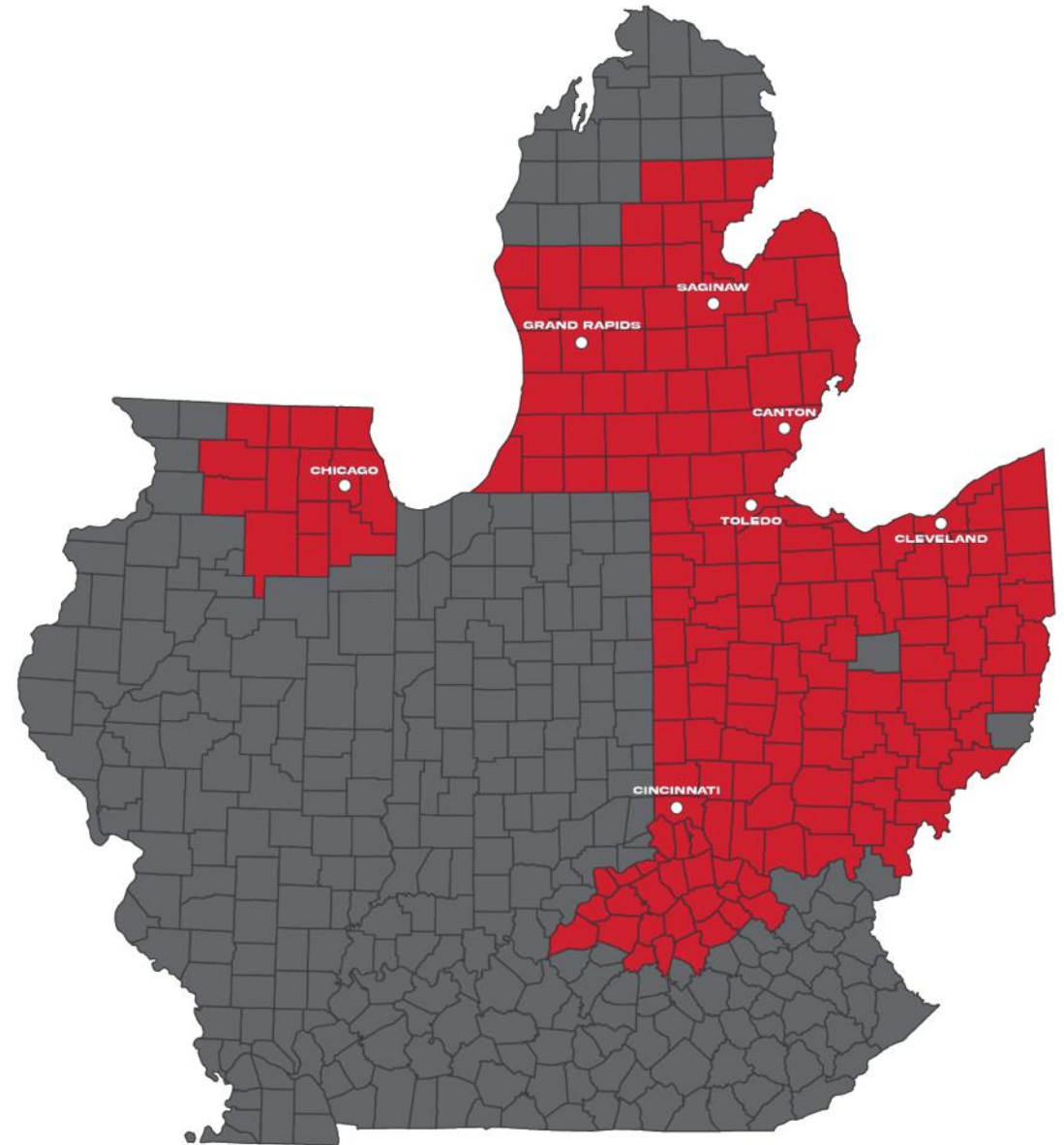
Net Profit Margins



WHERE WE ARE **TODAY**

3

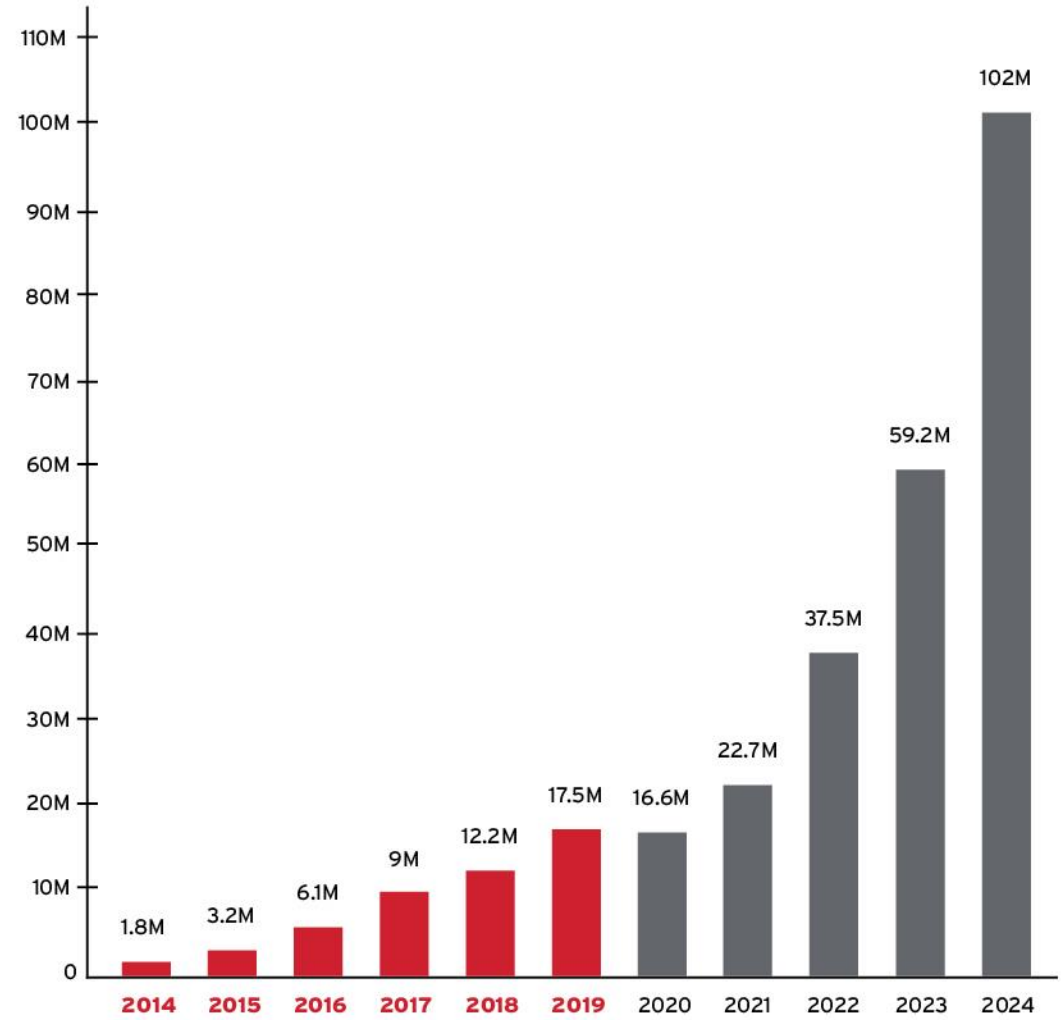
additional locations
launching in Q1 of 2025!



WHERE WE STARTED



THE RAT RACE



THE LIGHTBULB MOMENT

FOLLOW OUR LEAD

Sales (install Complete)	\$4,381,463	\$6,790,757	\$5,914,711
• "BANK DEPOSITS"			
Profit – After Salary	\$1,061,190	\$1,982,901	\$1,575,679
Percentage	24.22%	29.20%	26.64%
Demo %	70%	74%	77%
Close %	49%	54%	51%
N.S.L.I	\$2,463	\$2,789	\$2,843
Average Sale	\$7,515	\$8,074	\$8,149
Marketing Cost	9.64%	8.28%	9.1%

BURN THE BOATS



MARKETING



VICTORS
HOME SOLUTIONS

ROOFING | WINDOWS | GUTTERS

YOUR TRUSTED LOCAL ROOFING EXPERTS, COMMITTED TO QUALITY AND COMMUNITY.

734-442-2345 | VICTORS.COM



VICTORS
HOME SOLUTIONS

ENJOY PEACE OF MIND WITH OUR
LEAK FREE GUARANTEE

ROOF REPAIRS | REPLACEMENTS | GUTTERS | WINDOWS

SPECIAL FINANCING OFFERS AVAILABLE!
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VICTORS.COM

Call or go online to book a **FREE** 21-Point Roof Inspection.

0
DOWN PAYMENT,
INTEREST & PAYMENTS
UNTIL 2026!

+
AN ADDITIONAL
\$500 OFF
YOUR NEW ROOF*

Promotions and discounts for limited time only, cannot be combined with other offers. Please contact Victors Home Solutions for terms, conditions, details, and questions.

FREE
21 POINT ROOF
INSPECTION

\$500 OFF
A NEW ROOF

ZERO
INTEREST
UNTIL 2029!

SALES



PRODUCTION



FINANCE



BE YOUR OWN BRAND



734.531.7125
VICTORS.COM

\$500 OFF
NEW ROOF

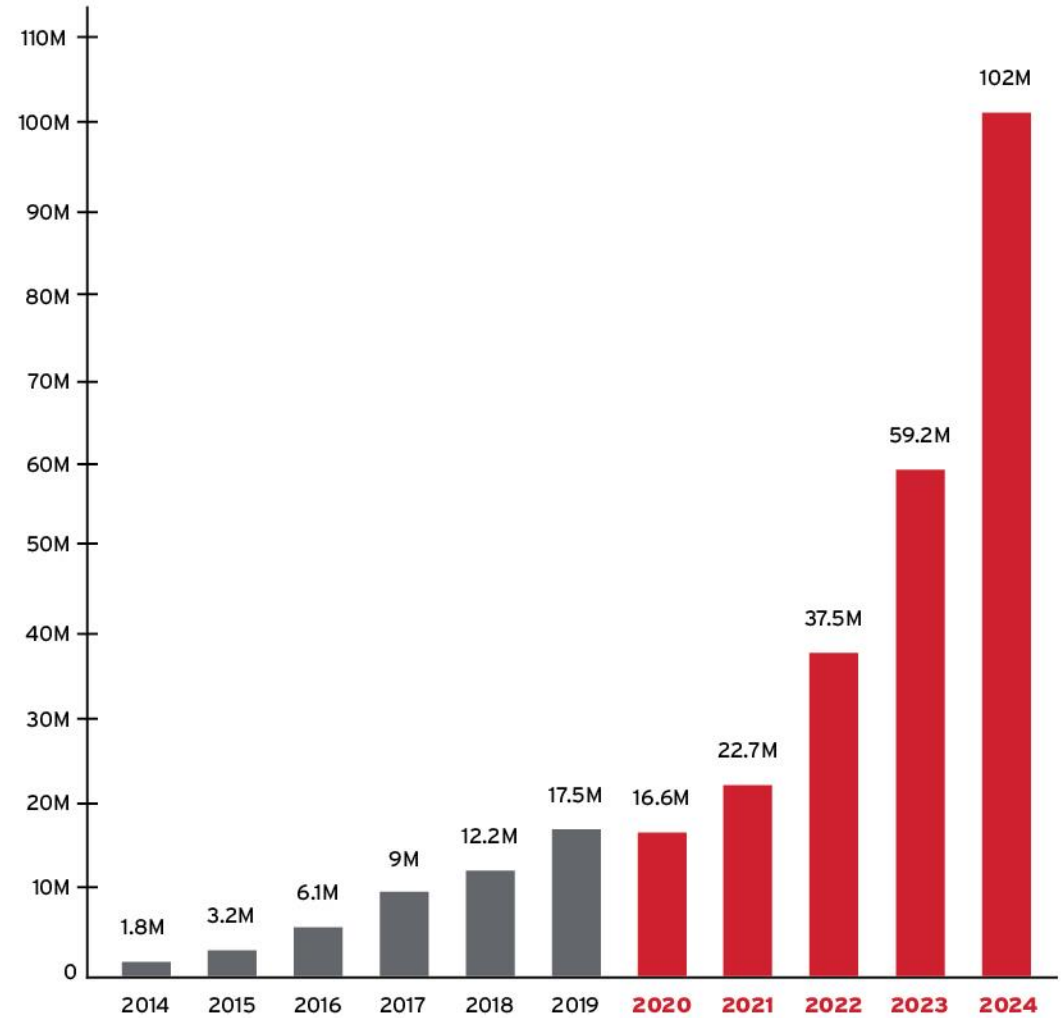
NO PAYMENTS
UNTIL 2025
NO INTEREST

2X
SAVINGS
CALL NOW

**COOL
THINGS
HAPPEN**



COOL THINGS HAPPEN



**COOL
THINGS
HAPPEN**



**THE
LIGHTBULB
MOMENT**



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