



# ***OUR VISION***

**For our PRO Partners:**

To provide a solid foundation for promotion, support, savings and resources, all designed to help you increase sales, improve profits and make your business flourish.

**For the Public:**

To service consumers with a robust resource of information, resources and access to our quality PRO Partners.

# WELCOME

Being a Certified Stone and Tile PRO Partner very well may be one of the most important steps you can take for growing and supporting your stone or tile business. At Stone and Tile PROS we work exclusively with quality companies in the industry dedicated to a high standard of professionalism, with proven track records of quality craftsmanship.



Our service to our Premium Partners can be summarized as:

- Promoting you and driving business to you from corporate branding to web development and Internet marketing
- Supporting you with exceptional technical support
- Facilitating ongoing training / continuing education
- Providing discounts for materials, supplies and other services
- Access to valuable resources
- Membership to MIA

*All designed to help you increase sales, improve profits and make your business flourish.*

Our Partners are stone and tile companies in the following categories:

- Fabricators
- Suppliers / Retail Stores
- Stone Restoration and Maintenance Contractors
- Tile and Grout Cleaning and Restoration Contractors
- Installers
- Inspection / Consultants

**We look forward to contributing to your success.**

# PARTNER BENEFITS

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## EXCLUSIVITY / SEMI-EXCLUSIVITY

You'll never get lost in the crowd with us. First, we are very selective with who we will take on as our PRO Partners. We only work with companies that demonstrate a dedication to professionalism and quality service, products and craftsmanship.

Additionally, we'll only take one Partner per category for about every million in population in any market area. (Some areas are already waiting list only.)

Why is this? One of our primary goals is to make our Partners dominate on the web in their respective market areas for their category of service. We couldn't do that if we were to take on more than just a very select few in each area. Furthermore, we strongly encourage and facilitate Peer Support. (Peer support doesn't work when your peers are your competition.)

## DESIGNATION

The Certified Stone and Tile PRO Partner designation is rapidly becoming a recognized and sought after mark of professionalism and quality. All Partners may display the designation on their collateral material – websites, business cards, letterhead, ads, shirts, vehicles, signage, etc.

We have decals in various sizes (for your vehicles, store front, etc.) available to our Partners on request as well as camera ready artwork for your printer.



## WE'RE ALL ABOUT PROMOTING YOU

The web has become by far the single most important place to focus your marketing efforts. Our mantra is "Don't just be on the web, be all over the web!" We work hard to make sure our Partners have a strong presence on the web. (See section, Where You'll Be Seen.) We also promote you in many other ways from designing your brochures, mailers and print ads to press releases and more, plus we actively seek out networking relationships where our Partners' services can be utilized.

## TECHNICAL SUPPORT

We facilitate tremendous technical support. Many of our Partners tell us they would be a Partner even if the only benefit were the technical support that is literally at their fingertips. Our board of Technical Directors are respected, seasoned industry authorities with impressive resumes, such as Fred Hueston, president of Stone Forensics, prolific author on the subject and the 'Go To' guy for such organizations as This Old House Magazine; John Freitag, director of The Stone and Tile School, with over 20 years in the stone restoration industry; and Monte Osterman, fabrication expert and authority. Each of our Technical Directors brings a wealth of knowledge and experience and closely monitor the Community of Practice (CoP) email based private discussion group where technical questions are asked and answered on a daily basis. Additionally, our Partners can search archives of past questions and answers, or visit the Partner Center for access to a perpetually growing library of documents, guides and other resources that all contribute to a solid foundation of support. Additional telephone technical support is available to Premium Partners for free.

# PARTNER BENEFITS

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## TRAINING AND CONTINUING EDUCATION

The Stone and Tile School is the largest, most well-equipped training facility of its kind. Known for its small group intensive hands-on classes with each student having their own equipment and supplies to work with, course offerings range from introductory to advanced training, and can even be tailored to fit specific requirements. Some courses are offered exclusively to Partners. Classes typically focus on specific surfaces (marble, granite, countertops, walls, ceramic tile and other dimensional stones). The Stone and Tile School is recognized by, among others, the Marble Institute of America, Restoration Industry Association (RIA) for Continuing Education Credits (CEUs). As an integral alliance, The Stone and Tile School gives our PRO Partners a discount on all training programs.

## STONECARE CENTRAL

**For You.** Stonecare Central is one of our integral alliances. At [stonecarecentralpro.com](http://stonecarecentralpro.com), Partners can purchase their equipment and supplies at significant discount. From diamond polishing pads to cleaning chemicals to floor machines, [Stonecarecentralpro.com](http://Stonecarecentralpro.com) is your source for professional natural stone and tile care and maintenance products.

**For Your Customers.** Partners can refer their customers to the consumer site, [StonecareCentral.com](http://StonecareCentral.com), and earn commissions on all their product sales. We can set up a Products page for each Partner on their own websites, linked to [stonecarecentral.com](http://stonecarecentral.com) so their sites can be making money for them 24/7 without them having to do a thing. For Partners wishing to do so, we can custom tailor coupons, gift certificates, recommended products / after care instructions and more.

**Stonecare Central Stations.** Consumers frequently ask where they can go to purchase products locally. For Partners with showrooms or retail storefronts, you can become a Stonecare Central Station. Stonecare Central Stations are Partners that stock and sell the products locally. Becoming one will get you listed on Stonecare Central's "Find a Stonecare Central Station near you" page.

Whether for your own professional use or for your customers, the products in Stonecare Central are exceptional. Its extremely popular "Stonecare PRO Signature" product line is recommended by This Old House Magazine. The products in the line are tested by our own network of Partners before they are added to the store.

## MARBLE-INSTITUTE.COM

All Premium Partners are eligible to become MIA members at no additional cost.

## PARTNER CENTER

The Partner Center is where Partners can log on to access resources such as technical documents, sample brochures and forms, stock and shared images, as well as refer to the ever growing list of alliances that we have established for discounts on products, services, etc.

**Alliances\*.** In addition to our integral alliances, our network of companies with whom we have negotiated special pricing and or privileges on behalf of our Partners include:

- Tri-media Marketing
- Service Magic
- Grout Perfect
- Printing
- American Stitches Embroidery
- Employee Max Payroll Service
- Quickbooks (Intuit) Merchant Services
- and more!

\*These alliances are subject to change at any time.

# WHERE YOU'LL BE SEEN

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The Internet left the Yellow Pages in the dust some time ago as the most common source consumers go to locate a service business. But, if you can't be found on the first couple of pages of search engine results, you may as well not even be there.

Therefore, one of our highest priorities is to work very hard to make sure each of our Partners has a strong presence on the web from all the major search engines, Google, Yahoo, Bing, etc. to sites and directories *where customers are looking!*

## **STONEANDTILEPROS.COM**

With hundreds and hundreds of pages all devoted to stone and tile, stoneandtilepros.com is an important, valuable resource site for consumers —both homeowners and commercial personnel. Rich with credible information, access to our quality PROS, how-to videos, interactive design tools, a database of stone images and details and so much more, stoneandtilepros.com is a respected and relied upon information site. At this time, it is ranked in the top 10% of all websites throughout the world and more than 70% of site visitors are marking stoneandtilepros.com as a 'favorite' and are telling others about it.

When consumers submit questions to our impressive technical department, answers to their questions are sent to them and archived in the knowledge base (KB). Questions in the KB get thousands of hits, and more often than not include comments such as, "This is why you need to be very selective with your fabricator" or, "This is not a DIY project, you'll need a qualified restoration contractor..." with instructions and a link to Find a PRO. And, of course, only our Certified Stone and Tile PRO Partners are listed in the Find a PRO section.

The listings in stoneandtilepros.com are not just a couple of lines of content. Our Partners have a full web page in Stoneandtilepros.com for each of the categories within their classification. Each of these pages allows for generous text, 4 images that when clicked enlarge, a text box providing helpful links on their own website, a place for customer feedback and testimonials. Also included is that all important meta data critical to search engine optimization.

## **MARBLECLEANING.ORG**

Marblecleaning.org is another consumer oriented site where we list our PRO Partners. It also has a very active Question and Answer section where consumers go for straight answers. Many of the questions get tens of thousands of hits. The answers here, again, often include a referral to the Find a PRO section in Stoneandtilepros.com.

We also have a perpetual banner ad in Marblecleaning.org promoting stoneandtilepros.com's Find a PRO.

## **STONEPROSOLUTIONS.COM**

Each of our active Partners is listed on stoneprosolutions.com. It is not unheard of for companies to claim they are a Certified Stone and Tile PRO Partner when they're not. In addition to being listed on stoneandtilepros.com, we list legitimate Partners in our Partners page for consumers to be able to verify anyone that is claiming to be a Partner.

## **STONECARECENTRAL.COM**

Stonecare Central is the 'One-stop-shop' for all things stone and tile care related. Consumers, both homeowners and commercial personnel, shop for stone and tile specific care products here. A "Locate a

# WHERE YOU'LL BE SEEN

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PRO" button allows them to click directly to stoneandtilepros.com and another button takes them to a page where our PRO Partners are listed and linked and identified as the network of professional stone and tile companies that contribute to the line of Stonecare PRO Signature line of products.

For Partners that opt to be Stonecare Central Stations, they will also be listed and linked to from the "Locate a Stonecare Central Station Near You" page.

Additionally, each of our PROs is urged to contribute product feedback. This way, when a user clicks on the product details tab that says "What our PROs Say" about any product, they see the comments from our Partners, their name, company name and web address and link to their site.

## **MARBLE-INSTITUTE.COM**

All Premium Partners are eligible and prequalified to become MIA members at no additional cost and will be listed on the MIA service providers directory after submitting their application.

## **OTHER LISTINGS**

In addition to our standard positioning for our PRO Partners, we identify, and sometimes create, additional places, to promote our Partners on the web. We are perpetually on the lookout for new ways to promote our Partners, building strong relationships along the way.

# SEO & INTERNET MARKETING

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Search Engine Optimization (SEO) is not one 'magical' thing that is done, nor can anyone ethically guarantee first position on any search engines. SEO is a combination of on site key word rich content, proper titles, headings, descriptions, avoiding certain pitfalls, plus building strong incoming links and myriad other things.

We stay on top of the ever changing SEO techniques and perform *Essential* Search Engine Optimization for all of our Partners, and *Extended* SEO services for our Premium Partners, regardless of whether we have developed their site or not.

It is important to note that we only utilize the most ethical Search Engine Optimization techniques that will not get your website banned or penalized and strongly encourage our Partners to avoid link farming and other unethical gimmicks that they will certainly be presented with. It is important to note that if your site is penalized it can be virtually impossible to come back.

## **BEING ALL OVER THE WEB**

We list and link all of our Partners Stoneandtilepros.com and other very important, effective directories and all the major search engines' local / regional maps. However, in addition to this we urge all of our Partners to get listed and linked from as many QUALITY websites as possible. More and more directory sites and classified listing websites are emerging all the time. Many of these are excellent places to list your company. (Others you want to be cautious about.) They provide not only another place consumers might come across you, or another way you can come up in a search engine result, but link building itself is an essential aspect in raising your own site page ranking.

The reality is, however, that it is time consuming to not only enter these listings but to keep them up. (You don't want dead listings out there!) They typically expire in a short time requiring ongoing resubmission. For those Partners taking advantage of our PREMIUM level service we take on this task. We list you in hundreds of the most effective sites and update as needed to make sure all listings remain current and active and we install sophisticated analytic tools on your website to help us and you monitor how your website is performing.

# WEB DESIGN

## and DEVELOPMENT SERVICES

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We design and develop websites for our Partners rich with the features that we've learned over time that maximize the effectiveness of your business on the web.

All of our sites are Custom Designed to be consistent with your Corporate Branding.

Our websites come complete with incredible features built in:

### EDIT YOUR OWN SITE

- Edit your content with no html knowledge necessary.
- Add pages as desired.

### META TAG MANAGEMENT

We'll create your meta data for the pages we build for you. However, as you add pages, you'll need to add your meta tags (titles, descriptions and keywords). Using a simple 'fill-in-the-blank format, you can manage your own meta data. You will be able to click on the [?] for instructions and tips for making effective meta data.

### INTERACTIVE FAQ

We will prepopulate your faq's with sample questions and answers. You will want to go in and edit them before you go live, but the ones we create are

- Create as many categories as you'd like.
- Create as many faqs and edit as needed.

### NEWS & ANNOUNCEMENTS

Offering specials? Have some news you'd like to share? Want to keep your customers up to date with your company's growth? The News and Announcements page is one way to easily post and manage these items.

### GALLERIES

- Create as many galleries as you'd like, including interactive Before & After Gallery.
- Easily upload your own images
- Sort order of images simply by clicking and dragging in the admin panel
- Heading and Description (great for users as well as SEO!)



Our Fabricator Websites come complete with interactive design programs that consumers love! Yours is customized with the stones and edges that you offer.



# WEB DESIGN SERVICES

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## **ESTIMATE REQUEST FORM & CUSTOMER FEEDBACK FORM**

- You create auto-reply e-mail message.
- Data goes to your email account and is backed up in admin panel database.
- Visual Captcha installed to minimize spam

## **CONTACT PAGE**

- Contact Form with Visual Captcha
- Google Maps integrated in (optional)

## **STONE AND TILE CARE**

When we interviewed consumers and asked them what features they would like to see on a fabricator's website, we were surprised to see the overwhelming number of people that said 'STONE CARE! -- How do we take care of it once we have it?'

Consumers conveyed a strong desire to see that the fabricator not only knew how to fabricate but how to advise them on proper selection for their environment and proper care for their stone once it was installed. Many shared experiences they'd had in the past that were almost scary.

We then created not only a Stone Care Tips outline but a comprehensive STONE CARE GUIDE for users to download. Written by stone care experts, our Stone and Tile Care Guide is customized for each Partner website.

Customization includes your logo on the front page, a welcome page from you and your company name, telephone, and web address on the footer of all the inside pages.

## **CONSUMER CARE PRODUCTS**

Your site can be working for you, generating revenues 24/7 without you having to do a thing. As a Partner, you are automatically a Stonecare Central PRO Partner. We will include a Products page on your site that uses your unique affiliate code to identify customers as yours. You will earn commissions from each of your customers every time they make any future purchases, whether or not they visited your site first.

## **SITE MAP**

A Site map is not only important for users to be able to find what they're looking for on your site, it is also an important consideration in SEO. As you add pages, they will be included on the Site Map.

## **PRIVACY POLICY**

We create a privacy policy page. All you have to do is tweak the text to make it consistent with your policy.

## **WEB TIPS**

### ***CHECK AND DOUBLE CHECK***

Have someone check your accuracy, spelling and grammar to avoid your site looking unprofessional. Don't overlook important details such as phone numbers.

### ***KEEP IT FRESH***

Add to your site frequently so it is continually reindexed by the search engines.

### ***MORE IS BETTER***

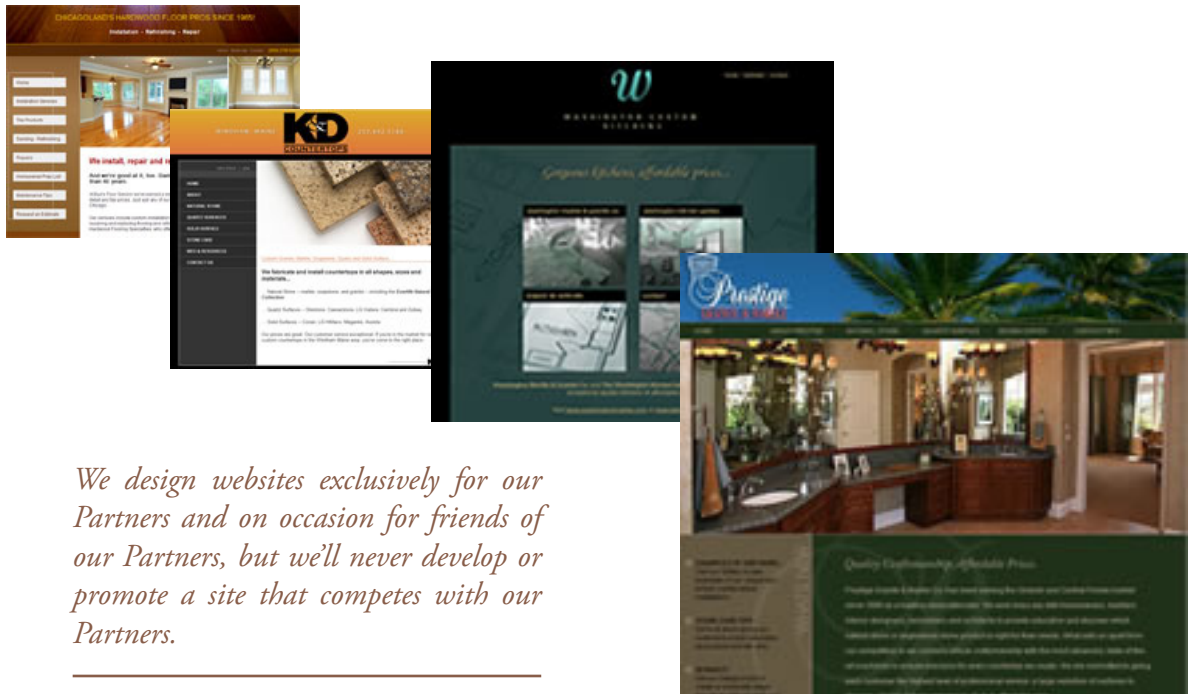
Add to your site from time to time, making sure to use keywords and key phrases. More content is better than less.

### ***KEEP IT INTERESTING***

How long users stay on a page contributes toward page popularity, one of the factors in the SEO algorithm for some search engines.

# WEB DESIGN SERVICES

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*We design websites exclusively for our Partners and on occasion for friends of our Partners, but we'll never develop or promote a site that competes with our Partners.*

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Submission to all major search engines, hosting and Essential SEO is provided for all of our Partners at no additional charge. Social media and a number of other directory listings are provided to all Premium level Partners. Our hosting package includes:

- Unlimited Email Accounts - (*name@yourcompany.com*)
- Site Statistics - *How many visitors are coming to your site? How long are they staying? What keywords are they using?*
- Additional Features that can be installed on your site, such as:
  - Bulletin Boards
  - Blog
  - Live Chat
  - And much more!

# CORPORATE

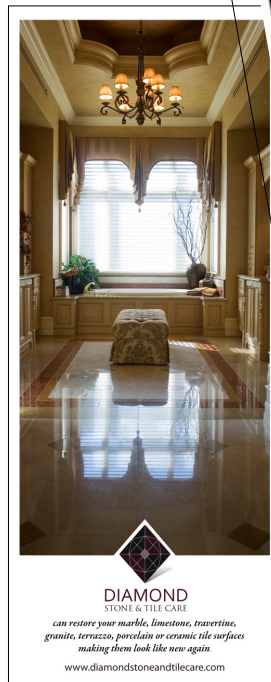
## BRANDING & Graphic Design

Our team of designers work closely with our Partners to help you build and promote a strong corporate brand.

We can design your logo, business cards, letterhead, envelopes and all of your collateral material. One cost saving option that many of the Partners really value is that we have developed many templates for brochures, postcards, and mailing pieces that can very quickly and affordably be personalized for you. But, if you need complete custom work, we can accommodate those needs as well.

### NEED AN AD FOR A MAGAZINE OR PUBLICATION?

We can help. We have a rich resource library of hi-res images, and because we're not only marketing pros, we are stone and tile people, too, we can help you write effective ad copy.



## FREQUENTLY ASKED QUESTIONS

### So, how much does it cost?

At this time we offer two levels of Partner Support service:

Limited .....	\$195.00 / month
Premium .....	\$395.00 / month

### What is the difference between Limited and Premium?

The primary difference between the two is Premium Partner Service includes much more extensive SEO services, social media posting, additional directory listings, and preferred technical support services. Call us for more details. We'll help you determine which is the right fit for you. Other services, such as our graphic design and print services, web design and development, and more are available to all Partners at very discounted rates.

### Is there a term commitment? How long am I locked in?

We have never felt the need to ask anyone for a term contract. We believe if we're serving you well, you'll stick with us. If we're not serving you well and giving you a good return on your investment we have no expectation for you to stay with us.

### Speaking of Return on Investment, what can I expect?

It would be impossible to be specific, but we can say with all honesty that every one of our Partners realizes a solid return on investment within a short time. It only takes a very small number of new customers to fully recover your entire annual investment.

Quantifying the value of the technical support is difficult but there is no question it does bring a great value. Savings on supplies, equipment, training, etc. also increases your bottom line. The resources in the Partner Center save time and money which brings additional value.

### How do I sign up?

Give us a call. We'll answer any questions you have and send you an application packet.

## **CONTACT INFO**

TEL (877) 715-5313  
Option 1  
FAX (407) 567-7654  
email: [admin@stoneandtilepros.com](mailto:admin@stoneandtilepros.com)

# ABOUT US

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Stone and Tile PROS provides a unique and cutting edge service for high quality stone and tile companies. Conceived of and developed by Deborah Shaw, the company has evolved and grown to become a well known and respected organization. Consumers rely on the trusted resources of [www.stoneandtilepros.com](http://www.stoneandtilepros.com), and industry professionals benefit tremendously through the exposure and support afforded by being a Partner.

Many Partners have likened the wealth of resources, cost savings, and support provided to them to that of a franchise, without the high expense or limitations associated with being tied to a franchise.

## OUR TEAM

**Deborah Shaw, Director**

Armed with a passion and commitment to excellence to service both the consumer and Partners, Deborah has harnessed her innovative thinking, formal education and years of experience in business and marketing, visual communications, web and multimedia development, and SEO expertise to make Stone and Tile PROS the valuable service that it is today.

**Fred Hueston, Chief Technical Director**

Renowned stone and tile forensic expert, educator, and prolific author on the subject, Fred Hueston provides technical support to both the consumer and the Stone and Tile PRO Partner.

**John Freitag, Restoration Technical Director**

With over 20 very successful years of experience in the stone restoration business, John serves not only as the Director of The Stone and Tile School, he brings unparalleled support for our restoration Partners.

**Doug Smith, Director of Partner Services**

Doug brings many years of experience working in franchise support, assisting franchisees in all facets of their business —sales, marketing, technical support —to help them grow and increase profitability. As Director of Partner Services for Stone and Tile PROS, Doug ensures that Partners are well taken care of.

Our support team also includes programmers, designers, SEO experts, and administrative staff, all working together to deliver the best possible service.

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