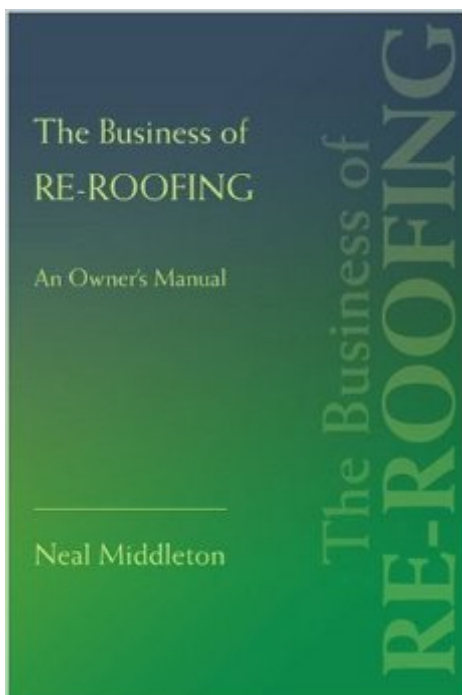


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The Business Of Re-Roofing: An Owner's Manual



Synopsis

People do not generally describe their reason for being in the roofing business by saying, "It's fun, exciting, and I really love helping people." They do it because there is a demand for it and because they can make money doing it. Sometimes, if they do almost everything right, they can make a lot of money doing it. Sometimes, if they do almost everything right, they can lose their shirts. Likewise, either of those results can occur when they do almost everything wrong. It's a perplexing business. In the uniquely entertaining guide *The Business of Re-Roofing: An Owner's Manual*, author Neal Middleton provides a clear, concise roadmap for long-term success in the roofing business. The formula Middleton outlines in *The Business of Re-Roofing: An Owner's Manual* is valid, tested, and proven in a variety of circumstances, from the fast-paced and highly competitive marketplace of the Washington, D.C. Metro area, to small markets like Stroudsburg, PA. It's not a theory, or a speculation, or a hypothesis. It simply works-and it can help you create a successful re-roofing business!

Book Information

Paperback: 252 pages

Publisher: iUniverse, Inc. (April 16, 2007)

Language: English

ISBN-10: 0595433871

ISBN-13: 978-0595433872

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 14.1 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars Â Â See all reviews Â (1 customer review)

Best Sellers Rank: #863,913 in Books (See Top 100 in Books) #163 in Â Books > Crafts, Hobbies & Home > Home Improvement & Design > How-to & Home Improvements > Power Tools #382 in Â Books > Business & Money > Economics > Commerce #688 in Â Books > Reference > Encyclopedias & Subject Guides > Business

Customer Reviews

I've been a contractor for 25 years, I read this book 2 years ago. I learned and had a lot of laughs. Neal is straightforward and honest. This could be in the category of self improvement, as Neil takes us down the path of his life. I had been very tough on my 20 year old who works for me sometimes. After reading with Neal, I realized and have become less judgmental. If its possible to contact him I'm HighRidgeCarpentryandRoofing.Com Thanks, Vic

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