

Good Afternoon!

5 Reasons to Venture into the GARAGE!



Who am I?

Troy Greenberg

- **Father of 7 kids**
- **Husband to Rhonda Greenberg**
- **We live in Southern Wisconsin**
- **Owner of Redline Garagegear**
- **I am a “Cabinet Guy”**

**I started a cabinet shop in 1985 at 19 in my
dads 2 car garage doing residential work.**



Eventually moved into a shop I rented . . .



... and started doing some commercial work.



In 2000 we bought a building and moved again.



In 2002 we started doing large projects in the Midwest and Florida



Big projects,
for Companies
like **Disney!**



In 2005 We started . . .



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Why Venture into the Garage Business?



Opportunity!

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5. If you are selling high end closets, you already have a list of customers to market to, so sell them something else.

.... And

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6. Because it is FUN!



**Hopefully You Are Convinced The
Garage Is A Great Place To Be!**

So what products does it take to be successful in the garage?..
And Make Happy Happy Customers? ...



You need to offer...



Garage Flooring

You need to offer...



Garage Flooring



Slat Wall Panels & Accessories

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Overhead Storage

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Garage Flooring



Garage Cabinets



Slat Wall Panels & Accessories



Overhead Storage

Other things you may not have thought about...



Drywall



Painting



Electrical



Heating



Plumbing

We encourage our dealers to offer a full service solution.

Garage Flooring – Floor Coatings



- There is nothing simple about this business
- This is not a part time business
- Most of our dealers have a crew or crews that apply coatings
- Some of our dealers sub this work out to a reliable company

Garage Flooring – Floor Tiles



- Floor tiles are another option
- Some of our dealers offer them many don't
- Not very profitable (they are available in big box stores)
- My opinion ... Not as nice

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- Make sure the brand you choose has wide variety of accessories



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- Overhead racks can generally hold up to 600 LBS
- This is a good solution for small garages



Garage Cabinets



- To create a custom garage you will need a big selection of cabinets that are available in many standard sizes or custom sizes.

You are also going to need . . .

- Solutions for corner conditions



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- Solutions for tall ceiling heights (newer homes have a ceiling height of 10 feet +)



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- Multiple drawer sizes and heights
- Storage for small items (i.e. bolts, nails, screws, etc.)



Conclusion:

Things Customers Are Looking For In Cabinets:

- Cabinets Specifically designed for the garage environment (built to last)
- Most people prefer wall hung cabinets rather than having legs
- Quotes that include a 3D Cabinet Design
- Quality drawer boxes and slides
- Several Color options
- Durable exterior finish