



# How to Build a Service & Maintenance Profit Center In 7 Simple Steps - Workbook

with Jesse Martinson, President of Jemstar Inc. and Founder and Formulator of SureCoat Systems



**SURECOAT**  
SYSTEMS

A photograph of a man, Jesse Martinson, smiling. He is wearing a dark blue baseball cap and a light blue button-down shirt. He is standing on a rooftop with green HVAC units in the background. The background also shows a parking lot with cars and a hillside with trees.

## Jesse Martinson

He is not only the contractor but the engineer, the product developer, the field tester, the head customer service rep and most importantly the guy up top.

Jesse started in the construction industry at the auspicious age of 17 in the family remodeling and drywall business. He continued to work in the family biz, developing numerous skill sets and learning how to build new things until one day he was needed to take over for his stepfather because of failing health. With the drive to continue to provide the industry with honest and professional work, he saw the start of something new before him, his own company.

With five plus contracting licenses and expertise in 10 plus trades, Jesse has built just about everything over the years. His extensive knowledge base gives him the opportunity to engineer each project site and product from scratch and to position each moving part into the final product.

Jesse is an expert at integrating building components for the best overall function of the building itself.

In the late 90's, Jesse saw a need emerging in the industry. As a contractor, he was buying up roofing materials, and the majority were not performing as they promised to deliver.

He was frustrated and not to mention liable for big projects and even BIGGER money, with no solution.

So he found one for himself.

Jesse is a man of the field, he spends every day out on rooftops and project sites.

This is where his passions have indeed carved a unique niche out in the industry coming from the construction side, building up his business as a contractor and working innovatively to provide consistency and resolve issues of so many that rely on him.

He is not only the contractor but the engineer, the product developer, the field tester, the head customer service rep and most importantly the guy up top.

# DO YOU HAVE A SERVICE & MAINTENANCE PROGRAM?

## IF YES -

Are you using it as an additional

?

Is it helping you meet or exceed

?

## IF NO -

How would your business & your bottomline boost from

?

How would it make your

?

## Your in the right place

- 1 If you are looking to build -
- 2 If you are looking to get paid to -
- 3 If you want to redefine a service and maintenance program that may be in place or build a new one making it a

Here's the GREAT NEWS – you're going to learn how to do all of these things today and implement them into your business NOW!





# HERE'S OUR 7 STEPS

To Starting or Updating Your Service & Maintenance Program.

## STEP 1: Marketing Outreach - A Letter

## STEP 2: A Lead - Qualify the Property

## STEP 3: A Lead - Send Agreement

## STEP 4: Inspection

## STEP 5: The Report

## STEP 6: The Repair Work

## STEP 7: Partial to Full - Yearly Work



THE SURECOAT  
ROOF SYSTEM





# Not Just Another Quick Fix, A Sure Bet from the Ground Up



**NOW OFFERING A 20-YEAR ROOF PERFORMANCE WARRANTY!**

## WATERPROOFING YOUR BUILDING ENVELOPE

**1 Roof** – The most exposed surface on the exterior of the building. Inspection and repair required annually to keep building dry and damage-free.

**2 Termination of Roof Material** Flashings, counter-flashings and termination bars need to be re-sealed every 2-3 years.

**3 Coping Cap Flashings** – Joints and fasteners should be inspected and re-sealed yearly. This is a common source of leaks.

**4 Expansion Joints** – Allow for building movement and need regular inspections and maintenance to remain weather proof.

**5 Skylights & Solar Panels** – Require annual inspection and repair at flashings, curbs and attachment points.

**6 Concrete, Masonry, Stucco Walls** Require regular inspections and maintenance to prevent efflorescence, spalling and damaged mortar joints.

**7 Wall Flashings** – Designed to divert storm water from the wall system before it enters the building. Re-sealing required every 2-5 years.

**8 Masonry Control Joints** – Need occasional inspection and maintenance as the building ages to remain leak-free.

**9 Windows & Door** – Common area of water intrusion through the frames and seals as well as through worn and improperly installed flashings.

**10 Equipment Curbs** – Support HVAC and other roof-mounted equipment; need annual inspection and maintenance to prevent leaks from vibration and service wear and tear.

**11 EIFS Systems** – Annual maintenance to repair punctures or cracks is required to prevent water from entering the wall cavity through the EIFS System. This is a common problem that leads to major damage if left unchecked.

**12 Concrete Restoration & Maintenance** – Restoring or maintaining your existing concrete surfaces regularly leads to extended lifespan and huge savings.





SureCoat Systems is the **ONLY** waterproof single-ply coating membrane on the market that stands the test of roof-life time. If you're new to this niche or have never heard of this revolutionized single-ply, let us tell you what you've missed.

SureCoat was created with the focus of serving the multi-billion dollar coating industry with a product that is reliable and a company focus that supplies unwavering support for its customers and clients. Today, SureCoat is the best product on the market with proven field-testing to back it up. Jesse is on a roof every working day of the year shortening the roof to bucket time. If there is a problem or issue, he makes sure it gets back to the office and a solution is found immediately.





*SureCoat Systems may not be the biggest name out there because they've been working hard to grow the company organically using American made products without the backing of elusive corporate funding. And, SureCoat is the company everyone is calling when the other systems fail to live up to their names.*

## SureCoat History & A Few Accomplishments

**1997-1998** – Base product developed and put into service as a protective heat reflective coating. Used on airplane hangers and industrial buildings to control heat transfer and wear.

**2003** – Upgraded products to include high quality water-based resins to ensure the products would out perform the failing roof products available on the market.

**2004** – Base product line added to JemStar, Jesse Martinson's, 35-year-old construction company.

**2004** – First roof project: historical building in Torrance, CA 9,415 sq. ft. foam roof. Fixed waterways and completed ponding repairs in each corner of the barrel roof with redeveloped base product. The original application was the base product from about 1999. In 2009, a SureCoat top coat was applied to the full roof and the warranty was renewed through 2019.

**2006** – SureCoat Systems was established as a material supplier.

**2008** – SureCoat partial was completed on a foam roof with blistering in Monrovia, CA. The entire roof 22,500 was completed in 2010 for a 10-year warranty.

**2008** – SureCoat complete a solar integration in Diamond Bar, CA. The project was 117,600 sq. ft.

**2009** – SureCoat installation at Oakridge High School. El Dorado Hills, CA.

**2014** – SureCoat was selected to protect Sports Complex with \$1,000,00 worth of wood flooring for basketball and volleyball courts. The SureCoat roof system installed was 74,000 sq. ft. Maintaining interior integrity was critical. A tear down wasn't an option due to sporting events.

**2016** – SureCoat installation at Samaritan Albany General Hospital, Albany, OR. The project was 37,000 sq. ft. over various types of roofing: PVC, TPO and EPDM. Tear off wasn't an option because day-to-day operation could not be disrupted and due to the requirements for patient care.

**2017** – SureCoat has qualified and been selected by the Bureau of Reclamation for their 16,000 sq. ft. project. Elephant Butte, NM.

**2017** – SureCoat has met guidelines and been selected by the Texas Department of Criminal Justice for various roof projects through out TX.

SureCoat Systems' largest project to date: 142,00 sf. ft. logistics building roof and deck area.

## The SureCoat Way

- SureCoat Systems is a privately held corporation located in Southern California.
- The Principals of SureCoat Systems are licensed contractors since 1983 with B, C-9, C39, C61, C61/D12 and D06 classifications.
- SureCoat Systems principals and team of Product Specialist utilize 33+ years of experience to provide answers to all types of technical questions about your specific roof, wall or concrete restoration projects.
- The sole development of the SureCoat product line and technique to outperform competitors is dependent on the complete understanding of building practices and differences between SureCoat Systems and other restoration systems on the market.
- SureCoat Systems' coating products are tested and proven through the strictest ASTM guidelines, are verified by actual Field Testing, are Energy Star and California Title 24 Compliant.

# The SureCoat Difference

- Ponding water will NOT void Warranty
- Liquid applied seamless single-ply – easy to install
- Monolithic Membrane which is a Cool Roof Compliant reconditioning system
- Durable epoxy hybrid elastomeric product, NOT an acrylic
- Cost less than replacing the existing roof
- No tear off required, SureCoat is installed over existing system
- Renewable 10,15, and 20-Year Warranty available
- Possible tax savings as a maintenance cost
- Installation is non-disruptive for your tenants
- No need to shut down HVAC
- No crane costs
- Future penetrations are easily repaired and WILL NOT LEAK!
- Less than 1% V.O.C. – no offensive odors
- Energy savings = up to 30% savings on utilities
- 88% Emissivity – Almost all of the outside heat does NOT penetrate the roof
- 86% UV radiation reflective AND UV stable, not just reflective
- 108% Solar Reflective Index – at 3 years and dirty still has 102% SRI
- Resistant to animal fat, pollutants, mold, mildew, and most chemicals
- Excellent adhesion to most substrates without a primer – metal, asphalt, polyurethane, PVC, TPO, EPDM, etc.
- Self-adhered, self-flashing, self-priming – one coating throughout the installation.

## The SureCoat Family

### Roof Products

- SureCoat
- Sure-a-Thane
- SureSet
- Poly-Mesh (for added psi strength)
- SureSkrub (formerly SureKlean)

### Wall Products

- StrucSureCoat
- SS-1007 – Densifier
- SS-1007 – Catalyst
- SS-5000 – Water Repellent
- Wood Restorer
- Anti Graffiti Repellent Coating

### Concrete Densifier & Sealer Products

- SS-5000 – Water Repellent
- SS-1007 – Densifier
- SS-1007C – Catalyst

### RV Roof Repair Products

- SureCoat (RV, Trailers)
- SS Poly-Mesh
- SureSkrub

### Graffiti Protection Products

- Anti Graffiti Repellent Coating

### Manufactured Home Repair Products

- SureCoat (Mobile Homes)
- SS Poly-Mesh
- SureSkrub

### Specialty Cleaners & Detergents

- SureSkrub
- Concrete Cleaner (HD – Heavy Duty)
- Stain Repellent
- Restoration Cleaner
- Efflorescence Remover
- Wood Restorer

*"I've been a General Contractor for about 20 years. We've installed a lot of EPDM roofs but found our competition, mainly TPO roofers, were very competitive. I decided to figure a way to beat the competition. After about four months of research of all the different coatings, we gave SureCoat a shot. Now we not only can I offer a product superior to the TPO and EPDM roofs, we fix their problem! By the way, we don't install those roofs any more, we fix them!"*

*The people at SureCoat are top notch! They've always been there when we needed help. There is NO other product on the market that can match SureCoat."* - Rick Hinkson, President, Eureka Contracting, LLC

**Contact us today to get started**  
**877-8Be-Sure or email [info@SureCoatSystems.com](mailto:info@SureCoatSystems.com).**

