

# U-COAT TRAILER PROGRAM



## CONCRETE INDUSTRY PLAYBOOK

»From.Trailer.to.Revenue.in.96-26.Days«

---

### 1. 🎯 INDUSTRY OVERVIEW

#### Why Concrete is the PERFECT Entry Market

Concrete is:

- Everywhere (residential + commercial + municipal)
- Constantly deteriorating (cracks, stains, algae, wear)
- Expensive to replace → **restoration is an easy sell**

👉 Your advantage:

- Mobile service (you go to the job)
  - Fast turnaround
  - Eco-friendly process (huge differentiator)
- 

### 2. 🛠️ CORE SERVICE STACK (What You Offer)

Your trailer owners should offer **3 simple services**:

#### 1. Surface Prep (Easy Blast)

- Remove algae, mildew, dirt, old coatings
- Prepare surface for bonding

#### 2. Concrete Restoration

- Clean + repair surface imperfections
- Restore visual appearance

#### 3. Protective Coating (Flame Spray)

- Non-slip finish
  - Weather & wear resistance
  - Long-term protection
- 

 **Position It Like This:**

“We clean, restore, and protect concrete surfaces using an eco-friendly, industrial-grade system.”

---


**3. 💰 PRIMARY REVENUE STREAMS**

 **Residential (FAST CASH FLOW)**

- Pool decks
- Driveways
- Patios
- Garage floors

 **Why:**

- Quick decisions
  - High margins
  - Visual impact = easy close
- 

 **Commercial (RECURRING \$\$\$)**

- Storefronts
- Sidewalks
- Restaurants (outdoor areas)
- Apartment complexes

 **Why:**

- Repeat business

- Maintenance contracts
- 

### **Industrial (HIGH TICKET)**

- Warehouses
- Loading docks
- Equipment pads

 Why:

- Bigger square footage
  - Durability matters more than price
- 

### **Municipal (LONG-TERM SCALE)**

- Parks
- Walkways
- ADA ramps
- Parking structures

 Why:

- Large contracts
  - Credibility builder
- 

## **4. YOUR COMPETITIVE EDGE**

### **What Makes U-COAT Different**

#### **Easy Blast Advantage**

- No harsh chemicals
- Eco-friendly surface prep
- Better adhesion results

---

### **Flame Spray Advantage**

- Industrial-grade bond
  - Faster curing time
  - Longer lifespan than roll-on coatings
- 

### **POSITIONING LINE:**

“We don’t paint concrete—we permanently upgrade it.”

---

## **5. CUSTOMER ACQUISITION STRATEGY**

### **Phase 1: Local Domination (Weeks 1–2)**

Target:

- HOAs
- Pool companies
- Property managers
- Pressure washing companies

### **Tactic:**

Drive the trailer → knock doors → offer demo

### **Script:**

“We’re doing concrete restoration in the area and offering free demo patches for property owners.”

---

### **Phase 2: Visual Marketing (Weeks 2–4)**

Post DAILY:

- Before/after transformations
- Moss removal videos

- Coating application clips

👉 Platforms:

- Facebook (local groups)
  - Instagram
  - Google Business
- 

### Phase 3: Partnership Pipeline

🤝 **Best Partners:**

- Pressure washers
- Landscapers
- Pool builders
- Concrete contractors

👉 Offer:

- Referral fees
  - White-label service
- 

## 6. 🧪 DEMO-BASED SALES SYSTEM

### This is your #1 closing tool

#### How it works:

1. Show up with trailer
  2. Clean small test area
  3. Apply coating sample
  4. Let customer SEE + FEEL
- 

💡 **Why it works:**

- Removes doubt
  - Builds trust instantly
  - Justifies premium pricing
- 

## 7. 💰 PRICING & PROFIT MODEL

### Starter Pricing Guide:

Service	Price Range
Cleaning / Prep	\$1.50 – \$3 / sq ft
Coating	\$4 – \$8 / sq ft
Non-slip upgrade	+\$1 – \$2 / sq ft

---

### 💰 Average Job Examples:

- Driveway: \$2K – \$5K
  - Pool Deck: \$3K – \$8K
  - Commercial walkway: \$5K – \$20K
- 

## 8. 🚚 TRAILER BUSINESS SETUP

### Position the Trailer As:

👉 “Mobile Concrete Restoration Unit”

---

### Must-Haves:

- Easy Blast system
- Flame spray system
- Sample boards
- PPE & tools

- Branded wrap (critical for trust)
- 

## 9. 🧨 MARKETING PLAYBOOK

### Content That Converts:

#### 🔥 High-performing content:

- “Satisfying” cleaning videos
  - Side-by-side transformations
  - Slip-resistance demos (water test)
  - Time-lapse jobs
- 

#### 📍 Local SEO Strategy:

- Google Business Profile
  - Before/after photos weekly
  - Ask every customer for reviews
- 

## 10. 🧠 SALES SCRIPT FRAMEWORK

Keep it simple:

“We specialize in eco-friendly concrete restoration. We remove buildup like algae and mildew, then apply a durable, non-slip coating that protects and upgrades your surface—without harsh chemicals or long downtime.”

---

## 11. 📅 30-60-90 DAY EXECUTION PLAN

#### ✅ First 30 Days:

- Set up trailer + branding
- Run 10–20 demos
- Close first 3–5 jobs

---

✅ **60 Days:**

- Build referral network
- Post consistently online
- Start targeting commercial

---

✅ **90 Days:**

- Land first large contract
- Scale with partnerships
- Consider hiring help

---

**12. 🌱 ECO-FRIENDLY BRANDING STRATEGY**

This is your **secret weapon**:

**Position as:**

- Safer for families
- Safer for pets
- Safer for environment

---

**Messaging:**

“Powerful results without harmful chemicals.”

---

**13. 🧱 SCALING BEYOND CONCRETE**

Once established, expand into:

- Marine coatings
- DOT infrastructure
- Industrial corrosion protection

---

## 🔥 FINAL TAKEAWAY

This playbook isn't just about concrete...

👉 It's about launching a **mobile, scalable service business** using your U-COAT trailer.

Concrete is:

- Easy to enter
- Easy to sell
- Highly visual
- Highly profitable