

20
23



BUSINESS PLAN

Latinos

En Roofing

PREPARED BY: JAQUELINE GARCIA



469-536-7979



LATINOSENROOFING@GMAIL.COM



THE BENEFITS OF JOINING OUR NETWORK

- 1. 3K SOCIAL MEDIA
- 2. 700 SUBSCRIBERS TO OUR NEWSLETTER
- 3. 80-100 ATTENDEES PER EVENT TO NETWORK
- 4. BI-WEEKLY WEBINARS
- 5. FACEBOOK LIVES TO TALK ABOUT MENTAL HEALTH



SOCIAL MEDIA GROWTH & VIEWS

10:25

5G+



10:27

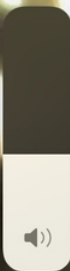
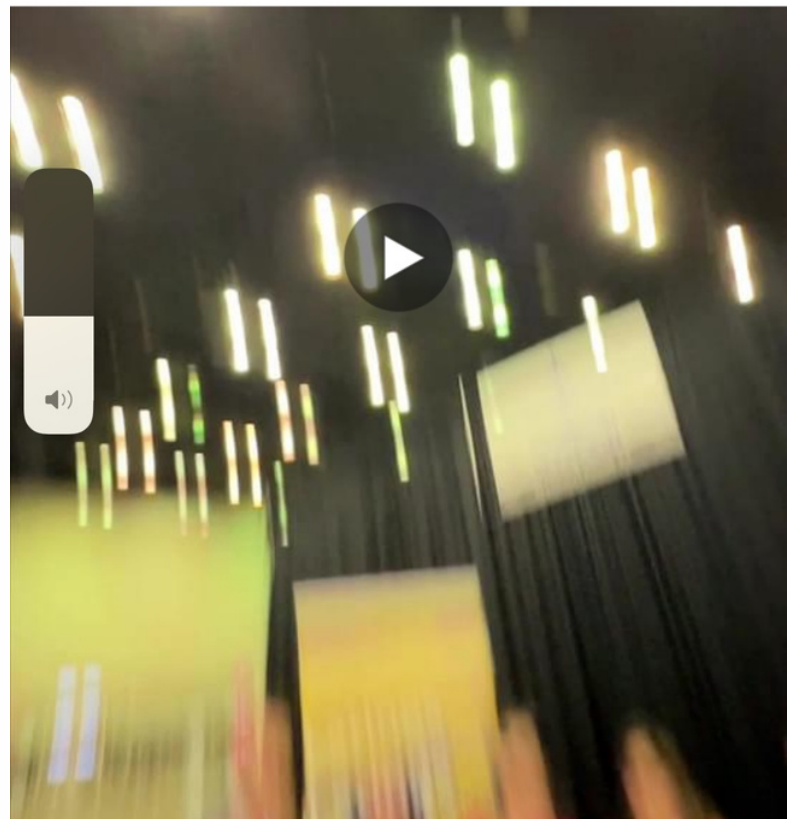
5G+



Latinos En Roofing

Posted by Amparo Sancen

Reels · 2d · 🌐



See insights and ads

Boost again

37.6K views



Like



Comment



Share

You and 148 others

4 shares

Most relevant

LATINOS EN ROOFING CLASS CURRICULUM

Class	Key Points	Description
Business 101	<ul style="list-style-type: none"> • Registration of Business • Finances • Marketing 	<ul style="list-style-type: none"> • Amparo will talk about Marketing • Special Guest Lawyer about business 101 • Accountant for Finances
Insurance Process	<ul style="list-style-type: none"> • The Full Insurance Process with book • A good Overview 	<ul style="list-style-type: none"> • Amparo will host the 8 hour class about insurance
Inspection Training + supplement	<ul style="list-style-type: none"> • Inspection Guide • Photo list • Supplements 	<ul style="list-style-type: none"> • Newly released Inspection Guide by Latinos En Roofing will be included. • Amparo Will guide this Training
Documentation + Hiring	<ul style="list-style-type: none"> • Having a Lawyer talk about proper Contracts • An Adjuster to teach us insurance language • Do's and Dont's in the Industry • Hiring Process 	<ul style="list-style-type: none"> • The Special Guest Lawyer will talk about the documentation portion • Jackie will guide the Hiring Process • Public Adjuster will talk about the Do's and Dont's
Door Knocking	<ul style="list-style-type: none"> • Bring a D2D Expert to show tips and tricks 	<ul style="list-style-type: none"> • Bring a D2D Expert • Amparo will host the live trainings

2024 EVENTS SCHEDULE

January 19

Dallas

Topic: Business 101

January 26

Houston

Topic: Business 101

February 16

Dallas

Topic: Insurance
Process

February 23

Houston

Topic: Insurance
Process

March 18

Dallas

Topic: Inspection
Training +
supplement

March 22

Houston

Topic: Inspection
Training +
Supplement

April 19

Dallas

Topic: Documentati
on + Hiring

April 26

Houston

Topic: Documentation
+ Hiring

May 17

Dallas

Topic: Door
Knocking Invite

May 24

Houston

Topic: Door
Knocking invite

2024 EVENTS SCHEDULE

June 7

*San Antonio
Topic: Business 101*

June 14

*New City
Topic: Business 101*

July 19

*San Antonio
Topic: Insurance
Process*

July 26

*New City
Topic: Insurance
Process*

August 23

*San Antonio
Topic: Inspection
Training +
supplement*

August 30

*New City
Topic:
Inspection Training +
supplement*

September

September

October 18

*San Antonio
Topic: Documentation
+ Hiring*

October 25

*New City
Topic: Documentation
+ Hiring*

2024 EVENTS SCHEDULE

November 15

San Antonio

Topic: Door Knocking

Invite

November 22

New City

Topic: Door Knocking

Invite

December

December

OUR GROWTH

Latinos En Roofing has experienced remarkable growth since its inception, evolving from a modest gathering of 45 individuals at our first meeting to a thriving network of 100 participants at each city event we host. Our outreach has extended nationwide, with a diverse database now comprising 600 roofing companies from across the country—and this network continues to grow by an impressive 100 companies each month.

As part of our commitment to empowering roofing professionals, we have initiated monthly training sessions in collaboration with ABC Supply. These sessions offer invaluable guidance on navigating insurance processes, company registration, and inspection procedures. Our dedication to education extends beyond in-person sessions; we host bi-weekly webinars on Thursdays and foster engaging coffee talks on Facebook. These digital platforms allow us to expand our community and provide a space for meaningful discussions and knowledge sharing.

At Latinos En Roofing, our mission remains steadfast—to break down industry barriers, provide essential education, and ensure that both roofing companies and homeowners receive the best possible services. With our growing network and commitment to ongoing education and community building, we look forward to continuing our positive impact in the roofing industry.

OUR GOAL

As part of our continuous commitment to empowering roofing companies and professionals, we have ambitious plans for future growth. In the coming months, we will launch "Latinos En Roofing University," a comprehensive educational platform designed to equip roofing companies with the knowledge and tools they need to thrive in the industry.

LATINOS EN ROOFING
UNIVERSITY



SUMMARY



Latinos En Roofing is a dedicated educational organization focused on empowering the Latin community to enter the roofing industry. In an industry often characterized by barriers and gatekeeping, our mission is to shatter those barriers and provide homeowners with access to the best roofing services available.

We recognize that many Hispanic homeowners are in need of roof replacements, yet there is often a lack of understanding among contractors about the insurance process and supplements necessary to assist homeowners effectively. Latinos En Roofing bridges this gap by equipping contractors with the knowledge and resources they need to navigate the insurance process, ensuring that homeowners receive the highest quality service.


The Latin community is experiencing exponential growth, and Latinos En Roofing is proud to have been at the forefront of this movement. In the past year, we have actively worked to raise awareness and make a positive impact in the industry. We are committed to continuing our efforts to empower aspiring roofing professionals and connect them with homeowners seeking reliable roofing solutions.

At Latinos En Roofing, we believe that by breaking down barriers and fostering education, we can create a more inclusive and successful roofing industry that benefits both contractors and homeowners alike.

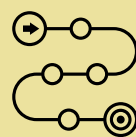


- ### 01 Business 101


Course over Credit, registering LLC, and Licenses.


- ### 02 Insurance Process


The steps that are required to make a claim.


- ### 03 D2D Strategies

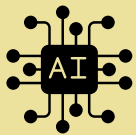
D2D strategies and learning what type of salesman we are as well as learning about our homeowners


- ### 04 Inspection

Teach them how to take pictures and properly find wind and hail damage.


- ### 05 Marketing and AI

Learn Marketing techniques and how to use CHATGPT



PRIVATE EDUCATIONAL CLASSES








Latinos  **ABC**
En Roofing Supply Co. Inc.



ROOFHUSTLERS
Hustle hard. Hustle smart.

-  **MARTES**
NOVIEMBRE 28, 2023
-  **10 AM - 3 PM CT**
LUNCH PROVIDED
-  **1322 Crestside Dr. STE**
150, Coppell, TX 75019





Dashaun Bryant

RSVP EN NUESTRO LINK TREE **ROOFING CONTRACTOR**

Latinos  **SCORPION**
En Roofing



-  **MARTES**
NOVIEMBRE 7, 2023
-  **12PM CT**

 **LIVE**

BRANDON COLLINS

FACEBOOK LIVE **ROOFING**
PRESENTED BY

Latinos  **ABC**
En Roofing Supply Co. Inc.




ENTRENAMIENTO

-  **lunes, 23 de Octubre**
-  **Schedule**
10:00 - 10:30 AM: Registro
10:30 - 12:30 PM: Michael Martinez
 (ESTRUCTURA DE NEGOCIO)
12:30 - 1:30 PM: LUNCH
1:30 - 3:30 PM: Amparo Sancen
 (HABLAR SOBRE LOS CONTRATOS Y



Latinos  **ABC**
En Roofing Supply Co. Inc.

ENTRENAMIENTO DE INSPECCIONES



-  **JUEVES**
NOVIEMBRE 30, 2023
-  **10 AM - 3 PM CT**
LUNCH PROVIDED
-  **ABC Supply: 24650**
Franz Rd, Katy TX 77493



Latinos  
En Roofing

CAFECITO DE PODER

w/ *Carpenter's Touch*

-  **JUEVES**
OCTUBRE 19, 2023
-  **5 PM CT | 6 PM ET**

 **LIVE**



RSVP EN NUESTRO LINK TREE **ROOFING CONTRACTOR**

FACEBOOK LIVE **ROOFING CONTRACTOR**

1:1 CONSULTATIONS



THE TEAM

LER TEAM



AMPARO SANCEN

Founder



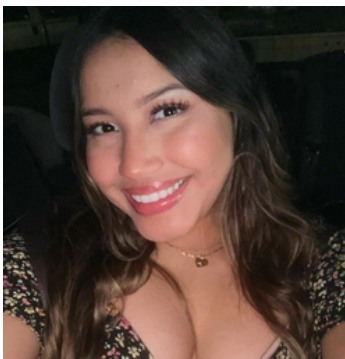
KAY LOVE

Director of External
Communications



JAQUELINE

Event Coordinator &
Marketing



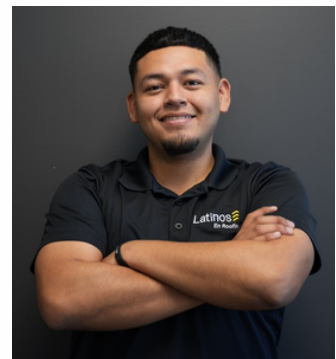
ASHLEY

Marketing &
Communications



SHANI

Executive Assistant



SAMUEL

Field Trainer

THE BENEFITS OF BEING OUR TRUSTED PARTNER

TRUSTED PARTNER

- 30-minute speaker section at the training.
- Booth/table.
- Access to our registration Excel sheet.
- Social media promotion (4000 total followers)
- Prominent logo on our flyers
- For a month be promoted in our newsletter (700 registered) and our webinars (136 Attendees)
- Promoted on the Website with a Link to your page
- LinkedIn Link
- Be a trusted Partner on our Latinos at Roofing University
- Have a section in the University where Stinger teaches contractors the benefits of Stinger products and "How to use" Videos.
- Be a part of our future booth promo as our trusted partner
- Be a part of all our trainings and events. 2-4 Training a month

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THANK YOU

