



Sales Representative Website Guidelines

GETTING STARTED

Per your Sales Representative Agreement, all TLH representatives are required to maintain a personal website. Since Internet use for research has become a very important avenue for potential customers to get information, it's important to have a professional website developed (and kept up-to-date) in a timely fashion. (Please don't attempt to create your own website unless you are a professional website designer.) An experienced web developer can create a responsive design that is mobile friendly, rich in snippets, with fast loading speed, and tailored for high SEO performance. Provide this document to your web designer so they have something to follow. All websites, once approved by TLH, will be linked to the corporate site. Below you will find details on where to get started, what information needs to be collected, requirements, do's and do not's, and several examples.

The purpose of the website is to promote you and the services you provide to prospective customers in your marketing territory. Most visitors to your site will have found your link through the TLH corporate site. Other traffic will be generated through your online Local Business Directory Listings. The website is a great resource for your customers to gather information on you. They'll want to know why they should contact **you** as their local representative, what you can do for them, and how to get in contact with you. Follow the outline below when gathering information to include on your site (all items listed below are required):

REQUIREMENTS

1. Website should be built for a screen resolution no larger than 1400 x 768. Some development companies will build sites for a smaller screen resolution of 800 x 600 this is still acceptable but no longer the industry standard.
2. TLH Logo – is registered, therefore, it cannot be altered. The size can be increased or decreased, but the proportions of the image must remain the same. The colors cannot be distorted; sections of the logo cannot be eliminated. It may however be used with a transparent background and does not require a white background behind it. The logo should be used on the home page either in the header or footer of the website and must serve as direct link to the TLH Corporate Website.
3. All websites should include the TLH construction disclaimer. "Note: Timberhaven Log Homes, LLC. (TLH) manufactures log home building components and provides building materials package for the construction of homes. TLH, Inc. does not provide

construction services. It is critical that the person building the home have sufficient knowledge to construct the house, independent of TLH." A separate link in your footer labeled "Construction Disclaimer" is suggested with a separate page containing the text above.

REQUIRED WEB PAGES

1. **About Us** - This is an introduction of yourself and a description of how you can personally help the prospect get the dream log home they want. Emphasize your personal background and experiences that qualify you to be the person with which they want to work.

Consider the following:

- a. How long have you been in the log home business? If new to the industry, how did you get involved and why did you become a sales representative for TLH.
 - b. How many homebuyers have you helped through the log home process? Again, if new to the industry, tell us why you're qualified to be a sales rep.
 - c. Share your experiences in shopping for and selecting a log home manufacturer.
 - d. Why did you select Timberhaven Log Homes as your log home supplier?
 - e. Why do you want to represent TLH?
 - f. How are you going to help prospects during their shopping experience, planning stages, getting quotes, taking delivery, on-site visits, service calls, etc.
 - g. Let everyone know you will provide ultimate customer service before, during, and after the sale. While keeping the customers' best interest in mind at all times.
 - h. Highlight what separates you from your local competitors.
 - i. List any notable achievements and awards you have earned.
 - j. Include anything that helps to establish your credibility.
 - k. Portrait – include a photograph of yourself with your biography. We do have many professional portraits in our Archives – we can share these with you. You can also have an updated photo taken locally.
2. **Events** – This page should include all open houses, local home shows, planning seminars, log raisings, and all national trade shows and seminars in which you plan on participating. Also include details on the TLH Construction Workshops and dates (A link to Timberhaven's registration page on the corporate website is a great way to do this). Do not include a maintenance free list of events, like this: "We have open houses the first Sunday of every month. Call us for dates and times." LIST THEM! Be up front with the prospect; tell them what dates and times you're available. If you live in your model, request that prospects call for directions or an appointment before they visit.
 3. **Photo Gallery** – include at least 16 photographs of professional images of Timberhaven log homes. In addition, if you have a model or if it is under construction, include photographs. Interiors and exteriors add flavor to the page. Include photographs of homes you've already delivered or constructed. This helps support your professional reputation in the log home industry. Include customer testimonials with pictures of the customer if you have such items available. (Make sure you get written authorization from the customer. Use the Photo

Release Form which is found on the portal under *Forms*.) Quality photos enhance your image; poor quality images can damage your image.

- a. If you are a new representative, you can use images from Timberhaven's archives.
4. **Contact Us** – includes: name, company name, mailing address, phone number, fax, e-mail, map and directions to your model (Map Quest Links are a great resource), hours of operation. If you live in your model, simply include directions to your town (or closest city) and request prospects call ahead for complete directions. It is also good practice to include a lead collection template so your leads can easily fill in their contact info and request further information from you.

ADDITIONAL SUGGESTED PAGES

1. **Testimonials** – A separate testimonials page brings our most valuable resource up front and center, our happy and satisfied customers.
2. **News** – What are you doing in your area, community events, press releases on awards, special promotions
3. **Affiliates** – Organizations that your business supports – don't forget Timberhaven. is a member of the Log Home Council. This can be included on your website.
4. **Construction Photo Gallery** – show the customer from beginning to end a construction process
5. **Blog** – Adding fresh content to your site will help drive successful local searches. Work with your website administrator to enable features that will copy TLH's corporate blog to your local website on a weekly basis. Or . . . create your own blog.

THE DO's

1. Website maintenance – Double check your website at least once a month for updates that need to be made or broken links that need to be repaired. Events and photographs can be outdated quickly. Give your site the attention it needs to remain current, as well as give your customers a reason to want to return to your site.
 - a. When procedures and products change at corporate, it's important to check your site references to these areas
2. Review other sites on the Internet and critique your own.
3. Be Positive – All text should be written in a positive manner. Do NOT bash the competition or write about your "disaster situations. They want to know how you are going to make their experience a positive one.
4. If you mention "construction services," it is paramount to include the following disclaimer:

Timberhaven Log & Timber Homes, LLC. (TLH) manufactures log homes and timber frame home building components and provides building materials packages for the construction of these homes. Timberhaven Log & Timber Homes do not provide construction services of any type. It is crucial that the person(s) building the log home have sufficient knowledge and experience to construct the home independent of Timberhaven Log & Timber Homes.

THE DO NOT's

1. Do not purchase a url containing TLH or Timberhaven in the address.

2. Music – is not recommended. It is distracting and can cause more frustration than good. It can also slow down response times on your website causing it to load slowly.
3. Cartoons/Animations – Do Not Clutter your website with cartoons and animated items, you are working with high end adults looking to invest a lot of time and money into their dream log home. They are looking for pertinent information in regards to building their home having to search through cartoons and animations can diminish your creditability.
4. Flash pieces – flash used sparingly can make a website unique and stand out from others. Flash used across an entire website can become distracting and frustrating to customers.
 - a. A good use for flash is photo galleries but even beautiful photo galleries can be created without it.
 - b. Flash can be slow to load and if a customer does not have a flash player on their computer system then it will not work or will require the customer to download one.
5. Watermark Images – please be careful when using them. A page covered with watermarks can easily look cluttered and unprofessional.
6. If you own a construction company in addition to your log home business, it is permissible to *mention* your construction services which are an added benefit when purchasing a new log home. However, you should avoid advertising anything on your website associated with log home restoration and/or maintenance. One of the most sensitive issues log home manufacturers and our sales people frequently have to address is the customers' resistance to the maintenance requirements of a log home. It is paramount that we don't highlight the negative outcomes of an improperly maintained log home.
 - a. Please refer to the aforementioned *Construction Disclaimer*, #4 above.

ADDITIONAL INFORMATION

It is important that a website not only be appealing to the customer but also structurally sound to avoid future problems. When researching for a web developer it is important that they understand the fundamentals of web building as well as search engine optimization.

Search engine optimization is also known as SEO. This is the process of improving the amount of traffic and the quality of traffic to a website. We all know that there are thousands of search engines out there. The most recognized are Google and Bing. These are the two that we concentrate on for our corporate sites. According to a recent survey, Google sees 1,100,000,000 estimated unique monthly visits. Bing sees 350,000,000. Wouldn't you like to be in front of even a fraction of those people?

Web Developers and SEO Resources

Allen Mowery, Allen Mowery Productions

Phone: 570-437-0742

Email: allen@allenmowery.com

Web Development: \$700 for a basic 6-page website. Custom templates and advanced features available. Ask Allen for details.

Local Directory Listings: n/a

Debra Newman, Petite Taway

Phone: 207-991-1451

Email: arts@petitetaway.com

Web Development: \$500 for a basic 6-page website

Local Directory Listings: included in website development cost

Mike Johnson, Specialized Digital Marketing

Phone: 570-541-6812

Email: admin@specializeddigitalmarketing.com

Web Development: \$100 per page of website (4-page minimum)

Local Directory Listings: \$250

SEO – contact for pricing

Shawn Felty, Sire Advertising

Phone: 570-743-3900

Email: sfelty@sireadvertising.com

Web Development: \$1,250 for a 6-page website

Local Directory Listings: n/a

SEO – contact for pricing

Jared Frank, MoJo Interactive

Phone: 570-538-1550

Email: jfrank@mojoactive.com

Web Development: n/a

Local Directory Listings: \$250