

6-Digit Profits

REDUCING EXTERIOR MAINTENANCE

Business Eliminates Homeowners' Worries About Their Decks or Driveways Deteriorating

By Home Business Magazine



Scott Moore's (pictured with family) Sealwize business provides long-term solutions for homeowners' exterior wood and concrete maintenance.

Discovering a business that Scott Moore could run from home with a product so superior to the competition that he could make it work in any economic climate was what inspired him to purchase a Sealwize territory. Prior to Sealwize, Scott lived for 16 years in Japan, where he also started a number of businesses. So Scott was not really looking for another business when he came across Sealwize after moving back to the States in 2005. But after buying a house with a deck and realizing that he did not want to have to re-stain it every year, he did a lot of research and in the summer of 2006 purchased the Sealwize territory for El Paso County, Colorado.

For Scott, finding a completely "green" non VOC, product with a long-term warranty was very exciting. His customers

are homeowners looking to reduce their exterior maintenance and who have better things to do than worry about their decks or driveways deteriorating. He promotes his company's services by direct mail and trade shows, and with customer referrals. Scott's company has done some commercial jobs, but its primary market is comprised of homeowners looking for long-term solutions for their exterior wood and concrete maintenance.

According to Scott, his best achievement has been to create a thriving business with well over six-digit profits that essentially runs without him in the midst of a recession. He loves the lifestyle that a home-based business offers, especially the facts that he does not have to commute, keep office hours, or work at all during the winter and

can still pick up his kids from school every day. Plus, since 2006, he has traveled to fifteen different countries. "I have a dozen or so 'restoration professional teammates' that handle about half the sales and all the labor involved in our business," says Scott. "I recouped my initial investment the first year and am now able to spend time showing other people around the country looking for more than just a job how to build a wonderful business for themselves, through owning a Sealwize territory."

In 3 years, Scott will officially become an empty nester, but will have a million-dollar-plus territory in Colorado Springs, and hopefully be a partner in an additional 10 or more other Sealwize territories across the country with other home-based entrepreneurs. **HBM**

1/2 pg. AD