



## Authentic Nature Stone® Flooring... More Affordable Than You Think

Nature Stone® Flooring is often less costly than:

- Ceramic Tile
- Quarry Tile
- Paver Bricks
- Concrete Replacement
- Quality Tile
- Laminates (Pergo Etc.)
- Quality Carpet
- Stamped Concrete

Cost comparisons are based on the following labor and material costs for:

- Removal and disposal of existing floor coverings
- Floor preparation
- Underlayment/repairs to existing concrete
- Padding
- Adhesives
- Grout
- Sealers
- Flooring materials and installation (carpet/tile etc.)
- Warranty
- Longevity and long-term maintenance costs



**“We designed the Nature Stone Dealership to allow dealers to grow at their own pace. Whether you sell and install a single job, or sell thousands, there are no financial obligations or requirements put on our dealers.”**

*Russ Masetta - Owner/Founder*



To learn more about Nature Stone and this Dealer opportunity, visit [NatureStone.com](http://NatureStone.com)

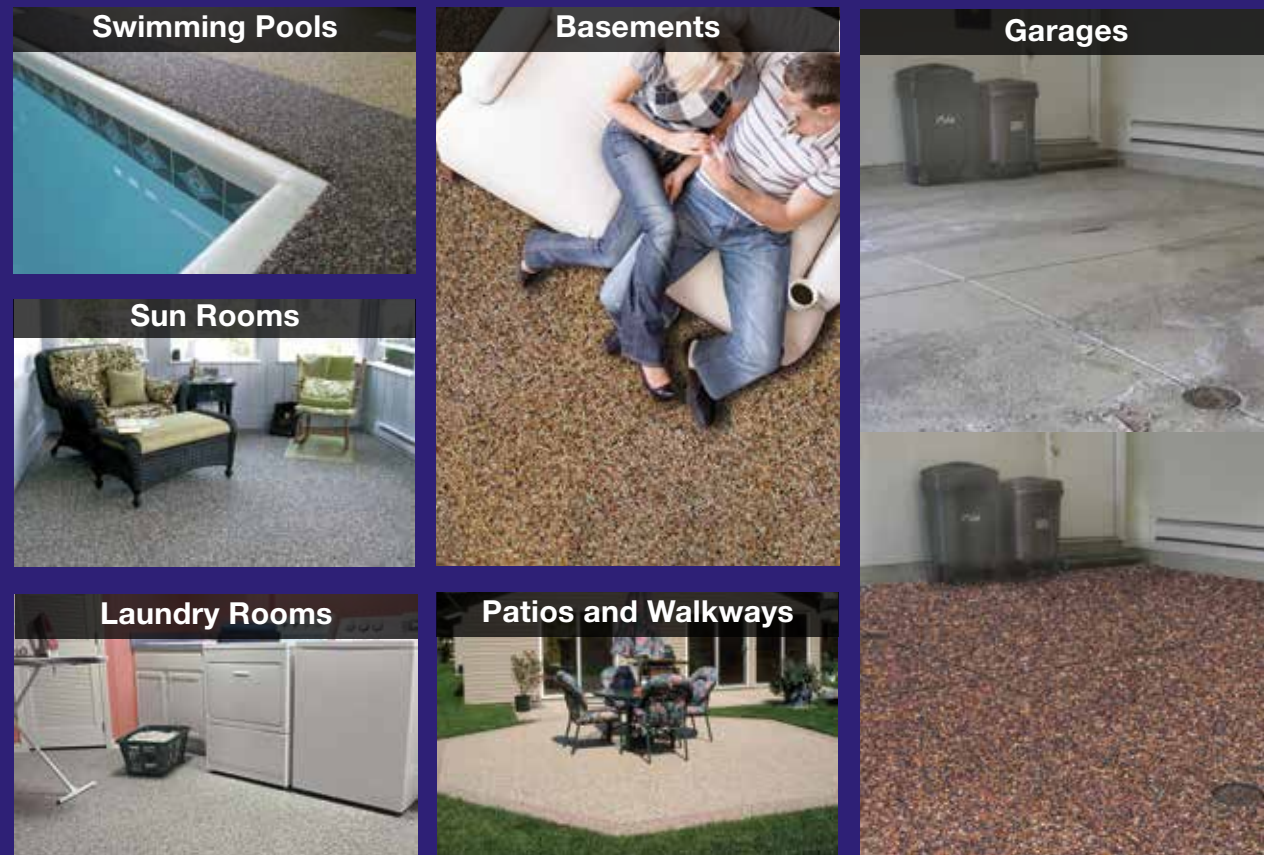
Call Mike Masetta, Vice President and Director of Development, at **800-358-0583** to learn more and to schedule your dealer training session.



## DEFYING THE ODDS

Russ Masetta, owner and founder, grew the Nature Stone brand 23 years ago at a time when public awareness and interest was only in favor of traditional concrete overlays. He engaged in discussion with anyone and everyone who would listen to his idea on how to fix ugly concrete. Although Russ did not create stone and epoxy, he introduced and adopted its use for the Midwest climate. He brought it indoors thereby creating a unique flooring product, rather than just a concrete resurfacing fix. Russ had now introduced to the world a unique flooring product with strength, durability and superior long-term performance. The end result was serving a niche market with unparalleled beauty and unmatched features and benefits. After searching for a name for his new creation, he finally rested upon; NATURE STONE. Today, with more than 12 million square feet installed for more than 40,000 homeowners, Nature Stone has proven to be the flooring of choice for garages, basements, rec rooms, laundry rooms and more.

*“There would have never been a Nature Stone if someone would have told me that I would have to pay for a dealership or guarantee any amount of product purchase.”*



**ADD REVENUE TO YOUR EXISTING BUSINESS WITH A NATURE STONE DEALERSHIP!**

Find out why dealers across the United States and Canada join the Nature Stone TEAM.



Nature Stone® is a registered trademark of O.C.R. Products, Inc.



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## Why Join the Nature Stone® Dealer Team?

When you become a Nature Stone Dealer you'll be a part of a growing and profitable industry and increase revenue to your existing business.

As a Nature Stone Dealer you'll receive:

- Complete training in the following areas
  - **Marketing**
  - **Installation**
  - **Sales**
  - **After Market Care**
  - **Advertising**
- Use of the Nature Stone® Brand name, logo and products
- Website leads
- Access to all creative advertising and promotional materials
- Ongoing support

Currently Nature Stone is being sold and installed throughout the United States, Canada and the Bahamas. We are experiencing unprecedented growth. On average, we are adding another dealer to our network every week.

"My personal goal is to **SEE OUR DEALERS SUCCEED.**"

– Russ Masetta  
Owner/Founder

**Apply Today**

"I can't say enough good things about Nature Stone's Licensed Dealer program. The sales training I received and the marketing support are second to none...absolutely fantastic and has really paid off. I can tell you that no other dealer program comes close to what Nature Stone provides its new dealers,"

**Brad Kopp**  
Brad's Custom Cabinets and Flooring

## NATURE STONE® GOES GLOBAL



In 2012 alone, NatureStone.com received in excess of 100,000 website visits from potential customers outside corporate and current dealer service areas. This means that there is a large customer demand already aware of, and interested in, NATURE STONE® brand flooring.

**ALL THAT IS NEEDED ARE PEOPLE LIKE YOU** to take advantage of the existing sales opportunities.

**Apply Today**



Basement Flooring



Garage Flooring

"The training I received was exceptional. NATURE STONE just doesn't train you...they TEACH YOU how to be successful with the product. The quality of the marketing materials and support is absolutely exceptional."

**Jason Decker**  
Finishing Edge, Inc.



## FREQUENTLY ASKED QUESTIONS

**Q: Is there a franchise or dealer fee to become a Nature Stone Dealer?**

**A:** No. There is NO fee to become a Nature Stone Dealer. Additionally, there are NO minimum requirements or ongoing fees. The only expense is for a one-time, 3-day training session that costs \$859 and covers such out-of-pocket expenses as, but not limited to, training, hotel, food, shuttle service, training manual and stone sample case.

**Q: Am I required to purchase all of my product material from you?**

**A:** No. There is NO requirement to purchase the stone, but we do require that dealers purchase all of their epoxy and epoxy related product material. The reason being is that our epoxy binders, topcoats and plastic expansion strips are specially formulated for use with the Nature Stone flooring system, and our epoxies carry patent-pending distinction. We also manufacture and package all of our epoxy binders and topcoats in-house, which are the key ingredients of a quality, authentic Nature Stone floor. Please contact O.C.R. Products, Inc. for current pricing.

**Q: Do you offer any marketing support or sales training?**

**A:** Yes to both. We are proud of the vast amount of marketing materials available to our dealer network at NO COST. Dealers have full access to all creative marketing materials, which includes everything to help you promote Nature Stone. Dealers can simply use these materials and tailor the contact information to suit the dealer or create their own custom materials from the many materials available. We offer creative materials at no charge for anything from literature, TV commercials, radio spots and endorsements, consumer shows, print pieces and direct mail. We also make available a sales DVD and several print pieces in generic format, which can be purchased in small quantities for a nominal fee.

In-depth sales training is also part of the 3-day dealer training session. However, should dealers request additional training, help is always available at any time and typically at no charge to the dealer.

**Q: Do you offer territory exclusivity?**

**A:** No. First, we have no intention of saturating or over saturating a market area with Nature Stone dealers, and are committed to helping our dealers succeed.

Second, we believe that exclusivity is vastly overrated and is mostly used as an excuse to justify high initial franchise, dealer, distributor, etc. fees, high ongoing and renewal fees and unattainable minimum requirements.

While exclusivity would prohibit competition from additional franchises, dealers, distributors, etc. from the same supplier, **NO ONE CAN STOP OTHER SUPPLIERS/CONTRACTORS FROM COMPETING IN YOUR TERRITORY!** Indeed, as Nature Stone built our contracting business in the Northeast Ohio market area, we saw more than 20 companies or individuals attempt to compete with us...AND WE STILL GREW TO BECOME THE LARGEST IN THE UNITED STATES!

**Q: Does a Nature Stone floor installation require a prime coat?**

**A:** No. A prime coat on the concrete surface prior to installing Nature Stone flooring actually defeats many of the benefits of an authentic Nature Stone floor. A prime coat can actually be harmful and create conditions that would cause the growth of mold and mildew, as well as contribute to the possible flooring failure caused by excessive build-up of hydrostatic pressure.

*Beware of suppliers that recommend or require you to use prime coat. In most cases, a prime coat is used as an excuse to sell you more epoxy than what is actually necessary.*

"Nature Stone was to be an add-on product to my home building business but has quickly become a major income-producer. There just isn't anything else like it for resurfacing an existing concrete floor... not patching, not painting, nothing! Nature Stone is in a category all its own."

**Mike Scholl**  
Scholl Construction & Services