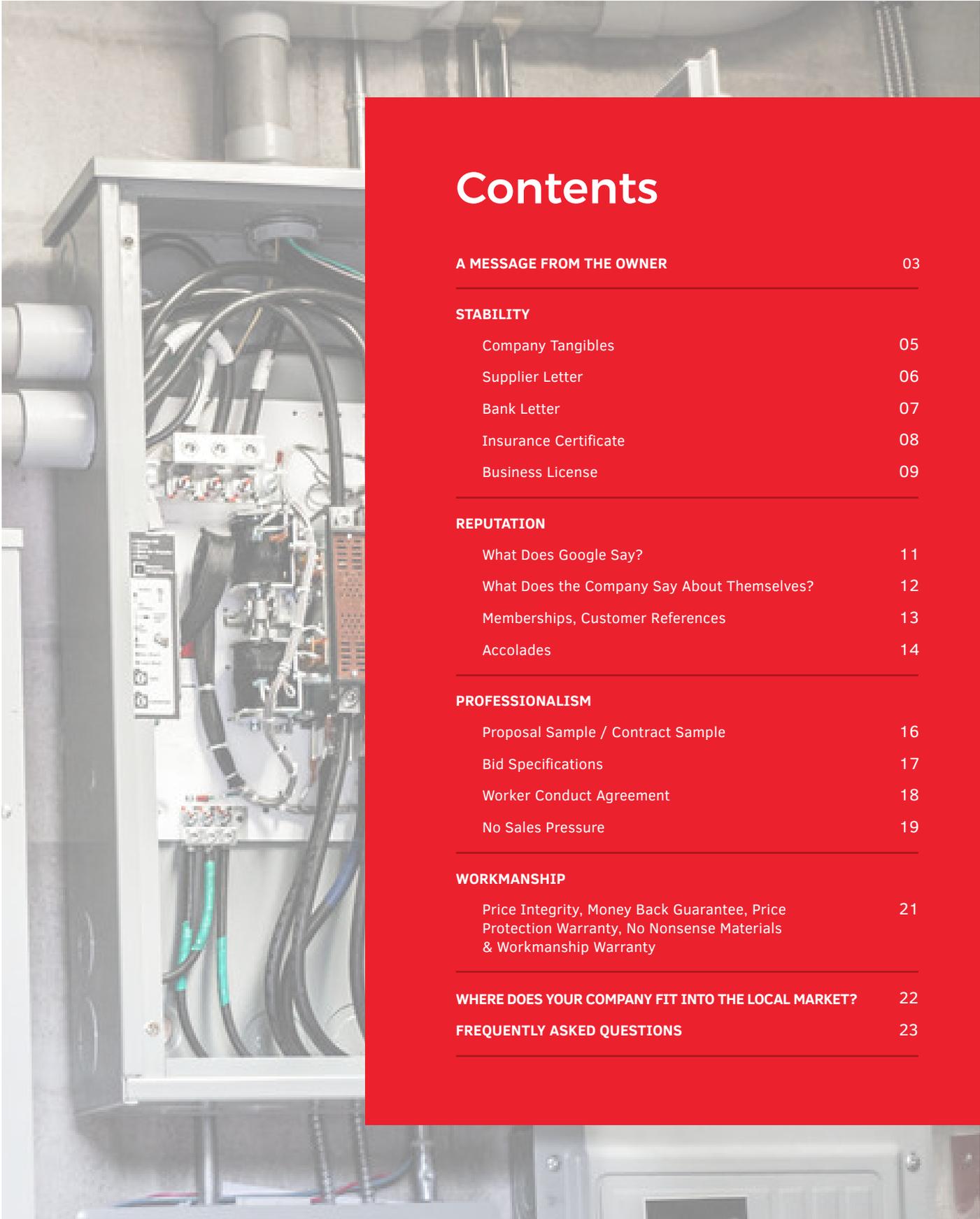




# BUYER'S GUIDE

[generacgenerators.com](http://generacgenerators.com)



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# How To Ensure That You Have Found The Right Generator Installation and Sales Partner... The First Time!



*“I was shocked and embarrassed when I found out that the biggest complaint about our industry is one I never imagined!”*

So...a recent power outage has you thinking about a commercial backup generator. Maybe your team is developing a storm preparation plan and you realize that keeping the lights on isn't part of the plan yet!

But you also know it's a topic that you're not intimately familiar with, so you're not quite sure where to begin, right?

Well, congratulations! You've just found the right company to help you. To prove this, we're providing you with this incredible Buyer's Guide to answer questions you might have been afraid to ask so you can have the confidence to make the decision that's best for you.

If you've done any research to this point, you've heard the horror stories that we've heard. This starts with the biggest complaint about services like ours...and it's as basic as the generator not working as promised! Can you believe it? Something as simple as the generator not performing its intended function is the largest complaint! I was shocked! Of course, there are others...the generator isn't connected properly during the install process, the fuel system isn't explained ahead of time, schedules and deadlines are ignored, or those that arrive to install it...shall we say...don't fill you with confidence that it will be done right. Even worse, you find out too late that the company that will install your system can't perform maintenance when you need it!

This is your business! This is the power you need so day-to-day operations DON'T get interrupted! You can't wait and you can't wonder.

We've always done a good job and treated our customers right. And we've been able to build a nice business because of it. But I've noticed over the years that some consumers will choose less than-reputable companies to do jobs for them - usually because they are quoted less money.

Don't get me wrong - I'm all for good, honest competition. But it pains me to see good folks risk their hard-earned money with generator sales and installation companies who have no track record—or worse, a bad (but hidden) track record.

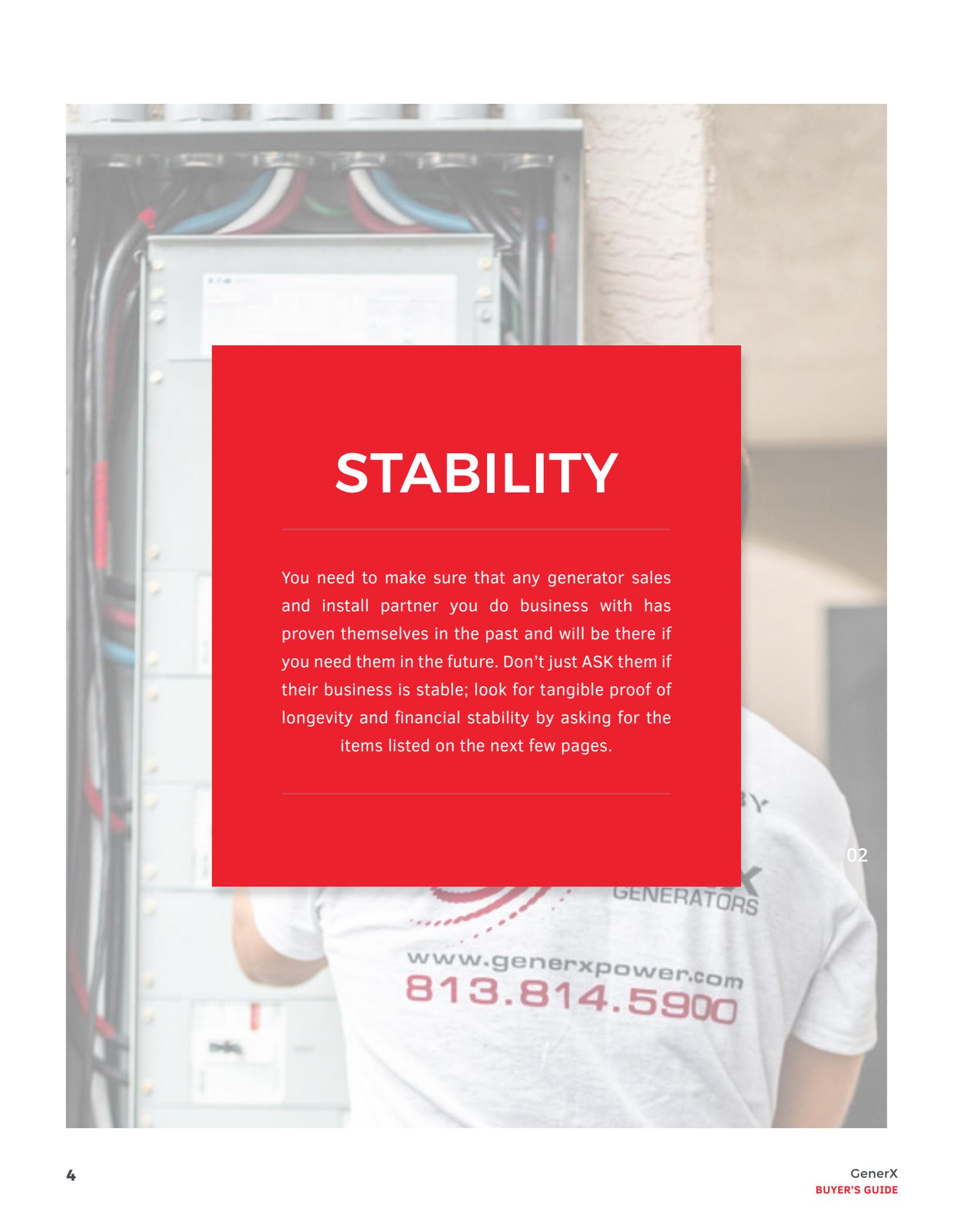
Personally, I've always felt that industry standards weren't tough enough. That's why I wanted to find a way to educate consumers about how to choose the right partner based on facts, data, information...not just hearsay. You may have already run into those who believe that because they helped a friend install a generator or maybe worked on a nearby business's generator that they're qualified to advise you on what will be best for your business.

That's why I've pioneered this guide...to create a set of standards that companies should be able to uphold and that you, as a customer, should expect. This guide calls for businesses to live up to a high set of standards that will allow you to judge BEFOREHAND whether or not a generator sales and installation partner is likely to do the job right.

Before you hire any company to help you select a generator and install it, make sure you consult this guide and INSIST that the company complies with EVERY SINGLE STANDARD in this book. If you do, chances are excellent you'll get exactly what you want out of your project.

**Mark Costis**

OWNER/OPERATOR, GenerX Generators



# STABILITY

You need to make sure that any generator sales and install partner you do business with has proven themselves in the past and will be there if you need them in the future. Don't just ASK them if their business is stable; look for tangible proof of longevity and financial stability by asking for the items listed on the next few pages.

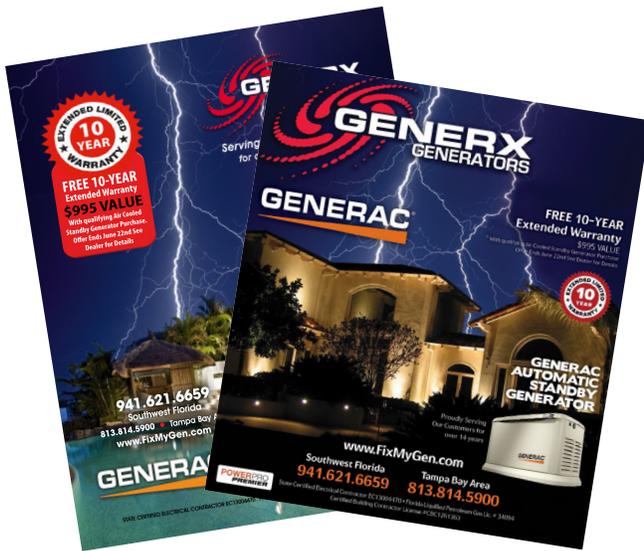
02

WHAT TO LOOK FOR:

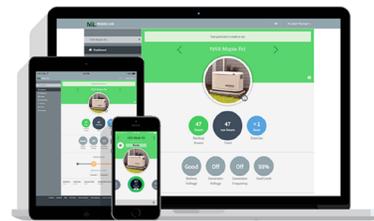
# Company Tangibles

**Why It's Important:** Believe it or not, many fly-by-night generator sellers don't even maintain an office! We call those "One-Truck-Chucks" because they are a one-person show who believes they can do the job right...even when they lack the expertise.

Make sure that any company you're dealing with is substantial enough to have a real office with all the normal business functions - accounting, sales, administrative, etc. If they can't offer even these basic items, that should tell you something.



Ads



Website + Social Media



Company Branding

## WHERE TO FIND US

A company without a "presence" is telling you something...by telling you nothing. Are there websites to view, do they attend trade shows, are there ads in print, on TV or on the radio? What about articles or press releases or trade magazine mentions? Perhaps there's images of the team attending fundraisers or community events?

Not everyone can do everything, but if you're thinking of working with a generator sales and installation partner that you can't find in the real world...perhaps it's time to continue your search.



**R&RS**  
RAYNER & RINN-SCOTT, INC.  
www.rands.com



FINE WOODS SINCE 1950

Circle 46 (11/2016) Gen  
4750 S. Dixie Highway  
Indianapolis, IN 46038  
Tel: 708-458-8800  
Fax: 708-458-9356

Circle 46 (11/2016) Gen  
4750 S. Dixie Highway  
Indianapolis, IN 46038  
Tel: 708-458-8800  
Fax: 708-458-9356

Circle 46 (11/2016) Gen  
18201 Lucha Ave  
Carmel, IN 46031  
Tel: 800-221-9953  
Fax: 317-361-0480

Chris Radstock, Owner

17401 Tiller Ct, Suite H

Westfield, IN 46074

To whom it may concern:

GenerX Generators and Rayner & Rinn-Scott, Inc. have been partnered for over 25 years. As a supplier, we have valued the long term relationship which helped us grow product sales as well as aided in the opening of a new territory in the Indianapolis area. We are grateful for the loyalty and sincere business relationship that the two companies have shared for over a quarter century.

Sincerely,

Bill Carey

VP of Sales

Rayner & Rinn-Scott, Inc.

6755 S Old Harlem Ave

Beechford Park, IN 46038

708-458-8800

## WHAT TO LOOK FOR:

# Supplier Letter

**Why It's Important:** This is written confirmation of the company's dealings with suppliers or partners that demonstrates solid, long term working relationships. These letters are easy for a company to obtain. If the company you're speaking to says that it's difficult, then there might be something that they're trying to hide.



October 24, 2017

RE: Carlson Exteriors Inc  
3004 Gil St, Suite 800  
Bloomington, IL 61704

To Whom It May Concern:

GenerX has been a customer of Heartland Bank for several years. They continue to be very good deposit customers. They are a financially secure company and operate their business with their own funds.

Sincerely,

  
Gregg Ummel  
Heartland Bank, VP

401 N. Hensley Rd., Bloomington • Mailing address: P.O. Box 69 Bloomington, IL 61702-0067  
phone: 309-662-4444 fax: 309-662-1600 www.hrbank.com

#### WHAT TO LOOK FOR:

## Bank Letter

**Why It's Important:** This signed document from the company's bank will show you the financial stability and the bank's judgment of character of the company you're working with. Insist on seeing this letter so you know that you're dealing with a company that is stable and financially sound.

**ACORD** **CERTIFICATE OF LIABILITY INSURANCE** DATE (MM/DD/YYYY) 05/26/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsements.

PRODUCER Crossair Corporate Headquarters 13246 38th Street North Clearwater, FL 33762	AGENT Karen V. Lainger Phone: (727) 471-8818 Fax: (727) 471-8814 E-Mail: kvlanger@crossair.com	INSURER A - Florida Citrus, Business & Industries Fund 15784	INSURER B - Citic Security Insurance Company 24952
INSURER C - INSURER D - INSURER E - INSURER F -	NAME # POLICY # POLICY # POLICY #		

Client: GenerX Generators, LLC  
111-B Dunbar Ave.  
Odessa, FL 34877

**COVERAGES** **CERTIFICATE NUMBER:** BL558919425 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

NO.	TYPE OF INSURANCE	INS. CLASS	POLICY NUMBER	ISSUE DATE	EXPIRES	AMOUNT	LIMITS
A	COMMERICAL GENERAL LIABILITY	<input type="checkbox"/> CLASS-MADE <input checked="" type="checkbox"/> OCCUR	Y	BL558919425	05/20/2019	05/20/2019	Each Occurrence \$ 1,000,000.00
							Aggregate - Products/Completed Operations \$ 300,000.00
							Aggregate - General Aggregate \$ 15,000
							Aggregate - Personal & Auto Liability \$ 1,000,000.00
							General Aggregate \$ 2,000,000.00
							Products - Completed Operations \$ 1,000,000.00
							Professional Services \$
							Advertising/Promotional \$
							Contract Disputes (See Insured) \$
							Contract Disputes (See Insured) \$
B	AUTOMOBILE LIABILITY	<input type="checkbox"/> AUTO <input type="checkbox"/> ALL OWNED <input type="checkbox"/> NON-OWNED <input type="checkbox"/> HIRED/AUTOM. <input type="checkbox"/> OTHER	Y	BL558919425	05/20/2019	05/20/2019	Each Occurrence \$
							Aggregate - Personal Injury \$
							Aggregate - Bodily Injury (See Insured) \$
							Aggregate - Property Damage (See Insured) \$
							Aggregate - Medical Payments \$
							Aggregate - Uninsured Motorist \$
							Aggregate - Uninsured Motorist \$
							Aggregate - Uninsured Motorist \$
							Aggregate - Uninsured Motorist \$
							Aggregate - Uninsured Motorist \$
C	UMBRELLA/LIAB	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE	Y	10861540-2019	05/20/2019	05/20/2019	Each Occurrence \$ 1,000,000.00
							Aggregate - Products/Completed Operations \$ 1,000,000.00
							Aggregate - General Aggregate \$ 1,000,000.00
							Aggregate - Personal & Auto Liability \$ 1,000,000.00
							Aggregate - Professional Services \$
							Aggregate - Advertising/Promotional \$
							Aggregate - Contract Disputes (See Insured) \$
							Aggregate - Contract Disputes (See Insured) \$
							Aggregate - Contract Disputes (See Insured) \$
							Aggregate - Contract Disputes (See Insured) \$

**DESCRIPTION OF OPERATIONS (LOCATIONS - VEHICLES) (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**  
The following individuals are included as employees under Workers Compensation:  
Date Jarosz - Electrical License# F.E.C.13004470  
Local Homeier - LP Master Gas License# 34004  
David Dunphy - CBC License# CBC1261383

**CERTIFICATE HOLDER** **CANCELLATION**

For Information Purposes Only

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE  
*Diana Jarosz*

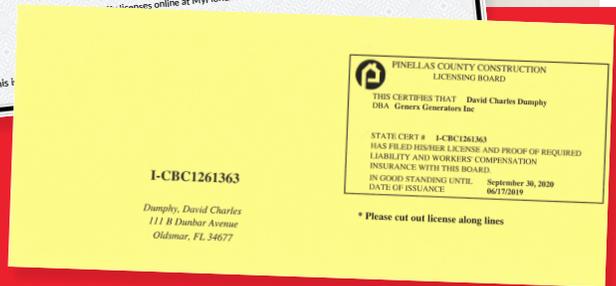
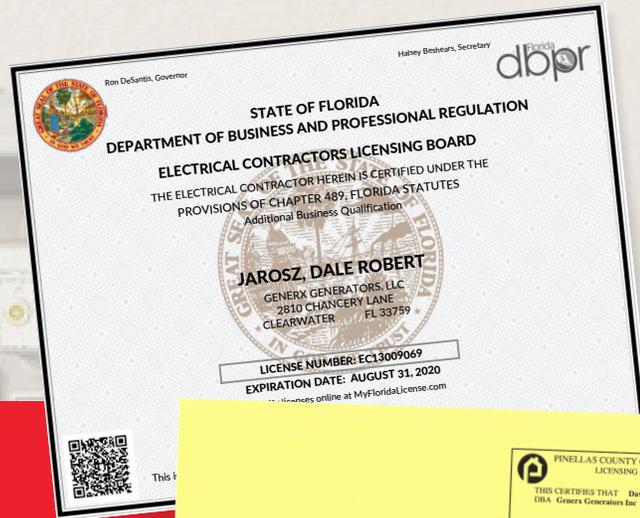
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ACORD 25 (2/14/01) The ACORD name and logo are registered marks of ACORD.



WHAT TO LOOK FOR:

# Insurance Certificate

**Why It's Important:** You need to know if your partner is carrying the appropriate insurance. Of course, everyone hopes this will never come into play, but if it does, you need to know that your partner has the appropriate coverage.



WHAT TO LOOK FOR:

# Business License

**Why It's Important:** You need to be certain that the company you're about to partner up with has been around for a while. How do you do this? Simple...take a look at their business license which will demonstrate that they have been operating under the same name for years. As you know, many businesses open and close their doors multiple times to avoid past customer complaints.



# REPUTATION

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You can tell a great deal about a business based on what others are saying about them - particularly their customers. The old advice of “ask for 3 references” is just too easy to fake. You’ll need to get a little tougher with your generator sales and installation partner to protect yourself. Insist that any business you’re considering can produce the things listed on the next few pages to PROVE that their reputation is solid.

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# What Does Google Say?

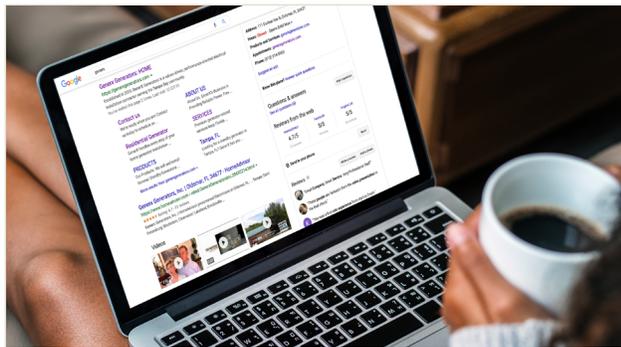
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**If you're a savvy Internet searcher, then you won't need help finding a generator partner online. Nonetheless, there are some subtleties here that you should be aware of. Plus, I'll share with you a little "secret trick" that will give you phenomenal insight into any particular company. It truly could be the difference between a disaster and a perfect experience!**

First, let's start with the basics. By entering "generator company" or any similar combination like "generator dealer" or "generator installer," and the name of your nearest major city, you should easily find at least 20 companies that you could connect with that could be your next partner.

But keep this in mind: A high ranking in Google (such as Page 1, #1 on the list) doesn't necessarily mean they're the best choice! It simply means that Google thinks they best fit the description of your search.

If they show up in the "paid search" / "sponsored ads" section, it also doesn't necessarily mean they're the best company! It just means they've spent a lot of money to buy advertising to show up in that space. That's all!



Now, let's talk about that "secret trick" I mentioned earlier that will give you 100 TIMES more insight about any particular generator company. Let's say you're interested in a company called "World's Best Generator Partner." If you'd like to find out a little bit more about them, the secret is to search the phrase "World's Best Generator Partner" and add the word "complaint" at the same time!

If World's Best Generator Partner has a lot of complaints against it, you're likely to see MANY Google listings showing those complaints. Click on each link to get more details and really get an understanding of the entire picture of the business.

Now...just because someone posted a negative comment or review about a company doesn't mean you shouldn't use them! Some complaints are posted by competitors, sometimes they're posted by people who won't be happy no matter how great the service has been (you know the type!). Fortunately, though, these are easy to see right through and (ideally) reading the rebuttal from the company themselves will give you more insight as to whether or not it's a valid concern or just a rogue complaint.



## What Does the Company Say About Themselves?

**It only makes sense to review the websites of the companies you're researching and see what they have to say about themselves. The "About Us" page, in fact, should provide a tremendous amount of insight about the company you're considering hiring.**

But let's also keep in mind that just because someone says something online, doesn't make it true.

Here's a great little trick to help determine whether someone is giving you honest, factual information, or just saying what they think you want to hear.

If you can "scratch out" the name of the company, and insert the name of one of their competitors, and the statements are still sound and true, then you probably haven't learned much about the company in question.

If you find words such as "honesty" and "integrity," "fluffy" catch phrases, or the classic "We've been in business since 1776 and have a combined 782 years of experience..." then you have nothing but empty platitudes. Or, at the very least, they've all hired the same person to write their About Us page.

**Pay attention to the substance of what is being said... and don't be blinded by fluff!** Look for something substantial such as "Certified" or "Member of" or "Winner of" so you can learn more about what the company has truly done rather than simply saying what they think you want to hear!



**Julie Swan**  
GenerX Customer

VIDEO TESTIMONIAL



**Charles and Angela Lang**  
GenerX Customer

VIDEO TESTIMONIAL



**Jay Traverso**  
GenerX Customer

VIDEO TESTIMONIAL

WHAT TO LOOK FOR:

## Memberships

**Why It's Important:** Any reputable company will be a member of an organization or two related to their industry. Perhaps they're members of their local Chamber of Commerce. They may be involved in the advisory board of their supplier...demonstrating a very close relationship. They might be involved in reputable local or national industry groups. You may want to do a little research on the groups to which your potential future partner belongs!

WHAT TO LOOK FOR:

## Customer References

**Why It's Important:** All reputable businesses carry pre-printed lists of current references that can span from as recent as 6 months to even years ago. Some are provided in letter form, while others are online reviews. Don't be afraid to ask for copies of those references if they're not presented to you directly!



*"Mark Costis and the GenerX team keep my whole house powered in case of city power outages. They have the greatest service and excellent products. With a full tank of propane (250 gallons) I can run my whole house for at least a week. Thanks Mark! **A GenerX Generator was a great investment!**"*

- Adil



*"Irma would've been an even bigger nightmare without our generator—it's officially my new favorite thing, and I'm grateful for the work you're doing in the Tampa Bay area."*

- Danielle

**Mark Costis Re-elected to  
Generac Dealer Advisory Council**  
2018

**Generac Power Pro Premier  
Dealer Award**  
2016 – 2017

**Generac Remote Monitoring Top  
Utilization Award**  
2016

**Generac Power Pro Premier  
Dealer Award**  
2015 - 2016

**Generac Premier Dealer Award**  
2012 – 2015

**Generac Excellence In Marketing  
Award**  
2012

**GenerX Company President, Mark  
Costis, Elected to Generac Dealer  
Advisory Council**  
2012

**Generac Elite Dealer Award**  
2009 – 2011

**Generac Select Dealer Award**  
2006 – 2008



WHAT TO LOOK FOR:

## Accolades

**Why It's Important:** Any company that has been in business for a length of time and has done a great job will often receive awards or accolades. Perhaps they've received an award of some kind, maybe they've been certified by an organization or association, or sometimes they've been mentioned in an article, blog or white paper. If the company you're thinking about working with can't produce SOMETHING, well...maybe they haven't been worthy of accolades!





# PROFESSIONALISM

[ pro-fes-sion-al-ism (n.) Professional status, methods, character, or standards; the expertness characteristic of a professional person. ]

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A good generator supplier and installer doesn't just do good work. They also understand that when dealing with customers, it's often the little things that make a big difference. You should find a partner that shows you respect by the way they treat you, the way they look, the way they treat your property, and how they pay attention to details. Check any team you're considering against these standards of professionalism found on the next few pages.

---



This contract is entered in to this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ by Generex Generators LLC. Hereinafter "Generex" and \_\_\_\_\_ hereinafter "Customer", whose address is \_\_\_\_\_ In consideration of the mutual promises, covenants, and conditions hereinafter contained, the parties hereto agree as follows:

GENEREX shall sell and Customer shall purchase a generator make **Generac** and Model # \_\_\_\_\_, which generator shall be installed on the Customer's real property located at \_\_\_\_\_ Utilizing licensed and insured plumbing, gas and electrical contractors, where necessary.

The purchase price for the generator to be purchased, including sales tax, is **\$18,360.13** with the understanding that GENERX shall provide and pay for all labor, machinery, materials, permits, equipment, governmental fees, licenses, inspections which are legally and required necessary for the proper execution and completion of the work. The Customer shall be responsible for any and all local or federal use, property, excise or other taxes imposed with regard to the use of the generator sold by GENERX.

GENEREX reserves the right to cancel this contract prior to the start of the work to be performed in the event GENERX finds the cost to complete the work varies from the initial standard pricing due to human error on behalf of GENERX's representative(s). In the event of this occurrence, GENERX shall advise the Customer and adjust the price accordingly so long as the Customer agrees to the variation and/or adjustment in cost in writing as required herein. In the event the Customer is not in agreement with the adjusted price, then GENERX shall notify the Customer of the cancellation of this contract.

GENERX shall not be responsible for or liable for any damages to the Customer if GENERX is delayed at any time in the progress of the work by any act or neglect of the Customer, or by any separate contractor employed by GENERX or the Customer, or by changes ordered by the Customer, or by labor disputes, fire, unusual delay in transportation, adverse weather conditions, unavoidable casualties which result from the installation of the generator including any damage to any wires or pipes underground or any other object or thing underground, or any causes beyond GENERX's control, or by delay authorized by the Customer. Additionally, should concealed or unknown conditions exist on the Customer's property or the home itself which are of an unusual nature, differing from those ordinarily encountered and generally recognized as inherent in work of the character provided for in this contract, be encountered, then the contract price shall be equitable adjusted with the Customer bearing 100% of any and all costs associated with curing the concealed or unknown condition.

The parties to this contract acknowledge that the transaction that is the subject matter of this contract bears a reasonable relation to the State of Florida and agree that the law of the State of Florida will govern their rights and duties and that, should any litigation arise from this contract, then venue shall be in Pinellas County, Florida. The parties specifically intend that the provisions of Article 2 of the Florida Uniform Commercial Code will control as to all aspects of this contract and its interpretation, and that all the definitions contained therein will be applicable to this contract except where this contract may expressly provide otherwise.

In accordance with Florida Statute 713, Mechanics Lien Law, GENERX shall have a lien on the real property improved by the work for any money that is owed to GENERX for labor, services, materials, or other items required by, or furnished in accordance with this Contract. Further, payments due and unpaid under this Contract shall bear interest from the date payment is due at the rate of 18% per annum. If the Customer does not pay GENERX the payments specified under this contract, then GENERX may stop all work until payment of the amount owing has been received. In such event, the contract price shall be increased by the amount of GENERX's reasonable costs of shutdown, delay and start-up.

Customer hereby grants to GENERX a security interest in the real property where the generator is installed with the understanding between the parties hereto that a copy of this agreement may be filed by GENERX at any time in conjunction with a financing statement as provided for under Article 2 of the Florida Uniform Commercial Code in order to secure payment of the purchase price.

If the Customer or GENERX brings any action at law or equity, then no cause of action by GENERX or the Customer shall include a claim for any punitive, incidental or consequential damages, including, but not limited to, damages to property, for lost use or lost profits and third party suits.

GENERX shall not be required to perform any of its obligations hereunder unless GENERX receives from Customer, on or before \_\_\_\_\_, 20\_\_\_\_, the original contract fully executed by the Customer, coupled with a 10% deposit, 65% at delivery of generator, and the balance to be paid upon completion of the generator installation. Further, if this contract is canceled by the Customer after 3-day rescission period provided for by Florida statute 501.031, as referenced below, but prior to the commencement of work required under this contract, then GENERX shall be entitled to keep 100% of the deposit or 25% of the whole contract price, whichever is greater, as liquidated damages. Further, if the customer cancels this contract after work has begun, then, in addition to Generex retaining to 100% of deposit, the Customer shall be liable for any and all damages incurred by GENERX as a result of the cancellation.

WHAT TO LOOK FOR:

# Proposal Sample / Contract Sample

**Why It's Important:** Usually the signed contract has the most detail: Who has responsibility for what, the details of the work to be performed, the expectation of the company as well as the expectation of the client. You should have all of this detail to avoid questions or issues down the road, so it's often wise (if possible) to have a sample of a contract or proposal available to you for your review.





Date: 12/10/2019

Estimate #: 5939A

Prices based upon in-stock units and good for 15 days from above date.  
111B Dunbar Avenue Oldsmar, Florida 34677

To: Mr. Bob Johnson | ABC Investments, LLC  
US Hwy 19 N  
Clearwater, FL 33763

We are pleased to provide the following estimate for your consideration:

Job: Generac Generator Commercial Installation

Size: 100kw – Model # RG100 Generator **Full Office Backup**

Job to include the following:

1. Professionally Engineered Permitting Documents
2. Model # RG100 Generator (**Aluminum Sound Enclosure**)
3. Delivery and Crane Generator on a Reinforced Concrete Pad
4. Gas Line Connection Between New Generator and Natural Gas System\* (*Underground*).
5. Electrical Line Run To New Transfer Switches (*On Wall and Through Attic*)
6. Automatic Transfer Switches
7. 300amp MDP
8. Electrical Hook Up and Connections
9. Connect Load Shedding Devices To Prevent Generator Overload
10. **Electrical & Gas Permits**
11. 12 Volt Automotive Grade Battery
12. *Manufacturer's Warranty Registration and Commissioning Service*
13. *Ten Year Manufacturer's Warranty*

\*Assumes a new Clearwater Gas, Natural Gas Meter Installed within 35' of the Generator.

**Total Cost: \$89,813.11 Price Includes All Sale/Use Taxes**

**Cash Option** 20% Down Payment to get Started, **65%** at Delivery of Generator, Balance upon completion. *Current lead time is 14-18 weeks to completion. Project dependent on permitting approval, which can delay the completion date.*

**John Macgowan 727-432-5335**

Acceptance of Proposal: The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above. Failure to make payments in accordance will result in additional cost for attorney fees.

X \_\_\_\_\_ X \_\_\_\_\_ Date: \_\_\_\_\_

Generex Generator  
Print \_\_\_\_\_

WHAT TO LOOK FOR:

# Bid Specifications

**Why It's Important:** Many people are unaware that there are varying levels of job bid specifications. Every business does things their own way and all are slightly different. So you know what to expect, it's often beneficial to at least see a sample of what the bid specifications or quote presentations look like. It provides clients with the opportunity to understand what goes into a bid so they can be better prepared.



### WORKER CONDUCT COMPLIANCE AGREEMENT

As a sales associate for **GenerX Generators**, you must agree to abide by the principles and precepts of our Code of Ethics and Competency. Any violation of these principles will be grounds for written warning; multiple violations will be grounds for termination.

I, \_\_\_\_\_ agree to abide by these guidelines when working on job sites for **GenerX Generators**.

For All Workers

1. I will not smoke inside the customer's home.
2. I will not use foul language on the jobsite.
3. I will not consume alcohol or drugs on the jobsite.
4. I will play any radios or music on the jobsite quietly.
5. I will keep my clothing neat and clean.
6. I will wear my identification and certification badge when on the jobsite.
7. I will respect the customer's telephones, bathrooms, parking spaces, etc.
8. I will strive to keep dirt and messes to a minimum.
9. I will put trash in the proper container and leave the jobsite clean at the end of each work day.
10. I will keep any materials or tools that are left on the jobsite in an orderly fashion at the end of each day.
11. I agree to keep a current license appropriate for my trade(s).

\_\_\_\_\_  
Worker's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor's Signature

\_\_\_\_\_  
Date

#### WHAT TO LOOK FOR:

# Worker Conduct Agreement

**Why It's Important:** Many people are unaware that there are varying levels of job bid specifications. Every business does things their own way and all are slightly different. So you know what to expect, it's often beneficial to at least see a sample of what the bid specifications or quote presentations look like. It provides clients with the opportunity to understand what goes into a bid so they can be better prepared.





**SALES ASSOCIATE "CUSTOMER RESPECT, NO TRICKS, NO PRESSURE" AGREEMENT**

As a sales associate for **GenerX Generators**, you must agree to abide by the principles and precepts of our Code of Ethics and Competency. Any violation of these principles will be grounds for written warning; multiple violations will be grounds for termination.

I, \_\_\_\_\_ agree to abide by these guidelines when working with prospective customers/current customers for **GenerX Generators**.

1. I will not smoke inside the customer's home.
2. I will not use foul language on the jobsite.
3. I will respect the customer's time by being punctual.
4. In the event I cannot be on time, I will call to alert the customer and reschedule if necessary.
5. I will keep my clothing neat and clean.
6. I will respect the customer's telephones, bathrooms, parking spaces, etc.
7. I will earnestly strive to find the best solution for each customer's needs.
8. I will not utilize high-pressure techniques to force customers to comply with my requests.
9. I will not sell products or services to customers when they are financially not able to manage the investment.
10. I will give all of my customers a fair price and a fair opportunity to consider their options.
11. I will educate my customers on all sides of the purchase decision being made.
12. I will give my customers the opportunity to express any concerns they have and work to resolve them.
13. In the event that the customer is not ready to move forward, I will respect their decision.

\_\_\_\_\_  
Sales Associate Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company Owner Signature

\_\_\_\_\_  
Date

**WHAT TO LOOK FOR:**

# No Sales Pressure

Many unethical companies will resort to high-pressure sales tactics to get you to buy before you've had an opportunity to do proper due diligence on them. If you know nothing about the company prior to the sales call (from literature, references, online information), and they give you a low-ball price "but only if you buy right this minute," you should be wary.

Any time you feel uncomfortable or unduly pressured in a sales environment, you should ask the sales representative to "back off." Reputable companies will have a no-tricks, no-pressure sales process in place... perhaps even in writing!





# WORKMANSHIP

[ work-man-ship (n.) The skill of a craftsman or artisan; the quality of something made. ]

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Ultimately, any business owner providing a product or service must be competent to do the job right the first time. Competence comes as a result of training, experience, and good old-fashioned hard work. As you evaluate a partner, look for signs that they can do the job right the first time.

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# What to Look For

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## Price Integrity

In a competitive marketplace, it is important for you to be sure that you are getting the best possible price for your generator purchase, installation, and maintenance. Naturally, price is only one component of the value equation, so it's critical that all price comparisons are done on an "apples-to-apples" basis. Additionally, while some companies keep pricing very close to the vest, we will even invite our prospects to speak to our satisfied clients and discuss the services we've provided.



## Satisfaction Guarantee

It's not out of line for a customer to receive what they've paid for, right? This can come in the form of different guarantees...but the most basic for any reputable company should be a 100% satisfaction guarantee.

You will expect your generator to perform as presented to you. If it doesn't, then it must be the responsibility of your partner to do whatever it takes to make it right! Should your installed generator run part of your building? Everything inside? Is it reliable?

Your partner should stand by what they promise...and guaranteeing your satisfaction isn't for the unconfident or incapable! To protect yourself at the highest level, insist on at least a total satisfaction guarantee.



## No Nonsense Materials & Workmanship Warranty

Most products come with some sort of warranty on parts and equipment...often provided directly through the manufacturer of the item. However, if there is a labor component involved...such as installation and maintenance...you'll want to be sure that your partner commits to a 100% lifetime workmanship guarantee.

Bottom line, your partner of choice will either stand behind the job they've done, or they don't. Only the most elite will offer these warranties. This highest level of warranty is completely transferable, and covers any possible defect in workmanship or materials—forever. Naturally, you'll want to check the stability and reputation of the company to make sure they'll actually be around to fulfill on the warranty if necessary, and to find out if they've taken the time and effort to fulfill for others who have needed it already.



# Where Does Your Company Fit Into the Local Market?

When it comes to this industry, it's easy to separate the companies that do generator work into three segments...

- **Premium Providers**
- **Mid-Level Providers**
- **Small Providers**

We would be considered a premium provider packed into a mid-size company. What exactly does that mean? Well, as a midsize company, we're small enough to give you the personalized service you deserve, but large enough to be able to provide premium service. We'll be able to meet your needs quickly while taking advantage of our purchasing power to provide better pricing and service to our clients. But we're large enough to leverage technology to work at maximum efficiency! Our size allows us to have redundancy that allows us to have appropriate backups but without the extraordinary cost of having TOO many people on staff that requires a high price to cover those costs.

The type of company you likely want to avoid are those who have no real location, do not have a live person who answers the phone, and the owner is the only person doing the work. We guarantee that every time you call, you will talk to a real person (not an answering machine or third-party answering service).

That's because the relationship with our customers starts with that first phone call where we can show them how much they matter by being respectful and responsive to the questions they have about generator product options, as well as installation and maintenance.

We've built a reputation for providing focused customer service, quality work and the little extras that make installing a generator at your home a pleasure...not a pain.

**Each segment certainly has its pros and cons, so as you're selecting a partner, it will be up to you to decide what is the best fit for your organization.**

**Here are a few things that may be important to you:**

- Are you looking for a very friendly, helpful staff that are good communicators and are empowered to make decisions to keep the process moving forward?
- Are they reliable and fulfill their promises and commitments?
- Are you looking for a small, midsize or large company to complete your work?



# Frequently Asked Questions

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## Are you saying that you are the only company in the area that can uphold these standards?

Most companies cannot uphold them, but there are several good, honest generator providers to be found. Just be sure to take the time and use this guide to make sure before you hire anyone.

## What if a provider says they can do all these things, but can't show the proof?

Don't settle for lip service. Demand to see the documentation for every single standard. They need to win your business, and you're not asking for the moon!

## Can a company just "fake" these standards?

Not likely. Most shady, one-man operations that don't put any effort into making their businesses good also won't put effort into faking these standards. It's a lot easier for them to just move on to their next unsuspecting victim.

## Are there any other things I should look for/watch out for that aren't listed in the pages of this guide?

Look for some of these telltale signs of potential provider who shouldn't be trusted:

- Main phone numbers that ring to cell phones
- Main phone numbers that are never answered by a receptionist
- No business cards or cheap/homemade business cards
- No company logo on work clothes/uniform
- Few references available
- Unresolved BBB complaints or no report at all
- Prices that are unusually low compared to other bids
- No website or very poor website
- Ability to start on your job immediately—no backlog
- Unwillingness to give any information without being asked first

## What are the most common reasons you have disputes with customers?

The nice part is...we don't have many! If we do, they come from honest mistakes and was prior to organizing and providing materials such as this guide. Usually these misunderstandings result from a poor handle on the expectations so our team focuses on being certain each party understands their role and what those expectations are.