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Dealer Edition

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Audience

Dealers, Builders

We love to see our products in action, and this stunning new home in Seattle's Queen Anne neighborhood is no exception. Built by [R&R Development](#), it brings subtle transitional design with a Georgian touch to an area known for its residential architecture.

We sat down with Richard Rogers, owner of R&R Development, to get his take on the design influences in this home, and how Metrie moulding and trim worked hand-in-hand with the home's other features to make a stunning new showpiece that locals and real estate agents can't stop talking about.



Bringing Together Classic and Contemporary

R&R Development is a luxury custom residential builder, so they only build one to two homes per year. Rogers says this latest, located at 362 Ward Street, was one of the most challenging he's worked on.

“By far our most challenging home in terms of the level of detail that we put into it. And it made sense to challenge ourselves like that because it was such

a large investment. With the price point we were hoping to achieve, it required a level of detail that we had not done before,” says Rogers.

The R&R team worked with architect Seth Hale, from [MAS Architecture](#), to come up with a contemporary Georgian-inspired design that was well-suited to the property.

“It's a very wide lot and relatively shallow. It played very well with the Georgian style of architecture, which was designed to be wider than it was deep. And the street appeal was extremely important on the project,” says Rogers.

And while Queen Anne is known for its classic-style homes, Rogers and Hale wanted to bring some modern touches too.

“When we were going through and finishing the exterior as well as the interior, we were thinking about it from a transitional perspective. So while it was based on a traditional architectural design, it had enough contemporary elements and fell into a transitional style of home,” says Rogers.

Get Noticed With High-End Moulding and Trim

One of the notable features of the home is its use of panel moulding on the walls. When it comes to choosing moulding and trim, Rogers knew exactly what he wanted.

He chose to use Metrie's [Very Square Collection](#) for its clean and simple approach that focuses on strong lines and precise geometry. The minimal details on the baseboard provide a crisp transition to the wall, while the coved crown mouldings feature sharp details to provide a subtle accent to each room.

After the home was finished, Rogers hosted a holiday gathering in late 2019 for over a hundred people,

where he says they noticed the moulding and trim right away. “They were very impressed with the home. The moulding collection, especially, people were extremely excited about. They wanted to know where we got it, who supplied it and how we chose the unique way that we installed the panel moulding.”



Rogers installed our mouldings in a ribbon-like fashion instead of using the traditional picture frame application. They used panel mould in a unique and artistic fashion that creates a continual line design and is never fully closed in like a box. The lines even stop connecting to each other at certain points, creating a break, before they continue down the wall. A beautiful shift from traditional box patterns.

In a home where every detail counts, moulding and trim are what makes a room feel finished, and signal to potential buyers the importance of a space.

Rogers says, “Especially some of these very large and sprawling estate-style homes, the moulding and the trim can help the house speak for itself. You go to the master suite or the great room and all of the mouldings that have been included throughout the home will be included in those rooms.”

Even without furniture, you know you’ve walked into one of the spaces where residents will spend the majority of their time or love to show off to guests, thanks to the use of moulding and trim.

“The more moulding in a room, the more important the room and the more finished and intricate the level of detailing in the room will be,” says Rogers.



Stay Competitive in the Luxury Home Market

For developers like Rogers, who are only building a few homes a year, each one needs to be not only a design success but a financial one too. He says his customers expect features like high-end moulding and trim, and it helps him meet his price point in a competitive real estate market.

“The more detailed trim and moulding, the more valuable the home should be. And I think that it’s reflective of how much effort the developer or the designer put into it. When I look back at our portfolio, the more expensive neighborhoods we built in, the

more luxurious homes that we're building include more details like these."

Rogers says finishings like trim and moulding are expected in neighborhoods like Queen Anne: "It's a very Arts and Crafts-inspired community in terms of the residential architecture. Arts and Crafts comes with a lot of detail and we love it. Housing prices there are very high for a lot of reasons, but partially due to the level of detail that had been included in the homes, whether they were built a hundred years ago or homes being built now."



Find Partners Who Get Your Needs

While Rogers says he often sees the type of moulding used in his latest project in custom homes, when it comes to building homes on spec, time is money. You need to make sure you have partners in your supply chain who are going to help you get to completion on time and on budget.

"We worked with Justin Pfeffer from Western Pacific Building Materials, and he's been great. I spoke with Justin about this house and how we needed to step it up. He referred us to Metrie and that's the only referral I needed. He showed me the cohesive packages Metrie offers. And once I was on the Metrie website, I didn't go anywhere else."

When looking to work with a dealer, for Rogers, timeliness is critical: "Justin makes himself available, and we can communicate extremely efficiently, whether it's through text message, voicemail or email. I can text him on the weekend with a quick question or with the beginnings of an order. He'll field that and get things moving."

"When the rep is readily available and can be flexible on his schedule to help accommodate changes in our schedule," Rogers continues, "then that will help that rep be head and shoulders above anybody else who he may be competing with."

To find more information on how Metrie's solutions can help take the guesswork out of choosing the right trim and moulding for your next project, visit [Metrie.com](https://www.metrie.com). 🏡

How Dealers Can Win More Builders

Builders are the backbone of any dealer's business, so it makes sense to focus on growing this important segment. We put together a few simple steps to give your builders the attention they need and win more customers — without working harder.

Audience

Dealers



An experienced dealer will tell you that the builders they serve are the backbone of their business. That means connecting with them and finding ways to connect with larger audiences both online and in-person.

It takes some research and yes, there's homework. But there are a few ways to go about winning more builders (and growing your business) when you follow just a few simple guidelines.

Use these tips to strengthen your current relationships with builders or build a database of new contacts to increase your customer base.

Do Your Homework First



If you want to win more with builder customers, learn about who they are; dig into the builder community in your area and find out what they're building. Especially considering impacts from the global pandemic, finding out what projects they are prioritizing or where they need extra support can be helpful in establishing new relationships — or strengthening existing ones.

Once you've done some investigation, you'll start to narrow down your list of local builders and determine which of them you'd like to work with. If you want to grow or strengthen your audience, figuring out exactly what you'd like to sell to a specific type of builder is going to help make your outreach more clear and focused.

Here's a list of questions to start with:

- What types of homes do they build?
- How long have they been building homes?
- How many homes are they building a year?

- Who do they build homes for? What is their typical price range for a house?
- How does the builder sell to their target homeowners? Through realtors, a sales center, or spec homes?
- What are their pain points and biggest challenges?
- Who is their competition?
- What impacts has the pandemic had on their business?

This research will tell you what you need to know about the risks and challenges that your builders are up against. Not only that, but you'll find out what solutions or products they need to achieve success.

Once you have the answers to these questions, you can use them to have specific, targeted conversations that will make builders feel seen—they'll know you cared enough about their business to do your research first, instead of wasting their time.

Think About Their Risks (And Address Them)

If you want a builder to switch to using the products you carry, you need to remember the risks they shoulder when they're selecting building materials.

"It's their reputation that's on the line both in the short-term and the long-term," says Zach Williams with Venveo, a building



materials marketing firm. Venveo recently [surveyed builders](#) to learn more about how they choose the manufacturers and products they work with.

When builders select a new product, they have to weigh both the solutions and challenges that come from using a new material, and it can feel even riskier to builders in today's environment. Some materials they are used to using are no longer available due to supply issues, and they may feel forced into choosing something they aren't used to. As one of the survey respondents said: "If the products I use are working, why would I switch to something 'better?'"

Using new products comes with a few risks for the builder, but you can make those decisions a bit less daunting by providing solutions for them.

Provide resources for installation: If the builder hasn't worked with a product before, help guarantee their success by creating installation resources for them on your website. From [step-by-step instructions to design inspiration](#), dealers can help builders by showing them how new products will work in their project.

Make ordering products easier: Dealers can help all of their customers by ensuring the ordering process goes smoothly. Include pictures or videos of the products so builders know they're working with the right materials, along with installation materials and any FAQs. If your website isn't clear and easy to use, builders will be less likely to switch to you.

More and more, they want to be able to order what they need directly from your website. Make sure your website is built to accommodate the needs of builders, and ensure that all shipping and order information is consistently up-to-date. Communicate any potential delays due to external factors, such as the pandemic.

Dedicate your dealer business to customer service: Builders want to know that switching to a new product won't affect their timeline, whether it's from a new product being back-ordered or the wrong product being delivered. While you can't guarantee that nothing will go wrong with an order, you can make every attempt to reduce the risks. One way is by having a training team that can go on-site to show your builders how to install new products, ensuring that there's no mistake that could void warranties or cause delays.

Go Beyond "Good Enough" Customer Service

Customers are much more likely to stick around if they know that you care.

You can better engage with builders by showing them you've done your homework and understand their challenges. Help them stand out from their competitors by offering solutions that give them a leg up. But make sure you do your research first.

- Train your sales team to level up their customer service: they should talk directly to builders you want to target. In-person visits — or these days, virtual calls — go a long way with establishing a customer connection.
- Ask builders what issues they have on the job site: with materials, ordering from their suppliers, installation problems, etc.
- The construction industry is evolving every day, and so are safety and code requirements. Be a real resource to builders and share your industry knowledge with them about the regulations relevant to them.

PRO-TIP: Remember not to underprice or oversell your services or products to get a builder's attention. This just sets unrealistic expectations from the beginning, and you'll wind up going down a road you don't want to be on.



When dealers make their customers feel like a priority, they win big. Find out what makes your builder customers tick, and show them you're not after their money: you're after solutions that help *their* bottom line.

And remember, customer service doesn't mean just one thing. You can support your customers in a few ways, whether that's with cutting-edge technology, downloadable guides on weather protection, new products to meet their changing needs or installation training.

Talk to Their Subcontractors

Dealers can also win more builder customers by selling to subcontractors first. It's a unique (and rarely taken) opportunity that dealers can take advantage of in their sales process.

With today's labor shortage and pandemic impacts, builders have had to rely more heavily on subcontractors and work to create a dependable relationship with them. Builders are less likely to switch to a new product if their subcontractor isn't already using it or doesn't know about it.

If you're able to get a foot in the door with a subcontractor and they're sold on your product, they're likely to convince the builders they work with to use your products, too.

Building Sustainable Relationships

There's a lot of buzz around sustainable building, and the relationships that you have with your customers should also be sustainable.

But dealers aren't going to win long-term relationships with builders if they're just giving them a sales pitch. It can take several months to make that first sale, especially if you're targeting bigger building firms.

When you're able to demonstrate to builders that you care about their success and will work to provide solutions for their projects, they have a more compelling reason to work with you. (Note that delivering donuts or pizza to the builder's job site also doesn't hurt!)

Think of your builder outreach as the start of a longer dialogue. This creates trust with them and starts the foundation of a solid relationship — a relationship where everyone wins.

Help your builders win more business by sharing [these 10 tips](#), or [click here](#) to learn about the color trends of 2020. 🏠



How Pre-Painted Moulding is Solving Builders' Biggest Pain Points

Moulding and trim are high-quality elements that easily elevate a design and can increase the selling price of homes everywhere. We took a look at the biggest pain points builders and contractors encounter during moulding and trim installations and how Metrie Complete helps solve them.

Audience

Dealers,
Builders, Contractors

Builders want to be able to increase the price of the homes they build, which means including high-quality elements like moulding and trim. However, they often run into a few common setbacks when they install these elements.

Let's take a look at the biggest pain points encountered during moulding and trim installations, then how Metrie Complete can solve them.

#1 Increased Labor to Paint

If your home design calls for trim, there are a few steps in the installation process that require additional resources and subcontractors. Not only will you have to find and pay a carpenter to install the moulding and trim, but you'll also need a painter to complete the job.

With the industry's current labor shortages, finding the right subcontractors has gotten tricky and subsequently more expensive. "Contractors have been forced to pay subcontractors higher wages, often waiting for talent to become available—ultimately slowing down jobs across the country," writes Juliette Cilia for [Forbes](#).

#2 Increased Timeline

Finishings like moulding and trim enhance a home's design, but can also seriously slow down a project and push back deadlines.

When builders have to contract out multiple jobs for installation and painting, it adds considerable time to a project. Finding and scheduling a qualified carpenter to install the moulding and trim requires some leg work if you don't already have someone available.

Then builders have to ensure there's still time for the painter to finish the job.

#3 Increased Callbacks

Experiencing delays is frustrating on any project, and can sometimes force builders to rush their subcontractors through a job.

Because of the quality issues that come with a rushed installation, or if your painter speeds through the process, builders often experience increased callbacks after a project is wrapped up. Doing a job quickly doesn't always mean it's finished, and often, irritated customers will want that rushed paint job fixed.

#4 Delays to Other Trades



Installing moulding and trim in your design can sometimes cause delays on other parts of your project. First, you have to shut down sections of the home to install the bare trim and moulding. Then, once the trim and moulding are installed, you have to shut whole sections down again in order to paint them. And then you have to wait for the paint to dry so it doesn't get smudged. This can lead to delays for other trades and components of your project.

All of these delays combined can take a large toll on your timeline, leading to increased frustration and irritated clients.

#5 Difficulty Finding Skilled Workers

With labor shortages in today's construction industry, finding skilled crew members who do quality work on every home has become increasingly difficult. This can delay the entirety of the project if skilled workers aren't available or can't work within your project's timeline.

#6 Increased Materials and Mess

Painting your moulding and trim helps to add a pop of color to home design.

But painting also increases the number of materials needed. From paint to drop cloths to paintbrushes, there are a few extra expenses that come with moulding and trim jobs.



Plus, builders also have to contend with the extra mess and cleanup that comes with painting. Paint

is easily knocked over on a busy job site, and needs to be cleaned up immediately (so it doesn't get on the new flooring that was just installed). Paint is also prone to dripping and splattering, especially when it comes to finishing the moulding in a design.

Metrie Complete Solves Moulding & Trim's Biggest Pain Points

Builders run into challenges when their design calls for moulding and trim, which is why Metrie developed an efficient, attractive solution: [Metrie Complete](#). Metrie Complete solves *all* of the described pain points that builders have with trim and moulding.

To start, builders don't have to worry about having painters come in or about mixing paint and ensuring all the trim is the exact same color: Metrie Complete products come pre-painted in Polar White which works with every design. And special additives allow the paint to flex — minimizing paint cracking when moulding is handled.



Plus, all of our touch-up accessories come in Polar White as well for a consistent and complementary appearance. We offer everything you need to finish the job including a wax fill stick, putty, caulk and spray enamel touch-up paint.

Because Metrie Complete is pre-painted and easy to install, builders don't have to worry about scheduling

a painter and then waiting for the paint to dry. Once it's installed, you can move on to the next step in your project!



Design With Metrie Complete, Design With Complete Confidence

Builders can avoid delays, increased costs and increased callbacks when they work with [Metrie Complete](#). Our factory finished, smooth surface and color matching system ensures professional results every time.

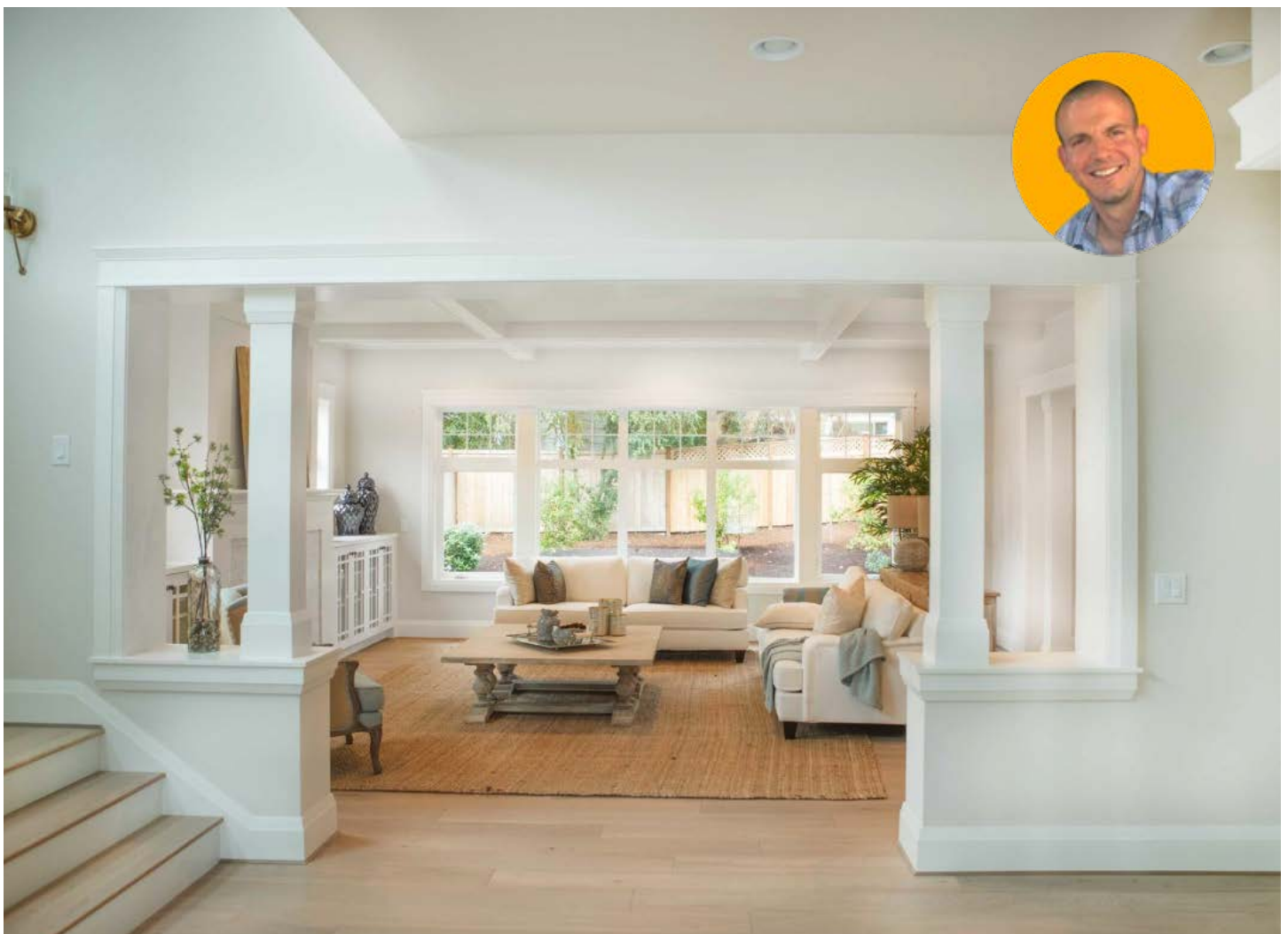
To learn more about Metrie Complete's solutions and products available to builders, visit [Metrie.com](#). 📌

Metrie Ambassador: Chris Tieche

Chris is a long time Metrie ambassador who represents our values in the marketplace through a humorous and enthusiastic approach to business. Get to know Chris, his commitment to going the extra mile and how he always stays on top of our dealers' market.

Audience

Dealers , Builders



Manufacturers can offer the best products, but without committed ambassadors and great distributors, they would never get those products out the door. At Metrie, we're aware of the impact our dedicated ambassadors have on our success.

Chris Tieche has been with Metrie since 2012 and brings humor and enthusiasm to his work. Whether he's working with Metrie's internal team or acting as a go-to resource for our customers, he represents Metrie's values and commitment to the marketplace in everything he does.

Rolling With It



One of the key skills any ambassador or salesperson needs to have is an ability to roll with change (especially during uncertain times, like a pandemic), and Chris has been able to do that from day one... or day two, to be exact.

"I started on October 30th," Chris says. "My second day on the job was Halloween, and I was tricked into showing up in costume. It was a fun way to start my career."

He was a good sport about it though and has had several chances to be the joker himself, when the opportunity presented itself over the last seven and a half years.

Finding the Balance Between Enthusiasm and Humility

A great ambassador is someone who is confident: both in themselves and in their product. But too much confidence can also get in your way. Ambassadors have to know how to

balance their enthusiasm with the humility necessary to learn from their customers.

As Chris puts it, "Many of my dealers have been in business since before I was a kid, so I definitely do not presume to know their business better than they do."

We talked to Bob Woroch, Owner and President of Northfield Trim & Door, about what it's like to work with Chris. Bob has been a Metrie customer for over 35 years, so he knows his business well. He's looking for a partner who can not only introduce new products but who is also willing to take the time to understand Bob's business needs.

"Chris is very efficient," Bob says. "He's knowledgeable about the products that he is selling for Metrie. If he doesn't know the answer to questions or issues, he'll find them out."



Understanding the Industry

Northfield is a pro-focused dealer, and Bob appreciates that Chris comes with an understanding of what that means and how it impacts the products Northfield sells.

"He knows our business. Some of the new products that Metrie is offering may be more targeting the retail market, which we're not. Chris pushes the products that we need and that we would be able to sell. He understands our business and our customer base."

Chris knows that dealers struggle when it comes to pricing products competitively. Instead of focusing on the commodity and racing to the bottom with their competition, he helps

them figure out the questions to ask so customers can understand the value of what they're purchasing.

"I see price as being a challenge for a lot of dealers, regardless of what or whose product they sell. We can help them overcome price objections by focusing on the value the product provides and not price. We'll ask questions like: 'How much is a good night's sleep worth? How important is the resale value of your home?'"

By focusing on the value proposition, Chris can help both dealers and builders find a quality product that will meet homeowner needs and last for years. "Many builders focus on price when they should be looking at value. Trim and doors offer one of the best bangs for your buck when it comes to perceived value in a home."



Go the Extra Mile

A great ambassador is one who goes the extra mile, both for his team and for his customers, and Chris does exactly that.

Jason Bullock, Metrie's Market Manager, says, "Chris's follow-up and follow-through skills are his trademarks. He works extremely hard, and his accounts and team members have great respect for what he does."

Bob at Northfield has seen that dedication in action, too. "I'll send him a text or an email at 7:30 at night, and he's emailed me right back. And Michael, who's my right-hand man, he's reached out to Chris on numerous occasions and gotten answers back at night."

Early mornings aren't a problem either. "If I needed him here Monday morning, at seven o'clock to meet a customer, I know he would make arrangements."

In fact, Chris is ready to do that and more. Chris says, "We volunteer to essentially be an extension of our customers' sales staff. We assist with joint sales calls, sample boards, displays and educational sessions."

Always Be Improving



Ambassadors like Chris are always looking to educate themselves on new products, understand how changes in the marketplace - such as COVID-19 shut-downs and supply issues - are impacting their customer's businesses, and identify what's driving demand for particular types of products.

Chris says, "I like to encourage customers to challenge the builder norm and push the envelope."

Whether it's bringing in new sales and marketing materials to help dealers better communicate with builders or educating them on new product lines, Chris is ready to help.

We asked Bob if he had any areas he'd like to see Chris improve over the coming years, and his answer was very clear:

"His golf game sucks," he laughed. "I guess maybe he was promoted for his knowledge of the job and not his golf game."

No doubt, with humility and a passion for improvement, Chris will take this into consideration.

Take the First Step

Metrie's reps are here to support and educate their dealer customers, no matter what global or local situations arise. Chris and the rest of the Metrie team are passionate about helping customers differentiate themselves in a competitive building products market.

To get started with your rep, [visit the Metrie website.](#) 📌