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Deck Builder eGuide - Convert your Client's Tax Refunds into Bigger and Better Decks

While many folks look forward to their annual tax return to pay for the summer vacation or just to fund a day long shopping spree, others are more careful with their money and are looking for a way to capitalize on this extra cash. It is these folks that deck builders want to attract.

Tax time is like Christmas for those in the construction trade. There may be no other time of year when so many have expendable cash. Now is the time for deck builders, and all home construction companies, to advertise to their potential customers the benefits of using a tax return to make home improvements.

Construction companies need to get the word out that using a tax return to finance a significant home improvement is like having the government pay you three times. Remind them that it will also improve their quality of life as long as they live in that home, and may well pay off when the time comes to sell it.

Triple Your Customer's Return

First, for many of your potential customers, a sizable tax return allows them to consider making home improvements that they would otherwise be unable to afford. This unbudgeted money is likely to burn a hole in their pockets, so just before tax time is a great time for deck builders to offer price reductions and other incentives to convince homeowners that a deck is the perfect way to spend their return.

Second, having a deck built on their home could also allow your customers to take advantage of an additional tax write off down the road. According to Turbo Tax, most home improvements made to a homeowner's primary residence, including decks, do not qualify as deductions in the traditional sense. However, they can make a significant reduction in the amount of taxes you pay the year the home is sold. In this case, the cost of the deck or any other home improvement is added to the basis (the price paid for the home initially), thereby reducing the taxable profit made when the home is sold.

The third way that using their tax return to pay for the building of a deck can pay off is by increasing the value of their home when they go to sell it. There are many reasons why a new deck may be a better option than almost any other home improvement for increasing home resale value.

While almost any home improvement project can add to the value of your customer's home, outdoor decks offer a great return for their investment. According to Paul Mackie,



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the manager of the Western Red Cedar Lumber Association in an interview printed in US News and World Report, building an outdoor living space is a wise investment for three reasons:

1. An average of almost 85% of the cost of having a deck or other outdoor living space added to a home can be recouped when the home is resold. This is in comparison to the average of 78% for a bathroom remodel and 68% for adding an interior room.
2. In addition to having a great resale advantage, adding a new deck is much cheaper than having a new room built onto your home because there is no need for adding heating, plumbing and electrical work.
3. Adding outdoor living space will make it seem as if the living space of the home has been increased without increasing heating and cooling bills like adding an interior room can do.

Make Them Your Customer

Obviously, convincing your potential customers to have a deck built on their home is only half the battle. Next you must convince them that your company is the best choice to get the job done right. As mentioned before, price reductions and incentives are a great way to attract attention, but to be sure of a successful future for your deck building company, you need to offer a high quality, attractive, long lasting deck at a fair price.

This is where Fasco America and the whole line of SCRAIL[®] deck fasteners manufactured by the BECK Fastener Group[®], including InvisaDeck[®] and BeckDeck[®], come into play.

The SCRAIL[®] line of deck fasteners has many advantages for the deck builder over traditional screws or nails:

- [BeckDeck[®]](#) - This double threaded deck fastener is designed to eliminate the "volcanoeing" or "mushrooming" that happens when traditional screws are driven into composite materials. The second thread pulls the displaced material back into the hole with the SCRAIL[®] creating a more snug fit and a flat, finished surface.
- [InvisaDeck[®]](#) - This deck fastener system creates a completely smooth finish with no visible fasteners. Designed to be used with grooved boards, it can be adapted for use in non-grooved or composite materials with the use of BECK's patented groove cutter. The clips and SCRAIL[®] are installed under the deck's surface and hold tight without being seen.
- Reduced labor costs - all of the SCRAIL[®] deck fasteners, and the fasteners that are manufactured for other uses, like SteelThread SCRAIL[®] which is designed for use in applications where steel must be connected to steel or other materials,



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can be used with power-driven pneumatic tools. These tools make installation quick and easy, twice as fast as using collated screws and at least eight times faster than using hand driven bulk screws, saving labor costs and allowing you to make your customers happy by finishing on time.

- Remove, readjust and reuse - all SCRAIL[®] deck fasteners are designed in a way that allows you to remove them without damaging them or the material they were driven into. This means you can easily deconstruct any portion of the deck to make adjustments, repairs, or to ensure a thorough paint job. It can then be put back together without the need for new deck fasteners. This could ultimately save your company a great deal of time and money.

The use of SCRAIL[®] deck fasteners can enable you to do the two things your customers want most from you: Offer them a fair price, and finish the job on time. In our highly competitive marketplace, happy customers may be the best and only way to ensure future success for your deck building business.

Tax return time is upon us. Take advantage of the fact that this is the one time of year that many folks have expendable cash and set about attracting new customers. To be sure that you can offer your potential customers a great deck at a fair price, contact your local [Fasco America[®] representative](#) to get more information about the Beck Fastener Group's[®] line of SCRAIL[®] deck fasteners and tools. Your representative will be happy to walk you through the many advantages of using SCRAIL[®] products, and even show you how you can [get a free sample](#) to see first-hand how their quick and easy installation can benefit your business.

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