

SHOULD you **BECOME**
a Home Improvement

Design

CONSULTANT?



www.GlengarryAcademy.com

My phone made that old school cash register “cha-ching” noise I had programed it to whenever a person signed up for an appointment with me. Every time I heard that sound, I knew I would make around a \$1000 on average. I flipped over to my calendar and sure enough a homeowner had booked my final appointment slot for when I returned two weeks from now. But, right now, I was enjoying my cocktail and the colors of the sunset from my balcony over looking the beach here in Phuket Thailand.

I’ve already been here 2 weeks, and I still had two more weeks to enjoy S.E. Asia. The temples of Angkor Wat in Cambodia last week were amazing and the 3 night boat trip around the Avatar looking rock cliffs of Halong Bay in Vietnam the following week were going to be equally amazing. But for now, a week of calm on the beach was proving to be perfect just the same. As I took my final sip, I chuckled at the inner voice that said “And do you know what the best part of this is? I didn’t have to ask permission to go from anyone.”

I had finally made the jump to running my own appointments about a year before. It took me 18 months of ridiculously hard work to achieve lead independence. It shouldn’t have taken so long, but I had no idea what I was doing. It took a full year just to get my first self generated appointment, but by month 18 I had all the appointments I needed coming in consistently - and these were the most amazing leads I could ever ask for... these were the coveted “Glengarry Leads.” (Movie reference.) I no longer needed company appointments which meant I could now schedule my time as I pleased. I had reached a goal I thought for the longest time was just a pipe-dream. I now had great income *and* the time to enjoy it. And to think I nearly quit this amazing career my first year...

It was total dumb luck and pure ignorance that allowed me to survive my first year as a home improvement design consultant. For me it all started with a catastrophic interview with a company where I thought I knew what I was interviewing for, but fast realized, I was in over my head.

Don't do what I did...

THE INTERVIEW

(Manager) "Thanks for coming in."

(Me) "Of course! I'm excited for the chance to join ABC Remodeling Inc!"

"I'm sure. So let me tell you about the job. It's life changing. You can make \$100K in your FIRST year! All you do is help people with their home improvement needs. We give you all the quality confirmed leads you'll need. We give you world class training on how to sell, and you'll use these skills for the rest of your life. All you'll need to do is be coachable and keep a positive attitude. Do you think you can keep a positive attitude and an open mind?"

"Of course! I'm excited to hear more about..."

"This is a 1099 position - which is for your benefit. This lets you take full advantage of tax deductions and lets you keep more of your money. Unfortunately, that also means we can't offer health insurance, minimum income guarantees, unemployment, or anything else. But again, you're going to be making SO much money that you won't care. You'll easily be able to buy these things for yourself. We do this for your benefit. Can you see why we would do this for you?"

(I can kinda see it, but my wife is never going to understand...)

"Oh, wow, um... yes?"

"Yeah, we do everything for you. All you'll have to do is drive to a persons house, do a basic inspection, show them our product and how it works, and ask for the sale. Do you think you could do that? Can you ask someone for a sale?"

"Um, yes?"

“Great, now tell me about a time you were told no several times, but you persisted and got what you wanted anyway. Preferably when you were an adult.”

Damn, there goes my “Mommy, mommy, mommy! I want Gi Joe!” example... I proceeded to answer a few questions the best I could and even told a good story about overcoming odds. It seemed fitting in the moment.

Apparently I gave the right answers because she shook my hand while asking me “If I was to offer you this special opportunity, would you come into our training class on Monday?”

“Uh, yes?” (Uh-oh. I think I just committed to something that I hadn’t yet run past my wife. That’s not good.)

“Fantastic! I’m offering you the job! I’ll see you Monday at 9. Bring a note pad and coffee!”

“Yay?” I half squeaked as my forehead furrowed at the inner voice that was screaming “WTF just happened?!”.

I found myself with a company that I knew almost nothing about. Who does that?! I wish I knew then what I know now - 20 years later. Which is why I created the **BEST & WORST COMPANIES guide** and share the most important questions you need to ask while interviewing with a company you likely know almost nothing about. But before we get into all that, allow me to introduce myself...



“Why isn’t this common knowledge? Is it too good to be true?”

“Not at all. You’ve actually seen this career advertised many times and just skimmed past it for good reason. It comes off as something it’s not. That’s where the opportunity lies!”

My name is Carl...

... and over the course of my career in the home improvement industry I learned through a LOT of trial and error how to crush my income goals AND create freedom in my calendar to travel as I wished. Later, I became a coach to other design consultants and after a lot of trial and error, learned how to successfully fast track them from ZERO home improvement or sales experience - and turn them into high income earners. It wasn't long before some of my friends asked how they could get in on the action as most of their jobs sucked the life out of them for far less pay. So, I created the Glengarry Academy as a way to deliver the "how to." About 1/4 of my friends became high earning \$200k/year consultants with most earning \$120k or more their first year.

Now, after a good deal of polishing, I offer the Glengarry Academy to others. I'll offer you the same "EASY" button I gave my friends for getting hired with a good company. Then, once hired, I'll offer another "EASY" button to help you accelerate the earning curve so you clear \$120K in your first 12 months. Lastly, after about year in the position, I'll offer you one final "EASY" button for learning the tactics and strategies that allowed me to earn TWICE the income in HALF the time once I was established and could take true ownership of my time for things like family, and travel. It works. I've done it - and it's AAAMAZING when you get there! Lol. But, as usual, I'm getting ahead of myself. First, let's answer a few important questions...

You can reach me at info@GlengarryAcademy.com

People are flocking to our industry from white collar careers that are now laying off people by the thousands due to over hiring, Ai, and market volatility.

There are still plenty of opportunities, but you must act swiftly.

WHY should someone become a Home Improvement Design Consultant?

- **Immediate High Income:** New design consultants will earn a solid 120K by the end of their first 12 months. With good training you can get hired and be running appointments (making \$1,800 - \$3000 average per sold project) in under 30 days.
- **Extremely Flexible Schedules:** As I mentioned earlier, you're paid for your performance, not by punching a time card. So if/when you need time off, you can take it. Whether that's a week during holidays to be with family, or a month to visit a new country(s), you have the flexibility to do it.
- **Meet new people every day:** You get to meet amazing families at their homes and help them with their home improvement needs. I've made lifelong friends with several people that started out as customers. If you're a people person you will LOVE this work.
- **95% REMOTE WORK - No depressing cubicle or office:** You get to work outside! You drive to locations all over your area and meet homeowners at their homes every week and consult with them on their home improvement projects. Then, you'll work from your home office. Most companies will have a weekly in person meeting for a couple hours of additional training and social connection. One of my favorite things to do when visiting people around my area is map out different restaurants and parks I'd like to revisit, and when I have an appointment that takes me out that way again - I take time to visit them - it's great!



On this home, one of our **DESIGN CONSULTANTS** helped the homeowners upgrade their windows, door, siding, and roof to **TRANSFORM** its look.

WHAT DOES A DESIGN CONSULTANT DO?

Most mornings I'd do a little paperwork, fire off a few follow up emails, and send texts to any appointments I have later that day to confirm we're still good to go while sipping my coffee. Usually I'll have a couple 2 hour appointments with homeowners working through their project ideas, style, and preferences until we land on a nice design. Then I work up the numbers, present the price, and about 30% of the time they'll buy on the spot, and typically another 20% or so will call me back within a day or two and move forward.

Most days I'm home by dinner, but some days are a little longer when I need to meet customers after normal "work hours." It's really not that hard. Most of my day is usually spent at a kitchen table making new friends as much as it is spent discussing their project and earning their business. I'm always surprised when I'm invited to join my evening appointments for dinner - often to celebrate signing their upcoming project (and my commission.) While that's not normal, it's not uncommon. And I enjoy it every time.

This morning I have to head to the office for our weekly sales meeting where we review the previous weeks results, learn more about our product offerings, and most likely, role play how we work through the most common concerns and objections that homeowners might have regarding their projects. It was a little weird for me at first, but you quickly get used to it.

Once done with the mid-morning meeting, I'll go have a nice lunch before my first appointment of the day. Usually I invite a fellow design consultant or two and we talk shop and have a few good laughs. But now It's time to head off to my first appointment, it's about an hour away, so I'll listen to a favorite podcast on the way. The weather is great, and I feel a little sorry for the people stuck in their offices who won't see it. Either way, I'm off to make some new friends...

HOW MUCH DO DESIGN CONSULTANTS MAKE?

DOCTOR, LAWYER, HOME IMPROVEMENT DESIGN CONSULTANT?

Most design consultants earn \$70K-\$80K their first year. Why? Poor company provided training. **Our typical design consultant earns no less than \$120K their first year.** We've had a few who earned over \$150K, but that's not normal and I don't want to give you the wrong idea. Second year earnings can certainly reach \$150K with about 1/4 exceeding \$200K. After 2-3 years you'll have the option to still earn \$200K - but do it working 4 days/week, or even \$150k/yr working just 3 days a week. That's where I landed. I like having time to pursue other interests like writing, building this coaching program, photography, travel, etc.

Design consultants often out earn standard doctors and lawyers (probably not specialists) - but do it without a decade of education or hundreds of thousands of dollars worth of student debt. And even better - without working ridiculous midnight shifts at the hospital or preparing legal briefs in the office basement until morning.

How? Uncapped, commissions based income. Yes, this is a very high ticket sales position and that's a *good* thing! It's what makes it possible to earn big money instead of what everyone else makes doing what everyone does. It's also why you have tremendous flexibility in your schedule. If you need a week off, take it! You are paid for the business you bring in, not for punching a time card. If you're making \$3000 week, and you want to take a trip - you can afford to do it - like my month long SE Asia trip.

WAIT, DID YOU SAY SALES?! (NOT SO FAST.)

I get it, you saw the phrase “sales centric” and nearly fainted right then and there. Sales is a divisive topic for many. Images of the greasy long haired, gold chain over a hairy chested beer belly used car sales character dressed for disco often comes to mind. And when you compare that to the snappy suited lawyers or dignified white coats of a doctor, it’s hard to imagine choosing it. But let me remind you that you can thank just about every sitcom ever for that nasty sales person trope. I assure you, you can dress your best - and should. But for the love of god, leave the gold chain at home.

Perhaps you had a bad experience making a purchase and it formed your opinion of sales people as undignified, untrustworthy, fast talking, and frankly, just sleazy. Perhaps you fell for a fevered sales pitch for an over priced product that doesn’t live up to the hype - think time shares. Or you imagine unscrupulous hard core and high pressure sales tactic used by characters from movies like *The Wolf of Wall Street*, *Boiler Room*, or the Classic “Greed is Good!” *Wall Street*. There are many more that paint a similarly bleak and dark picture. It’s no wonder that our knee jerk reaction to choosing a career with sales at it’s core is met with a gag reflex.

But let’s back up and start at the beginning. Try to remember that TV isn’t reality or the whole story. Sales as a career, can indeed, be a noble choosing. You have undoubtedly worked with someone in sales whom you liked very much. Maybe it was the real estate agent that helped you find your perfect home, or the travel agent that booked your family’s perfect vacation getaway while you were too busy working to put the details together. You work with sales people every single day. And if they’re doing their job well, you rarely notice. You simply chalk it up to good customer service.

Being a salesperson as a home improvement design consultant is a unique role all its own. You probably don’t know anyone that falls into this niche sales career. It’s not the kind of person that was invited to your 2nd grade show n tell to talk about their jobs. Teachers, naturally, prefer to stick with

the doctors, lawyers, professors, etc. As a result, no kid ever said that they wanted to be a home improvement design consultant when they grow up. And that's not going to change any time soon.

For the last 50 years our society has placed a huge priority for young people to pursue higher education, and most recently, nothing less than a graduate degree given that today's 4 year degree barely qualifies you for an entry level car wash job at Enterprise Rentals. This of course comes at a time when university costs have never been higher - far outpacing inflation and a stagnant pace of income. The average graduate student today has loans approaching \$100K. And this is for a degree that, for most, barely earns an average of \$65K/year. But let's be fair and look at the "best case" scenarios for what you can hope to achieve after spending 4+ years in school and the \$100,000+ tuition that goes with that.

When asked the best careers for high income, nearly everyone recites the proverbial "Doctor/Lawyer." So let's look at that. To become a doctor you'll spend 6-9 years in education and without earnings. In 2024, you can expect to be \$251,000 IN DEBT - but now able to earn \$150K+/year when you finally graduate and complete your residency.

The path for lawyers is a very similar one to doctors - both in time and expense. Instead of Medical school you attend law school. Instead of residency, you grind as a grunt for several years at a major law firm as you work to either open your own practice or attempt to climb the ranks at a firm. The average debt of a law student is now at \$160K plus - depending on school. Go to a prestigious law school and it can easily reach \$300K.

Now let's compare these expensive, long, and difficult paths with someone who just goes to work for a big box home improvement store out of high school.


During your first year, you'll earn about \$30K working lawn care, lol. Then, your second year you'll transfer to the paint department and become a specialist. Now you're around \$40K. You work hard and they transfer you over to millworks to sell windows/doors, and that comes with a small bonus or commission structure based on your departments sales. Let's say \$45K. After these 3 years you have a good idea of how things at the store work, and you're given a supervisor role at \$50K. You remain a

supervisor for 2 years at the same pay. In those 5 years you've gained a lot of experience and knowledge and earned approximately \$215,000. Not amazing, but more importantly, your NOT in debt. Nice work. Now, you become an assistant store manager and earn around \$80k/year. You spend the next 4 years learning the ropes and by year 10 you're given a chance to be the store manager who, even at a small store, clears a solid \$130K/year. Well done. You've worked hard and deserve it.

If you're lucky, and continue to work hard, you might receive further promotion to district manager, regional manager, or late career VP - or even EVP! - where the income exceeds even the highest paid surgeons in the country. All without many years of stressful student debt. Not bad for a teenager who started in lawn and garden.

In summary, there's a LOT of ways you can get to earning mid six figures, but almost all of them are either very expensive to get there at \$100K+ OR take *years* off your life working your way to it. That's why the career as a home improvement design consultant is so damn impressive!

So if being a home improvement design consultant is all so great, why doesn't EVERYONE do it? Great question! Simply, it's because so few people know about it. Did you? Probably not. This is one of those careers that most people accidentally "fall into" like I did. If you get lucky and start with a great company with a great manager - you're going to do reasonably well. If you don't, well, you'll be taking the hard way like myself and soooo many others did as well. Let me help you instead. Let me fast track you to the lifestyle and income you and your family deserve.



"I'd like to update the look of my home while improving it's function."

"Not a problem. We can help. Let me show you how."

PICKING THE RIGHT COMPANY (AND PRODUCT) IS CRITICAL

During the last few years, I've tested the Glengarry Academy in over a dozen markets with hundreds of "never done it before" rookies. I refined the strategies that were well proven and scrapped those that weren't. I'll share the best practices that allow you to call your own shots while making a GREAT living. I'll share stories of success, and the #1 mistake that kept me in the muck for almost 5 years - so you can avoid the pitfalls, and time-sucks that prevent you from finding the freedom this job can afford.

With all that said, you can absolutely do this on your own - but I just can't suggest it. Besides, why would you take the long road to earning more? I'll give you our roadmap to THRIVE faster, and eventually become a \$200K/year consultant instead of the stuck-in-the-muck \$70k-\$80k consultant that most companies tend to create. The truth is that some companies are really solid, and others, well, suck. And no matter how well you play your hand - you'll get stuck - let's talk about that.

Finding a good company to work with requires asking the RIGHT questions at the end of your interviews and our **BEST & WORST COMPANIES (TO START WITH) guide** lists those questions for you... but first, you'll need to apply and get through the initial screening - but that's easy if you're armed with the right information and knowledge about their culture and goals. This is where our **LET'S TALK SHOP guide** sets you up for success with that insider knowledge.



Once you know HOW to recognize a good company from a not so good one, let's make sure we find the right *kind* of company that will be a fit for *you* and *your* preferences. There are many home improvement companies that have either gone national or are part of a larger equity group, and there are some that are either just starting or want to stay small. They each have their pros and cons, but I have a preference for the larger companies for new design consultants starting out. They have more leads (usually), better support, and more resources and that can have a huge impact on your early success. Do not consider a company where the owner is still running daily activities and there's no HR department. Sadly, I've heard too many stories where Dan from "Dan in the Van Remodeling" just woke up one morning and decided your paid too much. (That's a story for another time).

So what kind of home improvement company should YOU choose? Well, the answer is it depends on where you are, how old you are, time of year, seasonality, and your preferences towards specific products, or desire to be indoors or out.

If you're in a sucky climate that's rough on houses, you may want to focus on exterior products like windows, doors, roofing, siding, and gutters. But remember, outdoor products require you to be outdoors for a portion of your visits as you do basic inspections - even when it's sucky outside.

If you want to stay indoors, choose companies that specialize in indoor products like kitchen remodels. Likewise, if you live in a more recently developed area in the desert where tile roofs and stucco walls are standard (and rarely need replaced), you may want to focus on interior upgrades like walk in baths and showers, where people are inclined to "age in place." Obviously, in an area saturated with retirees like AZ, this would also be a good choice. AND, if you're closer to retirement yourself than the start of your career, this too, may be a good reason to consider bath remodels. It's much easier to relate to your own age demographic... after all, these kids today...lol.

WHO MAKES A GREAT DESIGN CONSULTANT?

Let me tell you that **the very best design consultants** I've ever trained ALL share one thing. They **have HIGH emotional intelligence. Women are instinctively better at this** career and often become the top earners with most companies. Sorry guys, this is just how it is. The best consultants understand that the engineer client needs different things than the truck driving dad or the executive CEO mother. They quickly figure out their wants, needs, and budget - and bridge the gap between them.

The best design consultants care about their customers more than the sale. There's a famous quote in sales that goes "No one cares what you know - until they know that you care." And here's the best part. The best design consultants are made, not born. Sure, some design consultants have good instincts and that will help starting out, but all too often they'll eventually follow their instincts instead of their training - and eventually their results will suffer as a result. The good news is that great training = great results for almost everyone.

I have coached people from just about every walk of life who never thought for a moment that they could earn \$120K - much less \$200K - in their lives. Like most people they thought that the only way to make that kind of money was by spending several years and \$40K-\$60K (if not hundreds of thousands) of dollars on higher education so they could eventually make serious money. Whatever your back story - I want to help you defy the odds and actually get paid what you deserve while enjoying what you do. In the next few pages, I'll offer you an "EASY" button for getting hired with an established company. Then, once hired, I'll offer another "EASY" button to help you accelerate the learning and earning curve to your first \$120K in 12 months. Lastly, after a year in the position, I'll offer you one final "EASY" button for learning the tactics and strategies that allowed me to earn **TWICE** the income in **HALF** the time once I was established. It works. I've done it - and it's **AAAMAZING** when you get there! But, you have to get **HIRED** first. So let's talk about that.

GETTING HIRED IS A PROCESS...

Everyone starts their journey with a resume. I'm not going to tell you what you already know about it needing to be relevant and AI keyword rich. If you can't get past the bots, you'll have a tough time getting to the starting line. We can help with that if you like.

That said, it's critical you get past your initial screening interview as they are the gatekeepers for the hiring managers you want to connect with. Once you past the gates, however, It's GO time! Now you'll be interviewing with the manager that you'll likely be working under if selected. I can't stress this enough - THIS IS YOUR SHOT! So it's CRITICAL to ACE this part - it will be the difference between getting hired with a great manager and company vs missing the shot, or worse, getting hired at the WRONG company under the WRONG manager. Let me help you.

I'll provide you with our **INTERVIEW TIME guide** and our interview specific coaching sessions are available as well. We'll make sure you're ready to crush it and secure the job. I'm a very niche career coach designed for ONE career only - HOME IMPROVEMENT SALES and I KNOW through HUNDREDS of interviews what works every time. After all, I was the guy who said yes or no to thousands of applicants during the second half of my career.



YOU CRUSHING THE INTERVIEW!

CONCLUSION

It's decision time. Do you keep doing what you've always done - getting what you always get - while hoping for better? (definition of insanity btw) - OR do you *make* a change starting now? It pains me how many people I meet that could change their life in this career and LOVE it, but just don't know about it. Now you do. I'm happy to schedule a call if you still have any lingering questions. I'm happy to help. Simply email me at carl@GlengarryAcademy.com and we can schedule a convenient time.

There's no secret sauce to finding success in this industry - You can absolutely brute force your way over time to those big bucks like myself and so many others have - but there are shortcuts and tips that can save you a TON of time ramping up your earnings.

Our Coaching will streamline the learning and earning curve for you in this challenging - but amazing - career. Whether your kicking tires, ready to apply, in your first year already, or a few years in, we have 3 options designed to meet you where you're at in your journey or budget.

Simply visit www.GlengarryAcademy.com to get started.

\$27



\$97



\$497

