

WDDA Window & Door Dealer Day



Rich Harshaw
CEO, Level 10 Contractor
Author, *Unlocking Unlimited Lead Flow*

Rich Harshaw, CEO of Level 10 Contractor and author of *Unlocking Unlimited Lead Flow*, specializes in contractor marketing and helps companies develop the mindset and generate the increased lead flow they need to make the jump to \$10MM+.

Over the past 25 years, he's refined his methods while working with some of the most elite companies in the home improvement and home services industries. He focuses on helping clients forge a unique identity to separate themselves from their competitors, then using both online marketing and traditional media such as radio and TV to unlock the lead flow necessary to facilitate massive growth.

Rich is the author of three books and has spoken at hundreds of industry conferences, dealer network meetings, corporate events, and webinars.

"Rich's books and seminars detail the exact formula I used to grow Hansons to \$80MM; he is a contractor marketing genius."

Brian Elias, Founder, 1-800-HANSONS

Fun facts about Rich:

- He has six children—four boys and two girls
- He speaks fluent Mandarin, Chinese
- As a child, he was a serial entrepreneur who started several businesses
- He has conducted at least 5,000 hours of marketing training in his career
- He's a huge fan of the Dallas Mavericks and Dallas Cowboys
- He's training to run a 50-mile foot race