

The RollMaster Solution!

Business Management Software



ROLLMASTER®

YOUR FLOORING BUSINESS SOFTWARE PARTNER



- RMMobile App • Web Install Calendar • B2B Technology • E-Doc Technology
- Gravity Payment Integration • Barcoding Tech w/Android™ Handheld Device • MeasureSquare Estimating Software
- RM Text Alert • API Technology • RM Data Analytics powered by Tableau

SYSTEM OVERVIEW

Who We Are:

RollMaster Flooring Software is the complete solution for managing your flooring business. Whether you provide flooring for large commercial projects or single-family homes, our software is designed to help you grow and become more profitable. Our unique cloud-based software means you can always see an accurate picture of your entire operation, no matter where you are. Since your data exists on our secure servers, there's no need for costly hardware, custom programming, or additional fees. Key features:



The RollMaster Team

- RollMaster was the first cloud-based platform in the flooring industry, 17 plus years and counting.
- Flooring-savvy, knowledgeable, and dedicated training, support, and development staff now totaling over 30 employees and growing.
- Train your way: we offer Onsite Training, Regional Workshops, one-on-one Internet Training, and Webinars.
- Continual updating of Documentation and Release Notes.

Why We're Successful:

From its original development in the early 1980's, RollMaster Flooring Business Management Software was built on a foundation of real-time, multi-location, full-integration technology. This benefits our clients by unleashing growth and creating significant new value within their businesses. RollMaster Software provides a solid business model platform, offering clients the very best that today's flooring software has to offer. Whether your focus is primarily residential or completely multi-family, we've developed specialized programs, reports, options, and features designed to help you capture and manage business in every flooring market sector, including:

Residential

Builder

Multi-Family

Commercial

Distribution

RollMaster is a complete **Business Management Software System** that allows you to manage every aspect of your flooring business. By integrating and automating all departments and business processes, critical information is at your fingertips, from lead tracking and work in progress, to inventory and job costing, on through to accounting and financials. One software to manage it all.



One Great Software – Two Different Platforms:

Based on your needs and preference, **RollMaster** can be installed on your server, or accessed via **RMCloud**, our net-based software. Either way, there's no additional Microsoft, SQL, or Citrix server/ database licensing fees to impact your bottom line. With **RMCloud**, you can work anywhere – home, office, or on the road – and still operate centrally. Your information is safe and secure at our **Regional Cloud Data Centers**. We own and manage the data centers, but your information belongs to you. For

more technical details, please visit our website: www.rmcloud.com.



RMCloud Technology

RMCloud offers all the benefits of RollMaster Software, without the complexities of owning, managing, supporting, and upgrading the network technology. With **RMCloud**, our secure Data Center delivers business software and data to you anywhere, anytime, from any internet connected device. We have our own Regional Cloud Data Centers, currently utilized by 95% of our client base. Comparatively, our closest competitors operate using a third party cloud platform, with more than half of their client base remaining on servers.

RMCloud Key Benefits:

- We completely remove your dependence on in-house servers, installed software, and costly IT help. Plus, we're able to push updates to you immediately, without the need for work on your end, ensuring you're always on the current version.
- Your employees will have secure access to everything they need no matter where, when, or how they work.
- Support that's supportive: Call or request support anytime and expect an answer within a reasonable period of time; in an emergency, you can reach a support person 24/7/365.
- We can customize a package to meet any budget.

Additional Product Offerings:

In addition to our core turnkey flooring software products we also offer an array of other efficiency tools to benefit our customers. These include the following:

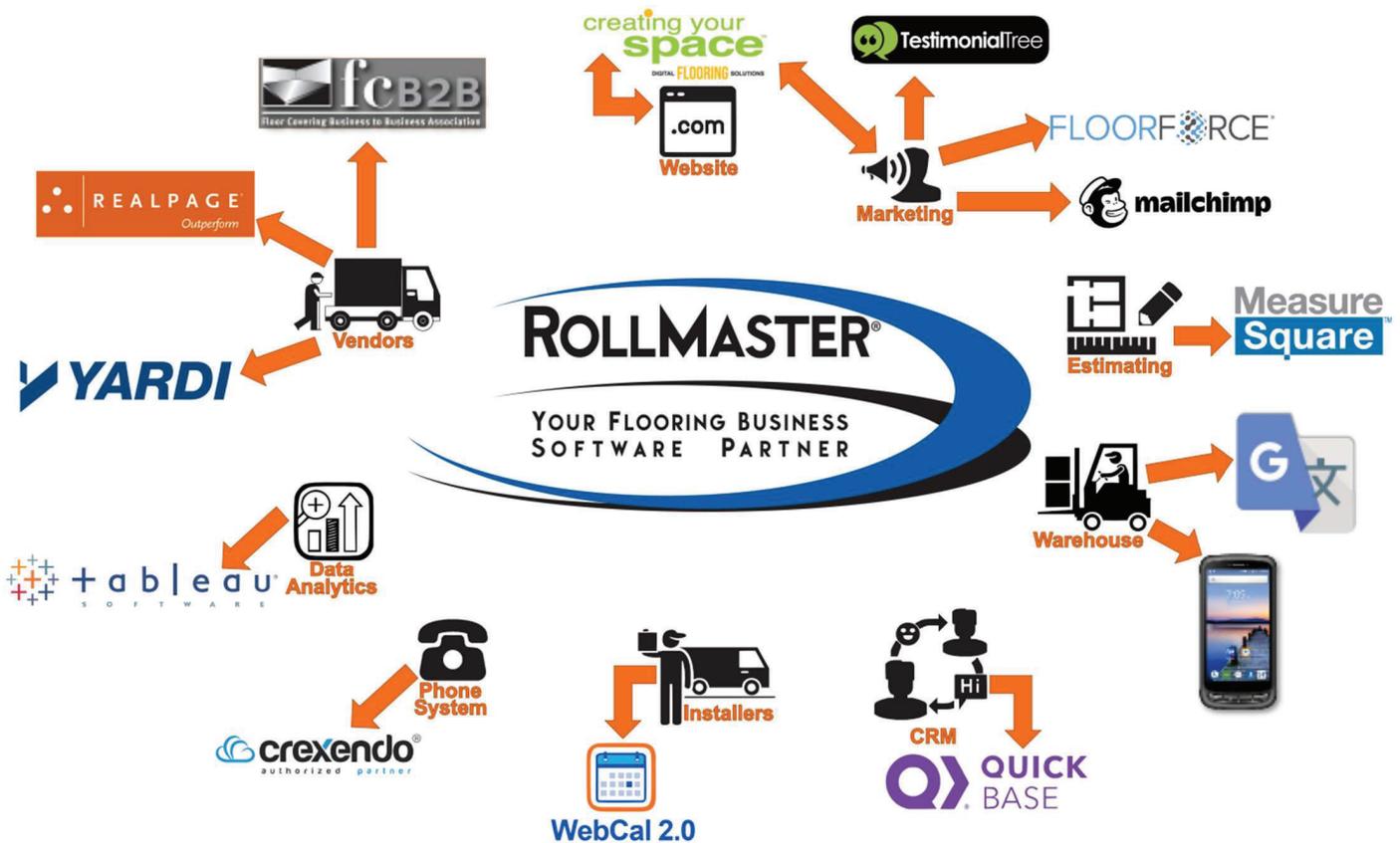
- **RM Data Analytics** powered by Tableau instantly converts your sales data to graphics. Quickly comprehend your data through powerful charts and graphs.
- **RM Mobile** App along with the Mobile Installation Calendar, view key sales data from your RollMaster System directly on your mobile device 24/7.
- **Gravity** Integrated Payment Processing
- **B2B** connecting you with your suppliers
- **E-Docs** Electronic Document Storage
- **Web Portal** Property Management Interface
- **Barcoding Software & Equipment w/ Android™ Handheld Device** for Inventory Management
- **Lead Processing** on the go from your phone



Sales Dashboard image from **RM Data Analytics** (on computer) and **customer heat map** (on iPad) powered by Tableau.

- **RM Text Alert** allows texting with clients to schedule sales and installation appointments and reminders
- **API Technology** integrating powerful non-flooring business tools w/ RollMaster for email marketing, online reviews, eCommerce, CRM platforms, and so much more!
- **MeasureSquare Commercial** for takeoffs and bidding commercial projects efficiently
- **MeasureSquare Mobile** for retail measuring and selling on the fly

RollMaster Platform: Integrations



What Our Clients Are Saying About Us:

Our relationship with our clients is everything. We pride ourselves on being responsive to the needs of the people using RollMaster Software day in and day out. Helping our clients succeed ensures our success. These are a few testimonials and reviews from flooring businesses using RollMaster Software and some of our other products:

"Since starting on RollMaster, our margins have increased significantly and the system helps us continue to manage our margins in a positive manner. The transferring features have been working well also, and the Bar-coding makes it much easier to keep track of inventory."

-Todd Nelson, Tollefson's Retail Group Inc.

"We have been using RollMaster for over five years. We've grown about 40% since fully implementing RollMaster, and with that growth, we've not had to add any staff. Inventory Management has been one of the biggest improvements, because our old system was not integrated and we were having to make a lot of manual adjustments. We are a strong-willed bunch, but the RollMaster team onsite for our going live launch got us through all the last minute hiccups to get up and running. I think everyone agrees it was a good decision."

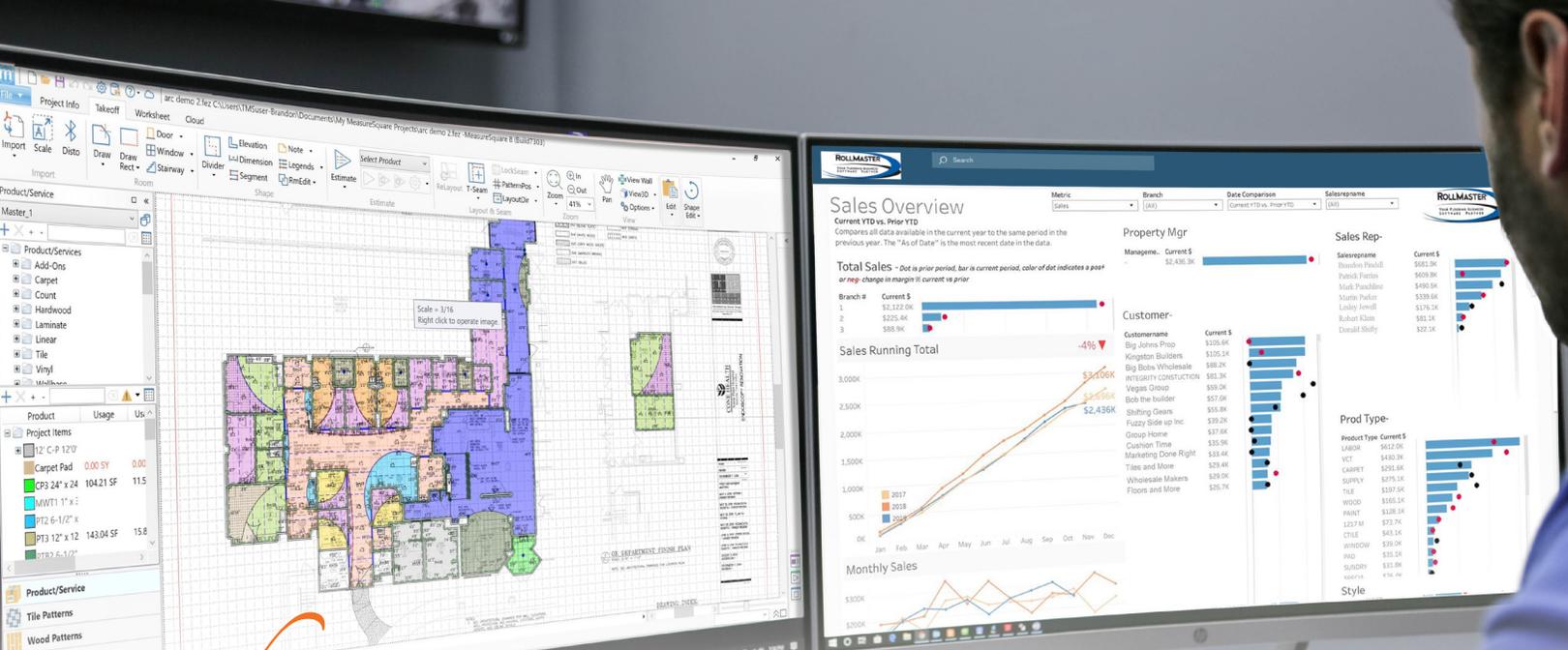
-Paul Zachar, Randy's Flooring

"Prior to switching to RollMaster, we used QuickBooks for all of our accounting side processes. We didn't really utilize any of the inventory features because those systems didn't talk to each other and it meant separate data entry constantly. Being able to find a system like RollMaster, where everything is integrated, was very helpful for us."

-Jennifer Firth, Buy Rite Flooring

"We started with RollMaster at the infancy of our company. We're now going on 20 years with RollMaster. They live and breathe what they're doing. They're open to hearing what we dealers have concerns with, and then they'll take the initiative to make those changes. As a business owner whose needs are constantly changing, I need a partner in business who sees those needs and understands the importance of those changes, which means RollMaster is growing as quickly as we're growing."

- Tina Dias, Advanced Flooring



Enhance Your ROLLMASTER Software Experience With One or More of These Innovative Efficiency Tools:



RM Mobile App A powerful tool in your pocket

This App is a game changer for the flooring industry.



- Carry relevant business data in your pocket
- Access at-a-glance business and sales data anytime/ anywhere
- View and update the Web Install Calendar

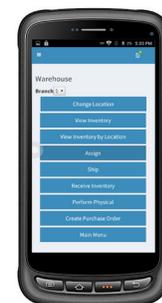


Barcoding Software & Equipment With Android™ Wireless Handheld Device

Inventory management software and equipment delivers improved utilization of inventory assets, while minimizing costly errors.

Benefits:

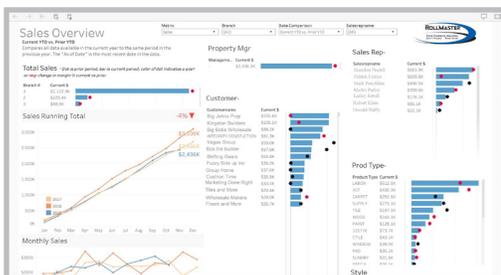
- Wireless handheld devices w/ touchscreen and Android OS/Doubles as smart phone
- Point-of-sale features
- Inventory audits simplified



RM Data Analytics powered by Tableau

Imagine instantly viewing your business data in a chart or a graph!

- Easily convert your sales data to easy to interpret images
- Create insights that allow you to turn your data into opportunities
- Easily inform you tactical and strategic business decisions



RM Text Alert

Texting is the new emailing. This tool is revolutionizing the way our clients communicate with customers

- Send Installation reminders to your clients
- Keep your crews busy installing and avoiding down-time from cancellations
- Easily text images to allow your clients to see your products
- After-Invoice text alerts to customers for post sale follow up and Review Request

...and so much more!





B2B Technology

Connecting You With Your Suppliers

Key features:

- Complete catalog w/ recurring updates, drops, specials
- Vendor invoices verified against purchase orders to prevent overbilling
- Web Services, including live stock check, w/ participating suppliers



MeasureSquare

Estimating Software

Commercial and mobile residential platforms available as stand-alone and/or integrates with RollMaster Software.

- Turn around fast, accurate, professional looking estimates to meet tight deadlines and win more bids
- Bid more jobs competitively, while protecting profit margins
- Win a sale by professionally presenting project to clients inside the home



Integrated Payment

Processing with Gravity Payments

Process credit card payments seamlessly. Most consumers have switched to EMV Chip cards to help prevent theft and identity fraud.

Additional Benefits:

- Credit Card Vaulting safely stores data for re-use
- Eliminates double-entry, minimizing errors
- No more missing charges— all payments are live in the system
- Automatic Level 2 Processing and Auto-Void saves you even more



E-Doc Technology & Mobile App

Electronic Document Storage

Store and access photos, diagrams, supplier specs, credit apps, expense reports, A/P bills, and more!

- Virtual storage of all relevant paperwork
- Scan and save as a file on your desktop
- Store and access in RollMaster forever



API Technology

Application Programming Interfaces (API's) make possible all the interactivity and seamless connectivity we've come to expect and rely upon when we access our internet-connected devices. With this technology, RollMaster is integrating powerful non-flooring business software to provide seamless expansion into areas such as Email Marketing, Online Reviews, eCommerce, CRM Platforms, and so much more!



Contact us today to learn more!

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