

MAKING THE SWITCH. HOW ONE FOUNDATION CONTRACTOR GOT OUT OF TROUBLED WATER.



Bill Hoffman has spent over 20 years in the business of foundation moisture protection in the mid-Atlantic region of the United States. Starting out as a salesman, he grew his career and eventually purchased the company for which he worked. Now, Bill is leading the way for a paradigm shift in the basement business. His company, Elite National Water Management, LLC (operating as National/American Water Management), protects over 2,000 foundations a year for the biggest builders in the United States. His achievements can be attributed to one important business mantra:

“Success, for us, is not getting a call-back from homeowners.”

MINIMUM CODE IS **MINIMUM VALUE**

The 1990s were a build-to-code-only market. Builders' top concerns were to save time and money. And when it came to foundation protection, most builders were dampproofing either by spray or roller. This coating may repel some moisture, but not bulk water.

As Bill and his sales team continued to gain experience with the builder market, a need for better basement protection became evident. At that time, Bill's company installed polymer-modified asphalt spray emulsions that were code approved for waterproofing. Despite the expert experience of his crew, the spray emulsions revealed limitations. When Bill asked for manufacturer warranty support, it was hard to come by. In fact, Bill's company was audited by the manufacturer because they believed his applicators must be applying the spray incorrectly. After the audit, however, it was proven that application was not the problem.

Any poured concrete or block foundation can develop cracks as the house settles, typically from 1/16 to 1/4 of an inch wide. A spray emulsion product may bridge small cracks up to 1/16 of an inch. With cracks greater than that, the cured spray emulsion cannot bridge the space, so the foundation leaks. This leads to moisture behind drywall, wet carpets, mold, mildew, and all sorts of unpleasant situations for the homeowner. Bill was getting dozens and dozens of call-backs a year due to leaky sprayed foundations. Many of these issues resulted in back charges and very unpleasant conversations with builders and homeowners.



Modern homeowners are using their basements as an extended part of their daily living spaces. They have workout rooms, studios, bedrooms, and even home theaters in what was once often viewed as a dark and dingy place. To protect the homeowner's basement, along with his own reputation, Bill's goal became to convert builders from minimum to high-performance moisture protection by using a dimpled membrane system in place of the spray emulsion.

Bill says that switching to the dimpled membrane system took the crack issue out of the equation and made sure that homeowners don't have leaks. Elite National Water Management now consistently approaches builders to present the dimpled membrane system as a better option, and the prevalence of giving homeowners the most reliable moisture protection system is seeing a steady rise in the building industry.

TODAY, THEY DON'T WORRY **ABOUT CALL-BACKS**

Instead, Bill gets calls asking what he is using and how to get it. His choice is DELTA[®]-MS by Dörken, a dimpled air-gap membrane. Bill says it is designed for high-performance moisture protection, and he sells it as an upgrade over spray emulsion. Elite National Water Management has adopted a category shift to the DELTA[®]-MS dimpled membrane and has seen a huge amount of success.

Bill says he can tell a homeowner that if Elite National Water Management is protecting their basement from water, they will not have moisture issues.

"We didn't want the builders we install for to be known as the ones with leaky basements."

*Bill Hoffman,
president, Elite National
Water Management*



STAYING ON TIME AND ON BUDGET

Not worrying about the weather is yet another advantage to using a dimpled membrane like DELTA®-MS instead of a spray-applied product. You must be careful when you install the fluid-applied emulsion because the material cannot be installed in rainy or cold conditions. Applicators can't spray below freezing, and days of work are limited to good weather. When an installer is limited to above-freezing temperatures or days without rain or wet conditions, crews cannot work, which is time and money to both the installer and his builder clients.

Spray emulsions require a certain amount of drying time to cure. If it rains within that time, the foundation might need to be sprayed again. DELTA®-MS can be installed in most any weather – which means a contractor (and ultimately the builder) can maintain construction schedules regardless of a little rain or an impending storm.

"We don't tell our builders we aren't showing up today because it's too cold or rain is forecasted."

*Bill Hoffman,
president, Elite National
Water Management*

A TOP-5 CONSTRUCTION TECHNIQUE TO CHANGE EVERYTHING

Elite National Water Management is finding ways every day to improve its schedules. By using DELTA®-MS dimpled membrane, the company is saving costs and finding schedule efficiencies for the short and long term with its clients. Bill says he saves thousands of dollars on out-of-pocket labor and materials costs because of fewer call-backs and warranty issues. Moreover, builders save countless dollars by adhering to their construction schedules and keeping homeowners happy and loyal customers.

SO, WHY DELTA®-MS?

When Bill was asked why he only uses Dörken's DELTA®-MS dimpled membrane system, he had this to say:



"It performs. The history of Dörken and their DELTA® branded products in the building market is awesome and the people at Dörken treat us fairly and with respect. They realize that, as an installer, we are an important piece of the puzzle. There are many options out there but you need to go with a company that has the performance on the ground and offers the tools, resources, and expertise we need."



Bill Hoffman, president,
Elite National Water Management

FROM ONE CONTRACTOR TO ANOTHER

“I know that it can feel like a daunting experience to switch, with the expensive machines and trucks you’ve invested in with spray emulsion. My crews have installed over 3.3M liters (870,000 gallons) of spray emulsion. But you have to look at the cost savings from not only the call-backs, but also the wear and tear on that expensive spray equipment. So don’t be afraid of change.”

If you’d like to learn more about DELTA®-MS, please visit delta-ms.com

ON THE JOB

NORTHERN NEW JERSEY SHORELINE MULTIMILLION-DOLLAR HOME

Elite National Water Management is currently providing the foundation moisture protection for a 15,000-square-foot home with a bowling alley in the basement. Bill approached the builder with DELTA®-MS versus the spray product that was specified by the architect. Because the protection of investment was paramount, the builder agreed DELTA®-MS was the right product. The luxury home builder is convinced the best way to protect the \$1M basement of a \$15M home (and their own reputation) is by using DELTA®-MS.

TOLL BROTHERS

With \$800,000 as the average price of its homes, Toll Brothers is the largest luxury builder in the United States. Elite National Water Management is installing DELTA®-MS into its communities. With rave reviews for the product, the builder only wants more!