



2011 Instone Select Installer Registration Form

Sponsoring Dealer: business name \_\_\_\_\_

Dealer contact \_\_\_\_\_

Your Business Name \_\_\_\_\_

Your Name \_\_\_\_\_ Years in business \_\_\_\_\_

Cell number \_\_\_\_\_ Business phone# \_\_\_\_\_

Business address: \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ zip \_\_\_\_\_

Email address \_\_\_\_\_

Website address \_\_\_\_\_

Are you the primary owner? Yes \_\_\_ No \_\_\_

Name of partner \_\_\_\_\_ contact phone #  
info \_\_\_\_\_

How many masons/workers do you employ \_\_\_\_\_

LIC# \_\_\_\_\_

Better Business Bureau# \_\_\_\_\_

Name all types of work performed: pavers\_ landscape\_ , poured cement\_ masonry repair\_  
full brick\_\_\_ stucco\_\_\_ natural stone\_\_\_ stone veneer\_\_\_ retention walls\_ block\_  
other\_\_\_\_\_

What is your primary focus/market? Residential\_\_\_\_ or \_\_\_\_\_commercial

What is the largest size commercial job you can handle \_\_\_\_\_ft

What is the smallest size job that you will take: no less than \_\_\_\_ ft

What form of advertising do you currently use? Please list activity

**Online advertising:** yellow book \_\_\_ Google ads \_\_\_ Service Magic\_\_\_ other \_\_\_

Email blasting\_

**Print ad:** home improvement guide\_\_\_ Phone book\_\_\_ Home design magazines\_\_\_ Shopping guides\_\_\_  
other\_\_\_ **Mailers:** Post cards: yes \_\_\_ no Val-U-Pak coupons\_ other\_

**Home Shows:** how many do you do? \_\_\_\_\_

How do you get business? Please check all that apply:

Word of mouth Referrals \_\_\_\_\_ advertisements \_\_\_\_\_ Owens Corning Cultured stone website \_\_\_\_,  
Instone \_\_\_\_\_ other (please  
explain: \_\_\_\_\_

**Please fax back to 609-208-2551**

**mail: Instone P.O. Box 36 Millstone Township NJ 08852**

**Email to [c.williams@instoneco.com](mailto:c.williams@instoneco.com)**