



**ADKA Reseller  
Orientation Guide —  
Understand Products.  
Build Relationships.  
Develop Your Business.**

[www.adkahome.com](http://www.adkahome.com)

**ADKA Home Improvements LLC**

1317 Edgewater Dr. 1441

Orlando FL 32804

[sales@adkahome.com](mailto:sales@adkahome.com)

**ADKA Home Improvements LLC** is building a network of independent resellers and distributors across Florida. Whether you're an established small business, a semi-retired professional, a stay-at-home parent, or someone looking to start a new venture, our reseller program provides an affordable opportunity to sell high-demand construction products without the cost of importing or maintaining large inventories.

Our Orlando warehouse stocks a growing range of specialty screws, roofing nails, drywall accessories, joint compounds, fiberglass mesh tape, and other construction products used daily by contractors, builders, HVAC installers, metal fabricators, and remodeling companies.



# What Makes a Successful ADKA Reseller?

## **Excellent Communication Skills**

You should be comfortable speaking with people over the phone, introducing yourself professionally, explaining our products, and building confidence with potential customers.

## **Confidence in Prospecting**

Successful resellers are proactive. They enjoy reaching out to new companies, introducing ADKA products, and identifying opportunities to do business.

## **Relationship Building Skills**

Many sales happen because of trust. We value people who can develop long-term relationships with contractors, purchasing managers, project managers, estimators, warehouse managers, and business owners.

## **Persistence and Follow-Up**

Not every customer buys on the first call. Successful sales professionals understand the importance of following up, answering questions, providing quotations, and staying in touch until the customer is ready to place an order.

## **Ability to Identify Decision Makers**

One of the keys to success is reaching the right person within a company. This may include:

- Business owners
- Purchasing managers
- Procurement officers
- Project managers
- Estimators
- Operations managers
- Warehouse managers
- Construction supervisors

## **Customer Service Mindset**

Our resellers represent the ADKA brand. We value individuals who are courteous, responsive, honest, and committed to providing excellent customer service.

## **Self-Motivation**

This is an independent business opportunity. Successful resellers take initiative, manage their own schedules, set personal goals, and actively look for new customers every week.

## **Organization Skills**

Keeping records of prospects, quotations, follow-up calls, and customer requirements helps build a successful and growing customer base.

## **Basic Computer Skills**

You should be comfortable using a smartphone or computer to send emails, text customers, view product information, and communicate with the ADKA team.

## **Construction Industry Knowledge (Helpful but Not Essential)**

Experience in construction, building materials, roofing, drywall, HVAC, metal fabrication, or hardware sales is an advantage, but not a requirement. We can provide product information and sales materials to help you get started.

# TWO WAYS TO GET STARTED

**Choose the path that works best for you.**

ADKA gives resellers the flexibility to start without purchasing inventory or, when ready, build a small working stock and operate more independently.

## OPTION 1

### START WITHOUT BUYING INVENTORY

You can begin by introducing ADKA products and bundle offers to contractors and other suitable businesses **without purchasing inventory yourself**. Your role is to identify potential customers, understand their requirements, introduce relevant products, build the relationship and follow up.

Customers can place their orders directly with **ADKA Home Improvements LLC**, while your reseller ID or referral link helps connect eligible orders to your account.

**You earn the applicable commission on successfully completed eligible sales attributed to you.**

ADKA supports the transaction with product information, pricing, invoicing, payment processing and order fulfilment.

**A simple, low-risk way to learn the business and start building your customer network.**

## OPTION 2

### KEEP A SMALL WORKING STOCK

When you are ready to invest in your own inventory, you can purchase selected products from ADKA and maintain a small working stock.

This gives you greater independence to serve your own customers, respond quickly to local requirements and **set your own resale prices**. You decide which products to stock and how much inventory you want to carry based on your customers, available capital and local market opportunities.

**Start small. Learn what your customers buy. Reinvest as your business grows.**

### YOU CAN GROW AT YOUR OWN PACE

You don't have to make a permanent choice on day one.

**Start without inventory, learn the products, build relationships and understand your market. When the opportunity is right, you can gradually begin keeping your own stock.**



# HOW THE RESELLER BUSINESS WORKS

**You Build the Customer Relationship.  
ADKA Handles the Order.**

As an ADKA reseller, your role is to identify potential customers, understand their requirements, introduce the right products and bundle offers, and help develop long-term business relationships.

Once the customer is ready to order, **ADKA Home Improvements LLC can assist with invoicing, payment collection and order fulfilment.**

## **CUSTOMER PAYMENT OPTIONS**

Customers can pay ADKA directly through:

### **Credit / Debit Card**

Customers can complete secure card payments online.

### **Customized Invoice + Online Payment Link**

If a reseller, contractor or customer is not comfortable placing an order online, **ADKA can prepare a customized invoice for the required products and send the customer a secure online payment link.** The customer can simply open the link and pay by card.

### **Zelle**

Payment instructions can be provided when the order is confirmed.

### **Direct Bank Transfer**

Bank transfer details can be provided to approved resellers and customers when required.

## **YOUR COMMISSION**

Your reseller ID or referral link helps connect the customer and order to you. When an eligible order is successfully completed and payment is received, the applicable reseller commission is recorded against your account.

## **YOU DON'T HAVE TO MANAGE THE TECHNOLOGY**

**Not every customer—or reseller—is comfortable ordering online. That's perfectly fine.** If you find the customer and help us understand what they need, **ADKA can assist with the rest**—from preparing the invoice and providing a payment link to processing the order and arranging fulfilment. **You focus on finding customers, understanding their needs and building relationships. ADKA supports you with products, pricing, invoicing, payment processing and fulfilment.**



| Screw Size & Description                                                                                                                                                                                         | Multipurpose Applications                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>6 X 7/16 Pan Head Phillips Framing Screw Black Phos Sharp Point</p>                                                          | <p><b>Metal Stud Framing:</b> The most common use is attaching metal tracks to metal studs (typically 20-gauge or thinner) to create the structural skeleton for drywall partitions.</p> <p><b>Drywall Preparation:</b> Often referred to as "framing screws" or "Kelly screws," these are used to fasten the metal framework together before the drywall sheets are installed.</p> <p><b>Light-Duty Metal Fabrication:</b> They are frequently used in general metal-to-metal applications, such as securing light-gauge steel, aluminum, or thin sheet metal components where a low-profile, secure hold is needed.</p> <p><b>HVAC and Electrical:</b> Due to their low profile and ability to hold thin metal sheets together without stripping, they are also utilized in ductwork assembly and mounting electrical boxes or brackets to metal framing.</p>                                                                                                                                                                                                                                                                                                                     |
| <p>#6 X 1-1/4" Phillips Bugle Head Phosphate Fine Thread Screws</p>                      | <p><b>Drywall to Metal Studs:</b> This is the primary use case. It is designed to secure 1/2" or 5/8" gypsum board (drywall) to light-gauge (20-gauge to 25-gauge) steel studs or tracks.</p> <p><b>Interior Partition Walls:</b> Essential for high-speed installation in commercial and residential interior metal stud partition systems.</p> <p><b>Multi-Layer Drywall Systems:</b> The 1-1/4" length is perfectly sized to provide optimal thread engagement when installing a single layer of standard drywall to metal framing.</p> <p><b>Ceiling Grid Assemblies:</b> Frequently used in commercial drop-ceiling frameworks where metal channels are used to support gypsum board ceilings.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <p>Self-drilling Phillips Pan Head 6 X 7/16 Framing Tek Screw #6 Zinc Galvanized</p>                                            | <p><b>Heavy-Gauge Metal Stud Framing:</b> Used to fasten tracks to studs or studs to header assemblies where the metal thickness (typically 20-gauge up to 16-gauge) is too robust for a standard needle-point screw to pierce reliably.</p> <p><b>Track-to-Stud Connections:</b> The "gold standard" for commercial metal framing. Because the screw drills its own pilot hole, it creates a tight, mechanically secure bond between the framing members, preventing the structural "rattling" or shifting common in poorly fastened metal walls.</p> <p><b>HVAC and Sheet Metal Fabrication:</b> Ideal for joining overlapping sheet metal panels, securing ductwork, or installing brackets/hangers to light-gauge steel frames.</p> <p><b>Metal Fabrication Assembly:</b> Used to fasten mounting plates, custom brackets, or trim pieces to a metal frame. The low-profile pan head is less obtrusive than a truss head but provides significantly better clamping force than a flat head.</p>                                                                                                                                                                                 |
| <p>8 X 1/2-in Phillips, Modified Truss Head Fine Thread, Drill Point Clear Zinc Screws</p>                                    | <p><b>Lathing &amp; Plastering:</b> This is the industry-standard fastener for attaching heavy metal lath to steel studs, especially in stucco systems. The large wafer head provides a superior bearing surface that "grabs" the lath and holds it tight against the stud, preventing it from tearing through or coming loose.</p> <p><b>Heavy-Duty Metal Framing:</b> Used for critical structural connections in metal stud framing, such as securing tracks to studs, framing corners, or attaching gussets and braces. Its #8 diameter and drill-point design allow it to penetrate thicker gauge steel (up to 12ga) where standard framing screws would fail.</p> <p><b>HVAC Ductwork &amp; Metal Fabrication:</b> Frequently used to join heavy-gauge sheet metal components, secure brackets, or mount internal hardware to steel cabinets and enclosures.</p> <p><b>Exterior Cladding &amp; Trim:</b> Because the "wafer" head is extremely low-profile, it is often used when attaching trim, metal flashing, or lightweight metal panels where you need the fastener to sit nearly flush so it doesn't interfere with the next layer of material.</p>                    |
| <p>#6 x 1-1/4" Self-Drilling Drywall Screw, Phillips Bugle Head - Zinc</p>              | <p><b>Commercial Steel Framing (16-20 Gauge):</b> While standard drywall screws work on 25-gauge residential studs, they will fail on heavier commercial steel. This screw is designed to power through 20-gauge, 18-gauge, and even 16-gauge steel studs, making it essential for commercial construction projects.</p> <p><b>Drywall Attachment to Heavy Steel:</b> Specifically used for installing gypsum board or specialized wall panels onto heavy-duty metal framing. It saves immense time by removing the need for pre-drilling pilot holes in high-strength steel.</p> <p><b>Metal-to-Metal Overlays:</b> Frequently used in custom fabrication to attach thin-to-medium gauge sheet metal panels onto heavier metal supports, such as securing metal trim, flashing, or protective wall cladding.</p> <p><b>Fixture and Bracket Mounting:</b> Used to mount electrical boxes, plumbing brackets, or structural clips to steel wall framing where a secure, vibration-resistant connection is required.</p>                                                                                                                                                              |
| <p>#10 X 3/4" Self-drilling Drywall Screw, Phillips Modified Truss Wafer Head Zinc</p>  | <p><b>Structural Metal Framing:</b> Used for critical structural connections where higher load-bearing capacity is required, such as header assemblies, load-bearing stud-to-track connections, and heavy-duty bracing.</p> <p><b>Metal Lath (Heavy-Duty):</b> While #8 screws are common for standard lath, the #10 is preferred for heavy-gauge rib lath or industrial wire mesh systems where a larger diameter fastener is required to meet structural codes.</p> <p><b>Industrial Fabrication:</b> Ideal for fastening thicker steel components (up to 10-gauge or 1/8" thick) in custom metal fabrication, such as welding jigs, heavy bracketry, and mounting structural accessories to steel frames.</p> <p><b>HVAC &amp; Sheet Metal:</b> Frequently used in large-scale commercial ductwork and industrial ventilation systems where heavy-gauge panels need to be joined securely to heavy steel supports.</p> <p><b>Corner Bead &amp; Architectural Trim:</b> Often used to secure heavy-duty metal corner beads or exterior flashing to metal sub-framing, where the wide "wafer" head ensures the trim remains locked in place under physical impact or movement.</p> |

## Sales Team Orientation: Targeting High-Value Accounts

Our inventory is not for the "DIY hobbyist" or the general hardware store shopper. We are supplying **professional contracting firms** that operate on tight deadlines, high-volume requirements, and strict engineering tolerances.

Your objective is to identify firms that treat their material procurement as a critical operational step.

### 1. The Ideal Customer Profile (ICP)

Focus your outreach on companies where "Fastener Failure" or "Material Shortage" equals thousands of dollars in lost labor hours. Target:

- Commercial Drywall Contractors:** Look for firms currently bidding on or working in large-scale office build-outs, hospitals, or multi-family residential developments.
- Metal Framing Specialists:** These are your bread and butter. They understand that the right fastener determines the structural integrity of the wall.
- Stucco and Plastering Subcontractors:** These crews are the primary users of your #8 and #10 Modified Truss/Wafer head screws.
- Commercial HVAC/Mechanical Contractors:** They are constantly attaching heavy-duty hangers and brackets to steel framing.

### 2. Strategic Targeting by Product Type

Don't just sell "screws." Sell the **solution** that aligns with their specific trade:

| Product                    | Target Contractor         | The Sales Pitch                                                                                         |
|----------------------------|---------------------------|---------------------------------------------------------------------------------------------------------|
| #6 Pan Framing (Sharp)     | Drywall/Interior Framing  | "The reliable, high-speed staple for standard metal stud partition work."                               |
| #6 Bugle Phos (Fine)       | Drywall Finishers         | "The 'finishing-ready' screw that reduces labor time on taping and mudding."                            |
| #6 Pan Framing (Tek/Drill) | Steel Framers             | "Stop the 'skating'—our Tek tip bites into heavy-gauge steel instantly."                                |
| #8 & #10 Wafer Head (Tek)  | Stucco & Metal Lath Crews | "Superior clamping force. Our wafer head prevents lath pull-through, keeping your stucco finish solid." |
| #6 Bugle Head (Zinc/Tek)   | Commercial Interior/HVAC  | "The corrosion-resistant, high-strength solution for 16-20ga commercial metal."                         |

## OUR SELLING ADVANTAGE & SELLING TECHNIQUES

**Our inventory is competitively priced to help resellers and contractors achieve meaningful savings.**

We want to remain attached with small businesses, individual resellers

It is important to understand your target audience, and make them **bundle offers**, so they can actually benefit from our presence

Next few pages will demonstrate some of the bundle offers we have made together with commissions on sale of each bundle

We will also welcome suggestions from resellers to make new combo bundles



# **BUNDLE OFFERS & RESELLERS INCOME ON SALE OF EACH BUNDLE**

**Note: Current prices at time of publication —  
check the reseller portal for current pricing,  
availability and commissions.”**



# ADKA HOME IMPROVEMENTS

COMMERCIAL HARDWARE & SUPPLY • ORLANDO, FL

RESELLER PROFIT  
**\$30 / BUNDLE**

10,000 SCREWS (10 BOXES)  
**\$149**

## COMMERCIAL GRADE FASTENER LINEUP

100% Flexible Mix & Match • 1,000 Pcs / Box

### FASTENER 01

#### #6 x 7/16" Pan Head

SHARP POINT • PHOSPHATE COATED



Precision fastening, track-to-stud connections, and fine metal fixtures.

### FASTENER 02

#### #6 x 7/16" Pan Head

SELF-DRILLING (TEX) • ZINC PLATED



High-speed HVAC, sheet metal ductwork, seams and electrical boxes.

### FASTENER 03

#### #8 x 1/2" Modified Truss

SELF-DRILLING (TEX) • ZINC PLATED



Extra-wide head for carried straps, HVAC duct hangers, and lath-mesh.

### FASTENER 04

#### #6 x 1-1/4" Bugle Head

FINE THREAD • PHOSPHATE COATED



Standard interior drywall hanging on light-gauge steel studs and wood.

### FASTENER 05

#### #6 x 1-1/4" Bugle Head

SELF-DRILLING (TEX) • ZINC PLATED



Drywall and sheathing installation directly into heavy structural steel studs.

### FASTENER 06

#### #10 x 3/4" Wafer Head

SELF-DRILLING (TEX) • ZINC PLATED



Heavy-duty structural framing, equipment mounting, and exterior skins.



COMMERCIAL  
GRADE QUALITY



CONSISTENT  
PERFORMANCE



FAST MOVING  
INVENTORY



COMPETITIVE  
PRICING



GREAT PROFIT  
POTENTIAL



100% FLEXIBLE MIX & MATCH  
CHOOSE ANY COMBINATION  
TO BUILD YOUR 10,000 SCREWS



FREE LOCAL DELIVERY  
WITHIN 10 MILES OF ORLANDO  
ON ORDERS OF 10,000 SCREWS (10 BOXES)



LET'S BUILD YOUR BUNDLE TODAY!  
**321-276-3473**



sales@adkahome.com



**ADKA HOME  
IMPROVEMENTS**

COMMERCIAL HARDWARE & SUPPLY • ORLANDO, FL

# 5,000 SCREWS BUNDLE

ONLY

**\$85**

5,000 SCREWS (5 BOXES)

RESELLER PROFIT

**\$18**

PER BUNDLE SOLD!



HIGH QUALITY  
PRODUCTS



COMPETITIVE  
PRICES



FAST MOVING  
INVENTORY



GREAT PROFIT  
POTENTIAL

100% FLEXIBLE MIX & MATCH

1,000 PCS PER BOX

## CHOOSE FROM 6 POPULAR SCREW TYPES

MIX & MATCH 5 BOXES TO REACH 5,000 SCREWS • 1,000 PCS PER BOX

## HOW IT WORKS

- 1 Select any combination of the 6 screw types.
- 2 Set the quantity for each type (1,000 PCS per box).
- 3 Total must equal 5 boxes (5,000 PCS).



01

#6 x 7/16"

Phillips Pan Head  
Sharp Point  
Black Phosphate

- 1000 +

PCS PER BOX



02

#6 x 7/16"

Pan Head  
Self-Drilling  
Zinc

- 1000 +

PCS PER BOX



03

8 x 1/2"

Phillips Modified  
Truss Head  
Drill Point, Clear Zinc

- 1000 +

PCS PER BOX



04

#10 x 3/4"

Self-Drilling Screw  
Phillips Modified  
Truss/Walfer Head, Zinc

- 1000 +

PCS PER BOX



05

#6 x 1-1/4"

Self-Drilling  
Drywall Screw  
Phillips Bugle Head, Zinc

- 1000 +

PCS PER BOX



06

#6 x 1-1/4"

Phillips Bugle Head  
Phosphate  
Fine Thread

- 1000 +

PCS PER BOX



100% FLEXIBLE MIX & MATCH  
ADJUST QUANTITIES OF  
EACH SCREW TYPE TO  
BUILD YOUR 5,000 SCREWS



COMMERCIAL  
GRADE QUALITY



CONSISTENT  
PERFORMANCE



FAST MOVING  
INVENTORY



COMPETITIVE  
PRICING



GREAT PROFIT  
POTENTIAL



FREE LOCAL DELIVERY  
WITHIN 10 MILES OF ORLANDO  
ON ORDERS OF 5,000 SCREWS (5 BOXES)



LET'S BUILD YOUR BUNDLE TODAY!  
**321-276-3473**



sales@adkahome.com

LIMITED STOCK – ACT NOW!

STOCK LIMITADO – ¡ORDENE AHORAH!



**ADKA HOME IMPROVEMENTS LLC**  
COMMERCIAL HARDWARE & SUPPLY • ORLANDO, FL

## MAXIMUM PROTECTION FROM CORROSION

1-1/4 In. X 0.120-gauge  
15° Ring Shank  
**HOT DIPPED**  
**GALVANIZED**  
WIRE COIL  
COLLATED ROOFING  
NAILS (7200-PACK)



# HOT-DIPPED



SUPERIOR  
RUST  
RESISTANCE



HEAVY-DUTY  
HOLDING  
POWER



IDEAL FOR  
OUTDOOR  
APPLICATIONS



Hot-dipped nails provide heavy-duty holding power and rust resistance for outdoor, fencing, and siding projects.



CALL OR EMAIL TODAY!

**321-276-3473**

[sales@adkahome.com](mailto:sales@adkahome.com)



QUALITY PRODUCTS.  
COMPETITIVE PRICES.  
YOUR TRUSTED PARTNER.



HIGH QUALITY PRODUCTS  
FAST MOVING INVENTORY  
GREAT PROFIT POTENTIAL



**FREE DELIVERY**  
WITHIN 10 MILES OF ORLANDO



10 BOXES • 7200 NAILS PER BOX  
15° WIRE COIL • HOT DIPPED GALVANIZED

RESELLER PROFIT

**\$75**

PER BUNDLE SOLD!

**\$499**

10 BOXES (72,000 NAILS)

**10 BOX**  
ROOFING NAILS  
— BUNDLE —



**ADKA**  
**HOME IMPROVEMENTS LLC**  
COMMERCIAL HARDWARE & SUPPLY • ORLANDO, FL

## ROOFING NAILS BUNDLE

**5 BOX**  
**ROOFING NAILS BUNDLE**

**\$249**

5 BOXES (36,000 NAILS)  
7200 NAILS PER BOX

### MAXIMUM PROTECTION FROM CORROSION

1-1/4 In. X 0.120-gauge  
15° Ring Shank  
**HOT DIPPED**  
**GALVANIZED**  
WIRE COIL  
COLLATED ROOFING  
NAILS (7200-PACK)



## HOT-DIPPED



SUPERIOR  
RUST  
RESISTANCE



HEAVY-DUTY  
HOLDING  
POWER



IDEAL FOR  
OUTDOOR  
APPLICATIONS



BUILT FOR  
TOUGH WEATHER  
CONDITIONS



Hot-dipped nails provide heavy-duty holding power and rust resistance for outdoor, fencing, and siding projects.



**FREE DELIVERY**  
WITHIN 10 MILES OF ORLANDO



5 BOXES • 7200 NAILS PER BOX  
15° WIRE COIL • HOT DIPPED GALVANIZED

RESELLER PROFIT

**\$33**

PER BUNDLE SOLD!



CALL OR EMAIL TODAY!  
**321-276-3473**  
sales@adkahome.com



HIGH QUALITY  
PRODUCTS



COMPETITIVE  
PRICES



FAST MOVING  
INVENTORY



GREAT PROFIT  
POTENTIAL

LIMITED STOCK – ACT NOW! | STOCK LIMITADO – ¡ORDENE AHORA!



# ADKA

## HOME IMPROVEMENTS LLC

COMMERCIAL HARDWARE & SUPPLY • ORLANDO, FL

# 20,000 SCREWS

# BUNDLE

YOU CHOOSE THE MIX • YOU GET THE SAVINGS

RESELLER PROFIT

# \$58

PER BUNDLE SOLD!

## 20,000 SCREWS (20 BOXES)

# \$280



HIGH QUALITY  
PRODUCTS



COMPETITIVE  
PRICES



FAST MOVING  
INVENTORY



GREAT PROFIT  
POTENTIAL



100% FLEXIBLE MIX & MATCH  
1,000 PCS PER BOX

CHOOSE FROM 6 POPULAR SCREW TYPES

MIX & MATCH 20 BOXES TO REACH 20,000 SCREWS • 1,000 PCS PER BOX

01



#6 x 7/16"

Phillips Pan Head  
Sharp Point  
Black Phosphate

- 1000 +

PCS PER BOX

02



#6 x 7/16"

Pan Head  
Self-Drilling  
Zinc

- 1000 +

PCS PER BOX

03



8 x 1/2"

Phillips Modified  
Truss Head  
Drill Point, Clear Zinc

- 1000 +

PCS PER BOX

04



#10 x 3/4"

Self-Drilling Screw  
Phillips Modified  
Truss/Walfer Head, Zinc

- 1000 +

PCS PER BOX

05



#6 x 1-1/4"

Self-Drilling  
Drywall Screw  
Phillips Bugle Head, Zinc

- 1000 +

PCS PER BOX

06



#6 x 1-1/4"

Phillips Bugle Head  
Phosphate  
Fine Thread

- 1000 +

PCS PER BOX

20,000 SCREWS BUNDLE INCLUDES

✓ 20 BOXES (1,000 SCREWS EACH)  
TOTAL 20,000 SCREWS

✓ MIX ANY COMBINATION  
OF 6 SCREW TYPES

✓ MAXIMUM VALUE  
MAXIMUM SAVINGS

✓ GREAT FOR CONTRACTORS,  
FABRICATORS, AND BUILDERS

### HOW IT WORKS

1 Select any combination of  
the 6 screw types.

2 Set the quantity for each  
type (1,000 PCS per box).

3 Total must equal  
20 boxes (20,000 PCS).



COMMERCIAL  
GRADE QUALITY



CONSISTENT  
PERFORMANCE



FAST MOVING  
INVENTORY



COMPETITIVE  
PRICING



GREAT PROFIT  
POTENTIAL



FREE LOCAL DELIVERY

WITHIN 10 MILES OF ORLANDO

ON ORDERS OF 20,000 SCREWS (20 BOXES)



LET'S BUILD YOUR BUNDLE TODAY!

# 321-276-3473



sales@adkahome.com

LIMITED STOCK - ACT NOW!

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**ADKA**

**HOME IMPROVEMENTS LLC**

COMMERCIAL HARDWARE & SUPPLY • ORLANDO, FL



# READY MIX JOINT COMPOUND

## INVENTORY CLEARANCE

**BUCKETS ARE  
COSMETICALLY DAMAGED**  
COMPOUND IS COMPLETELY SEALED • 100% USABLE



 **EXCELLENT BOND  
& COVERAGE**  
Professional Finish

 **SMOOTH & EASY  
APPLICATION**  
Saves Time & Effort

 **FOR DRYWALL  
JOINTS & REPAIRS**  
Strong & Durable

 **100% USABLE  
FULL QUALITY  
INSIDE**



**IN STOCK**  
ORLANDO, FL



**READY FOR  
IMMEDIATE PICKUP**



**GREAT VALUE  
IN BULK**



**IDEAL FOR  
CONTRACTORS & PROS**



**FREE LOCAL DELIVERY**  
WITHIN 10 MILES OF ORLANDO  
ON ORDERS OF 10 BUCKETS (250 KG)



**CALL OR TEXT TODAY!**  
**321-276-3473**  
sales@adkahome.com



COMPOUND IS COMPLETELY SEALED  
100% USABLE - FULL QUALITY INSIDE

LIMITED STOCK - ACT NOW! | STOCK LIMITADO - ¡ORDENE AHORA!

**10 BUCKET BUNDLE**

**10 BUCKETS**  
(25 KG EACH)

**TOTAL 250 KG**

**\$99**

ONLY

**RESELLER PROFIT**

**\$15**

PER BUNDLE SOLD!



**ADKA**  
HOME IMPROVEMENTS LLC  
COMMERCIAL HARDWARE & SUPPLY • ORLANDO, FL

# FIBERGLASS MESH TAPE

*Smooth Finish*

## INVENTORY CLEARANCE

- ✓ Eliminates bubbles & blisters
- ✓ Perfect for butt & end joints
- ✓ Resists mold & mild dew
- ✓ Creates strong, smooth seams



**48 ROLLS**  
(2-1/16 IN. X 300 FT.)  
**BUNDLE**

**\$133**

ONLY

**RESELLER PROFIT**

**\$25**

PER BUNDLE SOLD!



SELF-ADHESIVE  
EASY APPLICATION



STRONG BOND  
& DURABLE



FIBERGLASS  
CONSTRUCTION



CRACK & TEAR  
RESISTANT



SMOOTH FINISH  
EVERY TIME



## 48 ROLLS BUNDLE

- 2-1/16 in. x 300 ft. per roll
- Self-Adhesive Fiberglass Mesh Tape
- Ideal for drywall joints & repairs
- Professional Grade - Smooth Finish



IN STOCK  
ORLANDO, FL



READY FOR  
IMMEDIATE  
PICKUP



GREAT VALUE  
IN BULK



IDEAL FOR  
CONTRACTORS  
& PROS



**FREE LOCAL DELIVERY**  
**WITHIN 10 MILES OF ORLANDO**  
ON ORDERS OF 48 ROLLS (250 KG)



CALL OR TEXT TODAY!

**321-276-3473**



sales@adkahome.com

LIMITED STOCK - ACT NOW!

STOCK LIMITADO - ¡ORDENE AHORAI!



**ADKA**  
HOME IMPROVEMENTS LLC  
COMMERCIAL HARDWARE & SUPPLY • ORLANDO, FL

# CONTRACTOR BUNDLE

EVERYTHING YOU NEED. ONE GREAT PRICE.

15,000 SCREWS (OVER 50 LB WEIGHT)

ONLY  
**\$199**

## 15,000 DRYWALL SCREWS

**#6 x 1-1/4" Bugle Head**

Fine Thread • Phosphate Coated



**15**  
BOXES

## 48 MESH TAPES / ROLLS

**2-1/16 in. x 300 ft.**

Self-Adhesive • Smooth Finish



**48**  
ROLLS

## 10 BUCKETS PREMIXED DRYWALL JOINT COMPOUND

25 KG EACH  
(TOTAL 250 KG)



**10**  
BUCKETS

25 KG EACH

RESELLER PROFIT

**\$35**

PER BUNDLE SOLD!



PREMIUM  
QUALITY



STRONG BOND  
& DURABLE



PROFESSIONAL  
GRADE FINISH



CRACK & TEAR  
RESISTANT



TRUSTED BY  
CONTRACTORS

**IDEAL  
FOR**



DRYWALL  
INSTALLATION



TAPING &  
FINISHING



REMODELING



GENERAL  
CONSTRUCTION



REPAIRS &  
MAINTENANCE



SAVE TIME & MONEY



COMPLETE MORE PROJECTS



ONE BUNDLE – EVERYTHING YOU NEED



**FREE LOCAL DELIVERY**  
WITHIN 10 MILES OF ORLANDO  
ON ORDERS OF THIS BUNDLE



CALL OR TEXT TODAY!

**321-276-3473**



sales@adkahome.com

LIMITED STOCK – ACT NOW! | STOCK LIMITADO – ¡ORDENE AHORA!



BUCKETS ARE  
COSMETICALLY DAMAGED

COMPOUND IS COMPLETELY SEALED  
100% USABLE – FULL QUALITY INSIDE

**ADKA****ADKA****HOME IMPROVEMENTS LLC**

COMMERCIAL HARDWARE &amp; SUPPLY • ORLANDO, FL

# #2 - 1 INCH DRILL BITS BUNDLE DEAL!

HIGH PERFORMANCE • BUILT TO LAST

10 BOXES BUNDLE

**\$39**

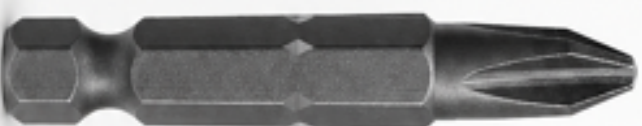
— ONLY —

RESELLER PROFIT

**\$8**  
PER BUNDLE SOLD!

## CRAFTSMAN® DRILL BITS

#2 - 1 INCH

**PRECISE & DURABLE**  
Designed for accuracy  
and long life**HEAT TREATED STEEL**  
Stronger, harder,  
and more durable**QUICK CHANGE  
1/4" HEX SHANK**  
Fits standard quick  
change chucks10 BOXES  
**300**  
BITS TOTAL

#2

**#2 PHILLIPS TIP**  
Fits most screw  
applications**PRECISION FIT**  
Reduces stripping  
and cam-out**INDUSTRIAL GRADE**  
Built for professionals  
and contractors**CONVENIENT PACKAGING**  
30 bits per box  
Easy to store & carry**PERFECT FOR  
DRYWALL, WOOD,  
& METAL SCREWS****SAVE TIME  
WORK FASTER  
WORK SMARTER****PROFESSIONAL QUALITY  
TRUSTED BY CONTRACTORS  
EVERYDAY****STOCK UP & SAVE  
BULK PRICING FOR  
BIGGER JOBS****FAST LOCAL DELIVERY  
WITHIN 10 MILES OF ORLANDO****CALL OR TEXT TODAY!  
321-276-3473**

sales@adkahome.com

**LIMITED STOCK  
ACT NOW!**

# ADKA Reseller Start-Up Checklist

## Before You Start Selling

### ☐ Learn Our Products

Become familiar with the products you will be selling.

Understand:

- Product specifications
- Applications and industries served
- Product advantages
- Pricing
- Bundle promotions
- Current inventory
- Delivery options
- Commission structure

The more confident you are with the products, the easier it will be to build trust with customers.

### ☐ Understand Your Target Customers

Identify which businesses are most likely to purchase each product.

Examples include:

- Drywall Contractors
- Roofing Contractors
- HVAC Contractors
- Sheet Metal Fabricators
- Metal Stud Framing Companies
- Plastering Contractors
- General Contractors
- Building Material Suppliers
- Hardware Stores
- Industrial Supply Companies

Focus your efforts on customers that regularly use the products you are promoting.

### ☐ Build Your Prospect List

Create a spreadsheet or CRM containing potential customers.

For each company, include:

- Company Name
- Business Address
- Website
- Industry
- Phone Number
- Email Address
- City
- Notes

Aim to build a list of at least **100 potential customers** before beginning your sales campaign.

### ☐ **Identify the Decision Makers**

Whenever possible, find the names of people responsible for purchasing decisions.

Examples include:

- Owner
- Purchasing Manager
- Procurement Manager
- Buyer
- Estimator
- Project Manager
- Operations Manager
- Warehouse Manager

Speaking with the right person significantly improves your chances of making a sale.

### ☐ **Contact Prospective Customers**

Begin contacting businesses by:

- Telephone
- Email
- Personal visits (where appropriate)
- Networking
- Referrals

Introduce yourself professionally and briefly explain that you represent ADKA Home Improvements LLC.

### ☐ **Present the Most Relevant Bundle Offer**

Recommend products that match the customer's business.

For example:

Roofing contractors

→ Roofing Nail Bundle

Drywall contractors

→ Drywall Screw Bundle

HVAC Contractors

→ Self-Drilling Screw Bundle

Sheet Metal Fabricators

→ TEK Screw Bundle

General Contractors

→ Mixed Product Bundle

Focus on solving their purchasing needs rather than trying to sell every product.

### ☐ **Request a Meeting**

Whenever possible, schedule an appointment.

During the meeting you can:

- Present samples
- Explain product benefits
- Review pricing
- Discuss current promotions
- Understand future purchasing requirements
- Build long-term relationships

### ☐ **Record Every Conversation**

After every call or meeting, record the following information:

- Date
- Company Name
- Person Spoken To
- Job Title
- Telephone Number
- Email Address
- Products Discussed
- Customer Requirements
- Questions Raised
- Next Follow-Up Date
- Outcome of Discussion

Keeping accurate records ensures professional and effective follow-up.

### ☐ **Follow Up Consistently**

Many successful sales occur after several conversations.

Stay in contact by:

- Telephone
- Email
- WhatsApp (where appropriate)

Continue building trust until the customer is ready to purchase.

### ☐ **Submit Orders to ADKA**

Once a customer is ready to order:

- Complete the ADKA Order Form
- Confirm quantities
- Confirm delivery address
- Submit the order to ADKA
- Keep the customer informed throughout the process

## **Sales Support Provided by ADKA**

To help our resellers succeed, ADKA will provide:

- ✓ Product Catalogues
- ✓ Bundle Promotion Flyers
- ✓ Product Specifications
- ✓ Price Lists
- ✓ Order Form Templates
- ✓ Customer Follow-Up Templates
- ✓ Sales Call Scripts (upon request)
- ✓ Email Templates
- ✓ WhatsApp Message Templates
- ✓ Product Samples (where available)
- ✓ Ongoing Product and Sales Guidance

## **Need Help Making Your First Call?**

If you are new to sales or simply want additional support, ADKA can prepare:

- A professional telephone script
- An introductory email
- A WhatsApp introduction message
- Meeting presentation notes
- Frequently Asked Questions (FAQ)
- Responses to common customer objections

Our goal is to help you approach potential customers with confidence and professionalism.

## **Success Tip**

A successful reseller doesn't wait for customers to call—they actively build relationships. Set a goal of contacting **10–20 new businesses each day**, maintain detailed records, and follow up consistently. Over time, you'll build a strong network of repeat customers and referrals, creating a reliable source of ongoing income.

## INTERESTED IN JOINING US?

### Start Your Journey as an ADKA Reseller

ADKA welcomes individuals who are willing to **learn, communicate, build relationships and develop their own customer network**. You do not need to be an experienced salesperson or have an established business to get started. What matters is your willingness to **understand the products, identify potential customers, follow up responsibly and keep learning**.

### GETTING STARTED IS SIMPLE

#### 1. Complete the Online Application

Visit [adkahome.com](https://adkahome.com) and complete the short reseller application.

#### 2. Tell Us About Yourself

Share your contact information, location, experience or background, and how you would like to work with ADKA.

#### 3. Review the Orientation Material

Take some time to understand our products, target customers, bundle offers and reseller process.

#### 4. Receive Your Reseller Account

Once approved, you will receive your reseller access and unique reseller identification/referral information.

#### 5. Start Building Your Customer Network

Identify suitable businesses, introduce relevant ADKA products and begin developing customer relationships.

### WE'RE HERE TO SUPPORT YOU

You don't have to know everything on your first day.

**Learn the products. Ask questions. Build your customer list. Make your first calls. Follow up. Keep improving.**

ADKA will support you with **product information, pricing, bundle offers, customized customer invoices, secure online payment links, order processing and fulfilment**.

### READY TO GET STARTED?

Visit [adkahome.com](https://adkahome.com) → Business Opportunity

**ADKA Home Improvements LLC**

*Building Opportunities. Supporting Enterprise.*

