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2023

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# Overcoming Obstacles

A photograph of a stone wall with pink roses in the foreground. A purple rectangular box is overlaid on the wall, containing the word "Reflect:" in white text. Below it, a green rectangular box contains the question "Who are you?" in white text.

# Reflect:

Who are you?



# Four Types of Competitors

Commanders

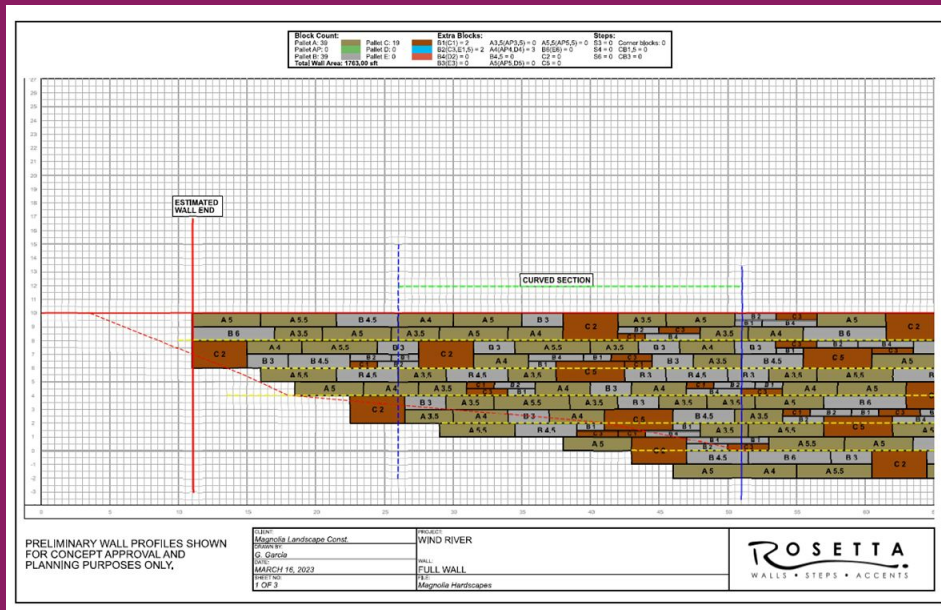
Competitors

Contenders

Survivors

# Wall Layout App

Tips | Tricks | Issues



# Layout App Tips & Troubleshooting

- Block Lettering & Font Improvements
- Step-ups in the Base Course
- Find Your Best Process
- How to Build Grand Ledge within App
- Data Entry Errors to Avoid

# Block Lettering & Font Improvements



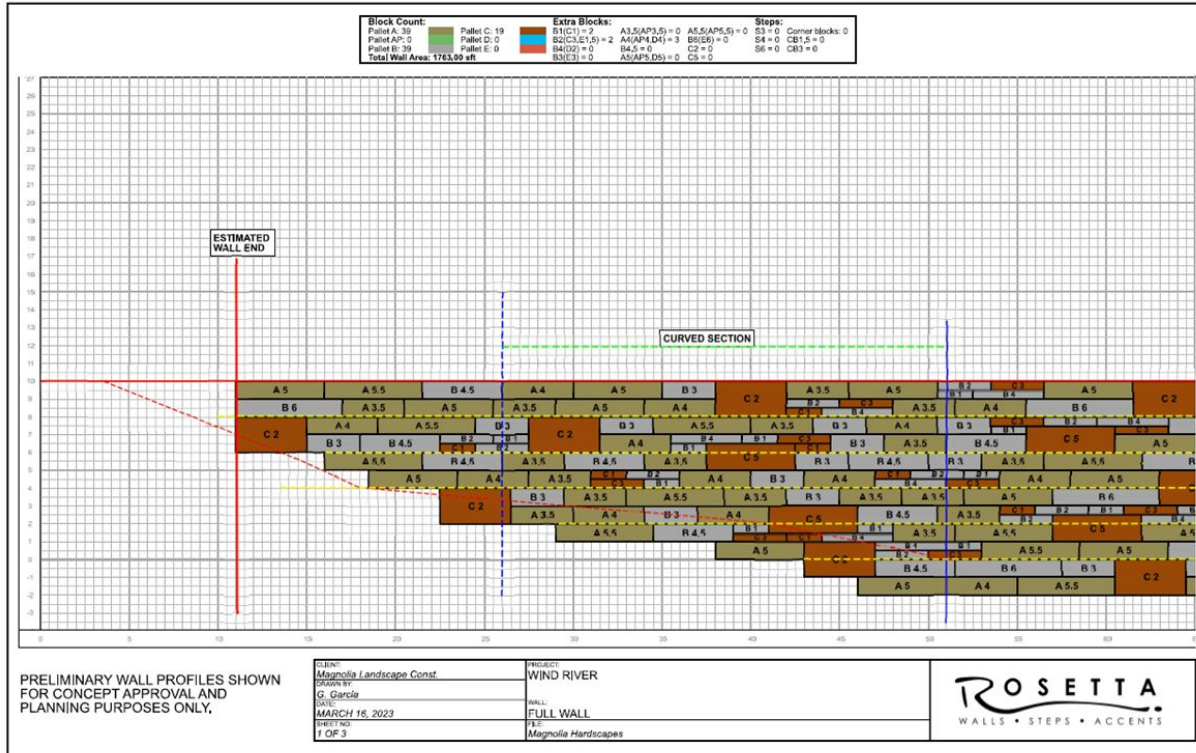


## Block Lettering & Font Improvements

The screenshot shows a web browser window with the URL [https://www.walllayoutapp.com/?\\_ga=2.243120706.1950809700.15513294](https://www.walllayoutapp.com/?_ga=2.243120706.1950809700.15513294). The browser's address bar and tabs are visible at the top. Below the browser, a grid-based interface is shown. A modal dialog box titled "Font options" is centered on the screen. The dialog contains two side-by-side preview windows, each showing a brown rectangular block on a grid. The left preview shows the text "5 x 1.5" and the right preview shows "C 5". Below these previews are two buttons: "Ok" and "Cancel". The background grid has a vertical axis labeled from 30 to 40 on the left side.



# Step-ups in Base Course

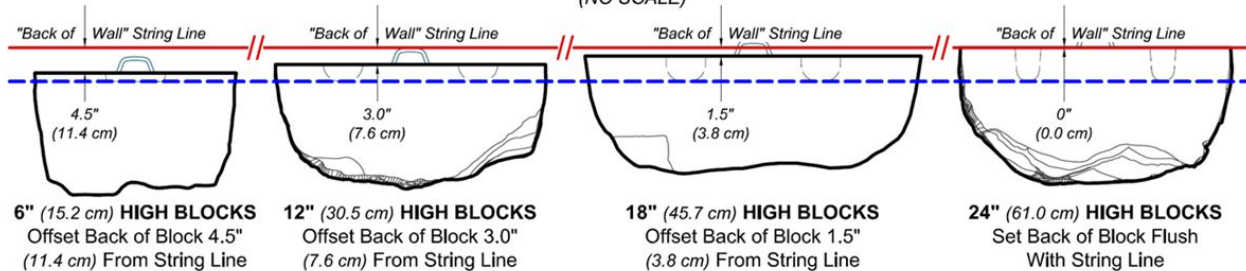




# Why should I do this?

## TOP VIEWS OF DIFFERENT HEIGHT BLOCKS

(NO SCALE)



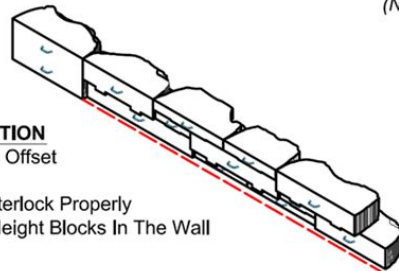
*(Note that when the bottom blocks are properly offset, the front of the shear heels are all lined up as if there were another course of blocks beneath the starting course.)*

## PROSPECTIVE VIEW OF BACK OF WALL

(NO SCALE)

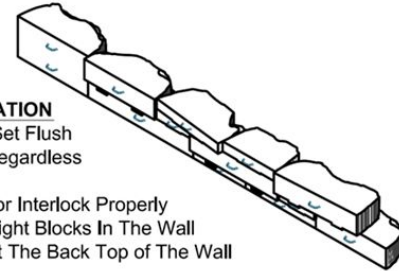
### PROPER INSTALLATION

- Bottom Row Blocks Offset Per Block Heights
- Blocks Align and Interlock Properly With Other Varying Height Blocks In The Wall



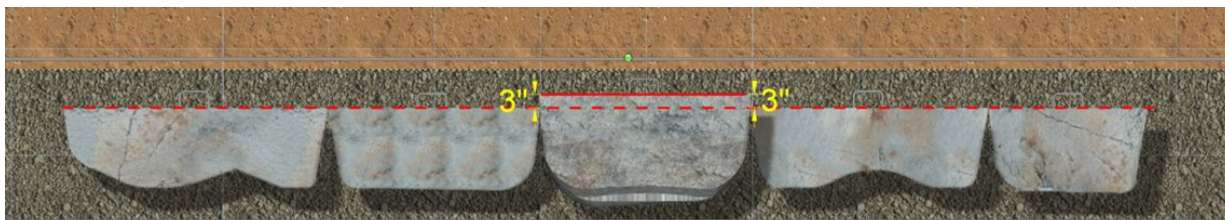
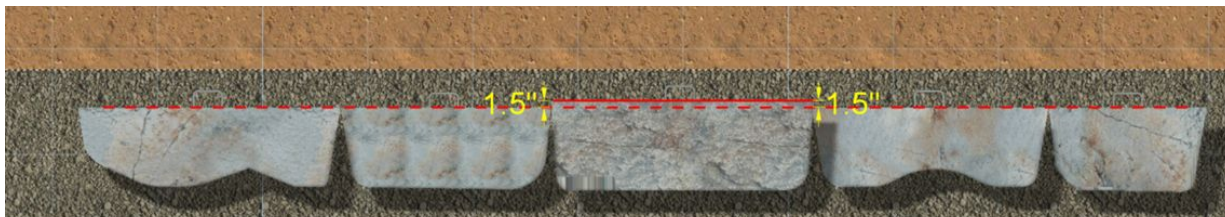
### IMPROPER INSTALLATION

- Bottom Row Blocks Set Flush With The Same Line Regardless of Block Heights
- Blocks Do Not Align or Interlock Properly With Other Varying Height Blocks In The Wall
- Note Irregular Line At The Back Top of The Wall



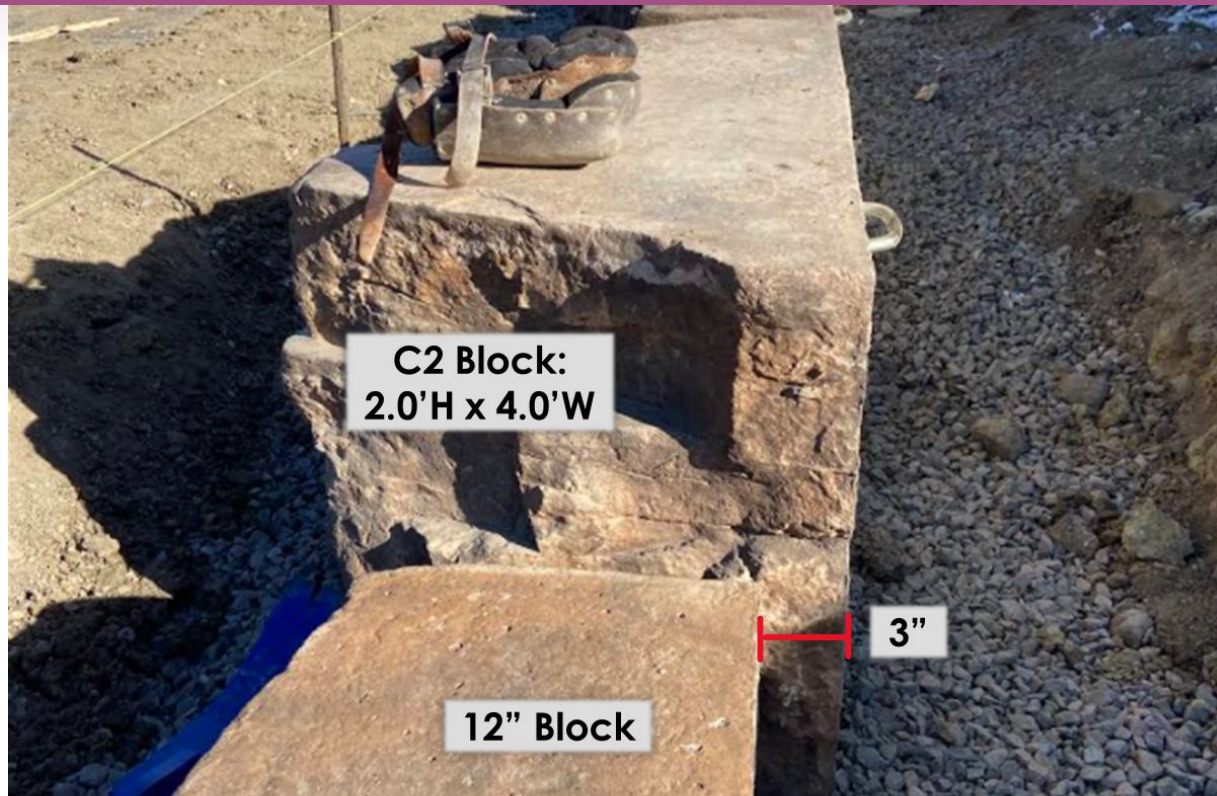


## Use Blocks to Installer's Advantage





## Real world application





## Real world application



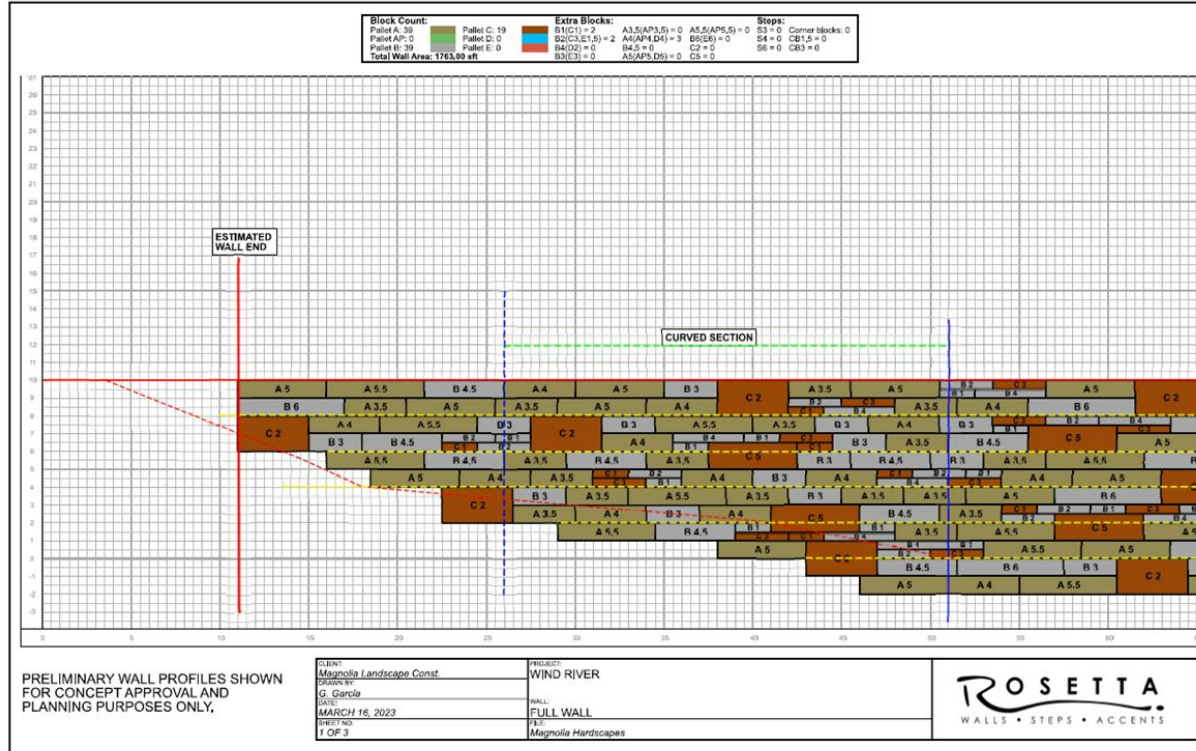


## Layout App Tips





# Step-ups in Base Course



PRELIMINARY WALL PROFILES SHOWN FOR CONCEPT APPROVAL AND PLANNING PURPOSES ONLY.

CLIENT: Magnolia Landscape Const.	PROJECT: WIND RIVER
DESIGNED BY: C. Garcia	WALL: FULL WALL
DATE: MARCH 16, 2023	FILE: 1 OF 3
	Magnolia Hardscapes

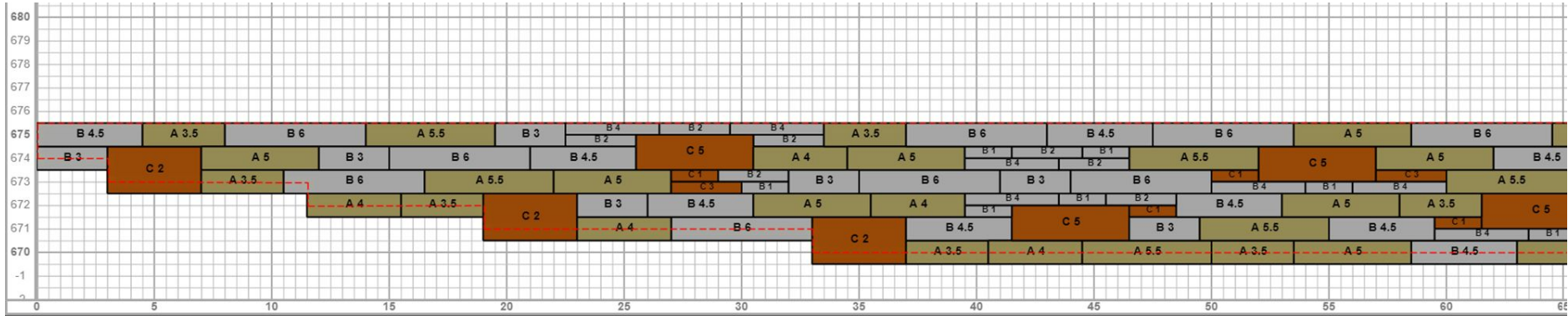




# Find Your Best Process



## Find Your Best Process



For Current Wall     For All Walls

Pallet A: 9	Pallet C: 4	Blocks: 127	B3(E) 1	A3.5(AP3.5) 2	A4(AP4,D4) 0	B4.5 1	A5(AP5,D5) 1	A5.5(AP5.5) 1	B6(E6) 2	Corner blocks: 0
Pallet AP: 0	Pallet D: 0		B1(C1) 1	B2(C3,E1.5) 1	B4(D2) 2					CB1.5 0
Pallet B: 10	Pallet E: 0	Area: 481.00 Sq Feet	C2 2	C5 1						CB3 0

Steps: 3'x7"    0 4'x7"    0 6'x7"    0 CB3 0

Segment One / SEGMENT TWO / SEGMENT THREE / SEGMENT FOUR / SEGMENT FIVE / MONUMENT SIGN / EXTRA MATERIAL



## Find Your Best Process

The screenshot shows a software interface with a menu open under the 'Add' tab. The menu options are:

- Add Block
- Delete
- Pallet
- Pattern
- Steps
- Group Blocks
- Ungroup Blocks

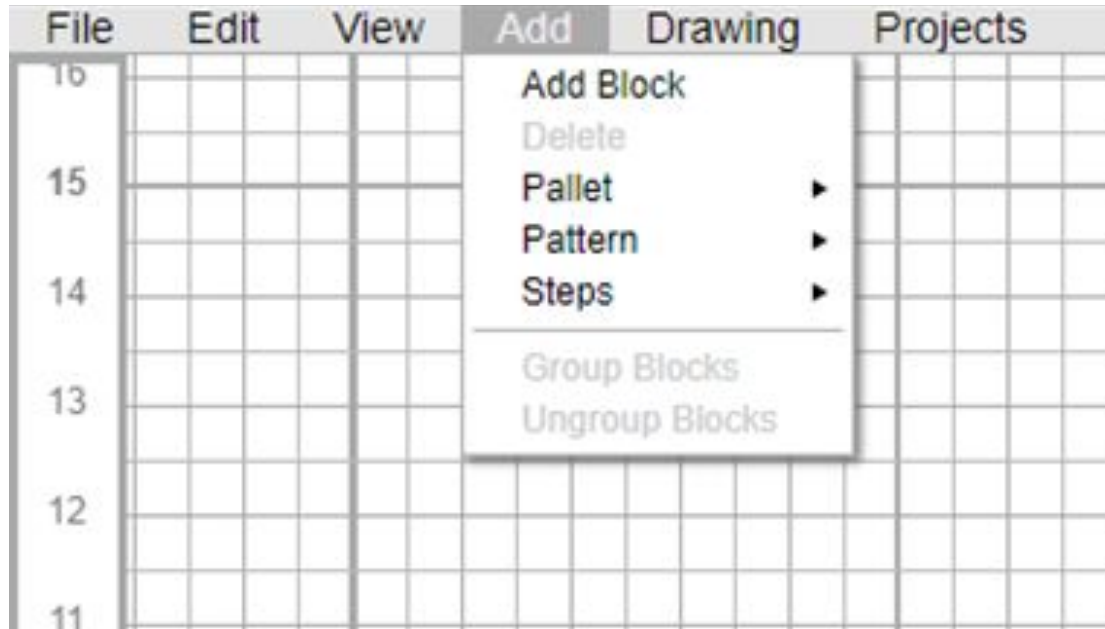
The 'Pattern' option is selected, opening a sub-menu with the following dimensions:

- Vertical end
- 2.5' x 25'
- 2.5' x 25' reversed
- 3.5' x 23'
- 3.5' x 23' reversed
- 4.5' x 18'
- 4.5' x 18' reversed
- 5.5' x 16'
- 5.5' x 16' reversed
- 6' x 14'
- 6' x 14' reversed
- 2' x 45'
- 2' x 45' reversed
- 3' x 30'**
- 3' x 30' reversed
- 4' x 22.5'
- 4' x 22.5' reversed
- 5' x 18'
- 5' x 18' reversed

The '3' x 30'' option is highlighted in green.

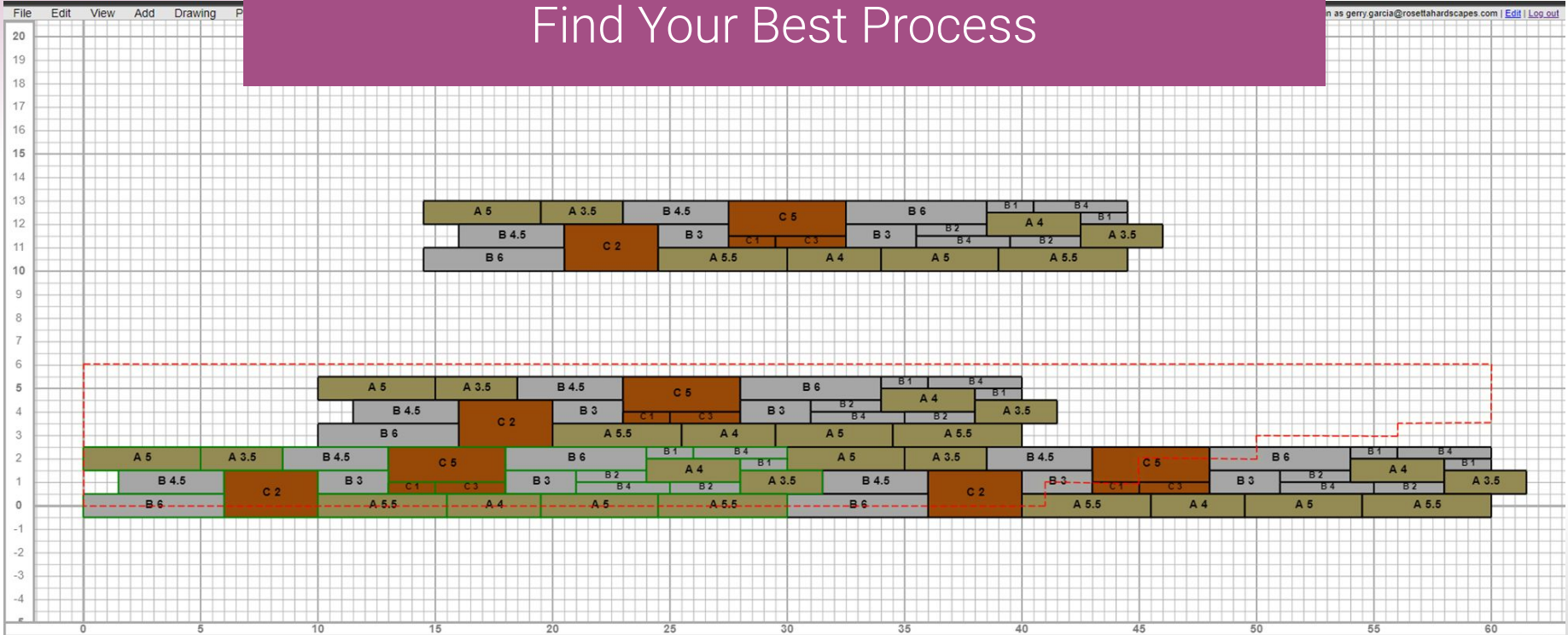


## Find Your Best Process





## Find Your Best Process



For Current Wall  For All Walls

Pallet A: 8 Pallet C: 4 Blocks: 96 B3(E3) 0 A3.5(AP3.5) 0 A4(AP4,D4) 0 B4.5 0 A5(AP5,D5) 0 A5.5(AP5.5) 0 B6(E6) 0 Corner blocks: 0  
 Pallet AP: 0 Pallet D: 0 B1(C1) 0 B2(C3,E1.5) 0 B4(D2) 0 CB1.5 0  
 Pallet B: 8 Pallet E: 0 Area: 360.00 Sq Feet C2 0 C5 0 Steps: 3"x7" 0 4"x7" 0 6"x7" 0 CB3 0

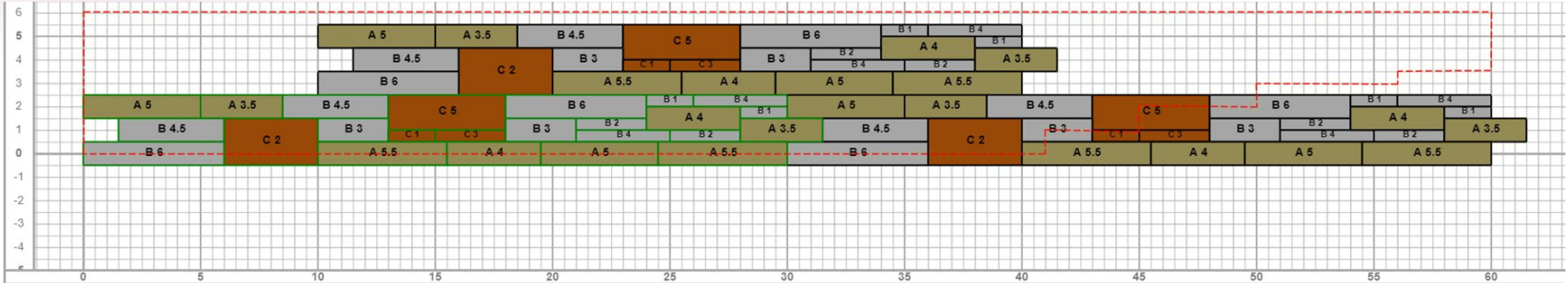
New Wall

06:45:52 Autosaving... OK

X = 56.70 ft Y = -4.79 ft



# Layout App Tips



For Current Wall
  For All Walls

Pallet A: 8 Pallet C: 4 Blocks: 96 B3(E3) 0 A3.5(AP3.5) 0 A4(AP4,D4) 0 B4.5 0 A5(AP5,D5) 0 A5.5(AP5.5) 0 B6(E6) 0 Corner blocks: 0  
 Pallet AP: 0 Pallet D: 0 B1(C1) 0 B2(C3,E1.5) 0 B4(D2) 0 CB1.5 0  
 Pallet B: 8 Pallet E: 0 Area: 360.00 Sq Feet C2 0 C5 0 Steps: 3'x7" 0 4'x7" 0 6'x7" 0 CB3 0

New Wall

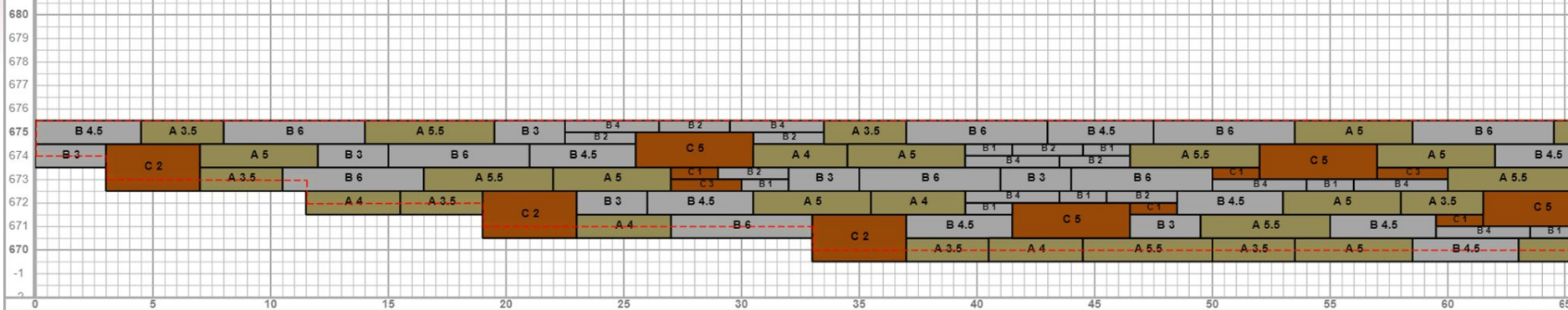
06:45:52 Autosaving... OK

X = 56.70 ft

Y = -4.79 ft



# Layout App Tips



For Current Wall    For All Walls

Pallet A: 9   Pallet C: 4   Blocks: 127   B3(E) 1   A3.5(AP3.5) 2   A4(AP4,D4) 0   B4.5 1   A5(AP5,D5) 1   A5.5(AP5.5) 1   B6(E6) 2   Corner blocks: 0

Pallet AP: 0   Pallet D: 0   B1(C1) 1   B2(C3,E1.5) 1   B4(D2) 2   CB1.5 0

Pallet B: 10   Pallet E: 0   Area: 481.00 Sq Feet   C2 2   C5 1   Steps: 3'x7"   0   4'x7"   0   6'x7"   0   CB3 0

[Segment One](#) / [SEGMENT TWO](#) / [SEGMENT THREE](#) / [SEGMENT FOUR](#) / [SEGMENT FIVE](#) / [MONUMENT SIGN](#) / [EXTRA MATERIAL](#)

06:48:27 Project "Choctaw Landing" loaded

X = 39.76 ft   Y = -1.77 ft

# How to Build Grand Ledge within App





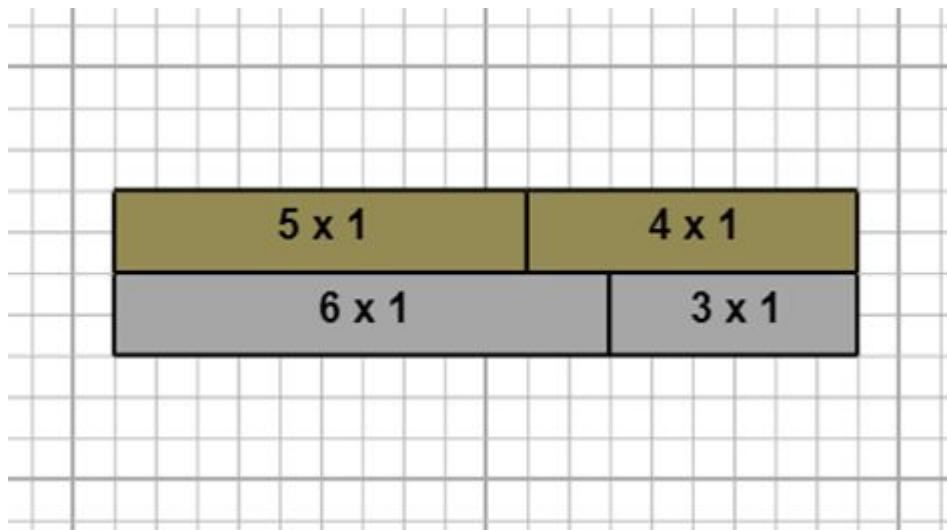
## How to Build Grand Ledge within App

The screenshot shows a software interface with a grid. The menu bar includes File, Edit, View, Add, Drawing, and Projects. The 'Add' menu is open, showing options: Add Block, Delete, Pallet (with a submenu), Pattern (with a submenu), Steps (with a submenu), Group Blocks, and Ungroup Blocks. The 'Pallet' submenu is also open, listing Pallet A, Pallet A Planter, Pallet B, Pallet C, Pallet D, and Pallet E. On the grid, there are two sets of blocks. Set A consists of four olive-green blocks labeled A 3.5, A 4, A 5, and A 5.5, arranged in a staircase pattern. Set B consists of six grey blocks labeled B 1, B 2, B 3, B 4, B 4.5, and B 6, also arranged in a staircase pattern.

Block Label	Color	Approximate X-Range	Approximate Y-Range
A 3.5	Olive Green	530-610	15.5-16.5
A 4	Olive Green	530-620	16.5-17.5
A 5	Olive Green	530-645	17.5-18.5
A 5.5	Olive Green	530-655	18.5-19.5
B 1	Grey	690-730	15.5-16.0
B 2	Grey	690-755	16.0-16.5
B 3	Grey	690-755	16.5-17.5
B 4	Grey	690-780	16.5-17.0
B 4.5	Grey	690-790	17.5-18.5
B 6	Grey	690-825	18.5-19.5

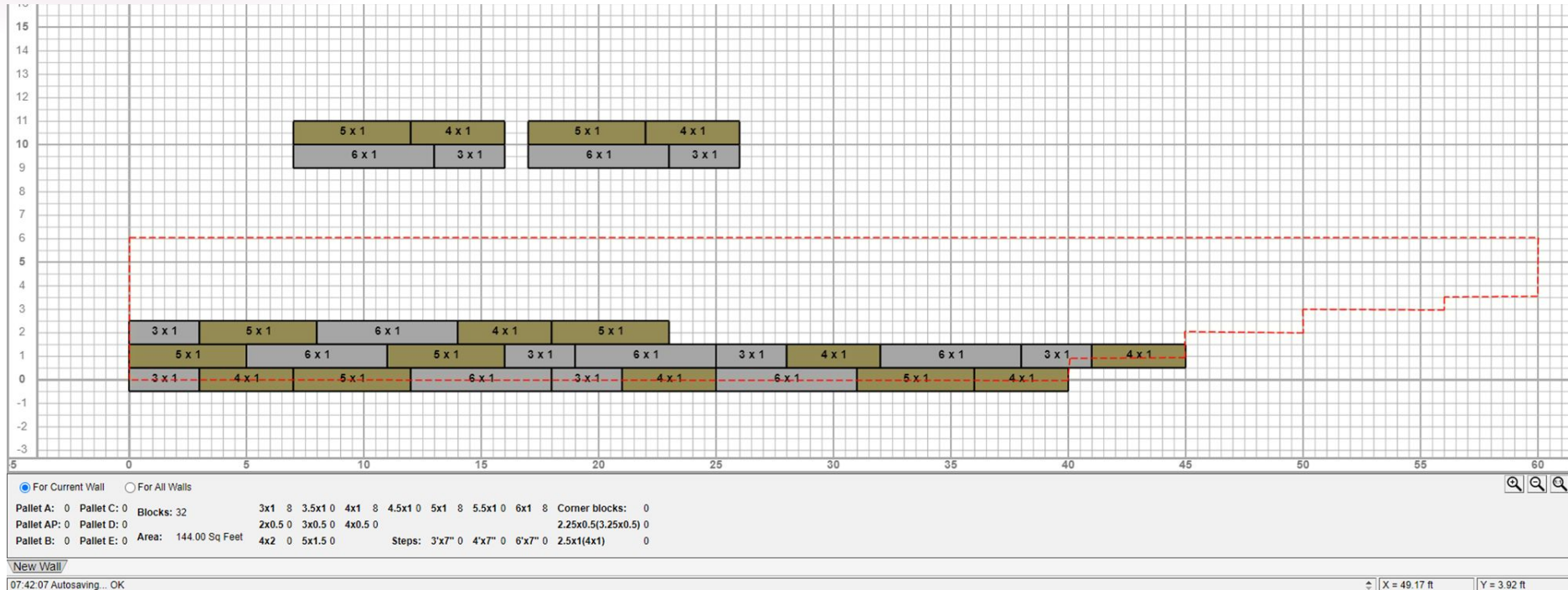


## How to Build Grand Ledge within App



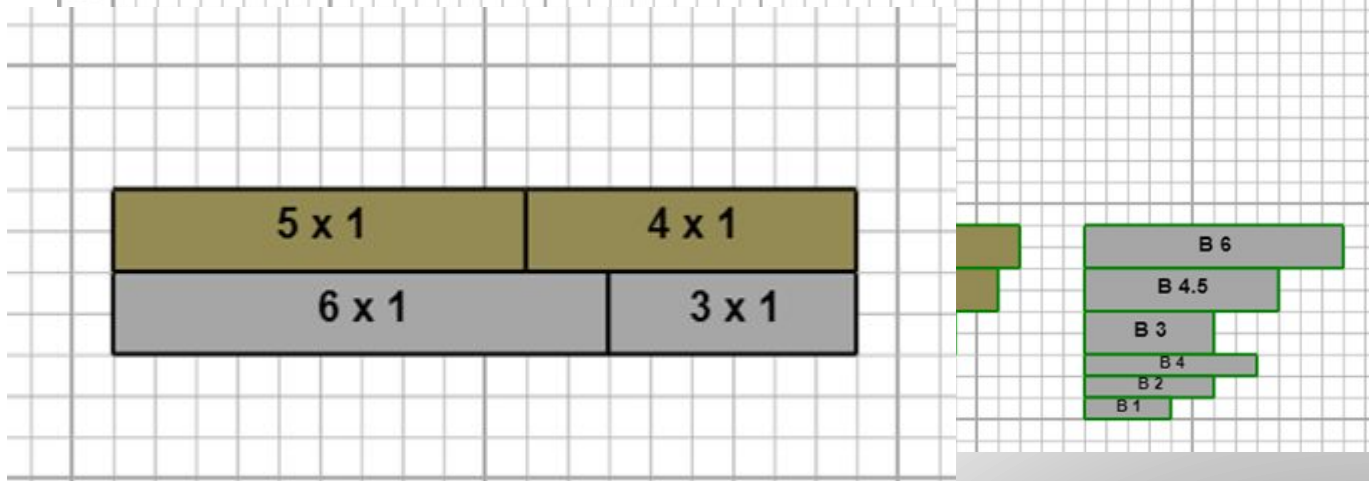


## How to Build Grand Ledge within App





## How to Build Grand Ledge within App



# Layout App Tips & Troubleshooting

Data Entry Errors to Avoid



## Layout App Tips

- Utilize the Tabs Option BUT...
  - Avoid using numbers in Tab name
- Save Regularly
- Other Issues?
- Reach out to Tech Support

# Market Obstacles

*Change Your View | Own Your Market*



# Market Obstacles

Change Your View

Own Your Market

Sell Solutions,  
Not Products

Product Quality  
Issues





# Change Your View

- Follow-up
- Persistence
- Be Client-First
  - See the world through their eyes and offer solutions
  - Tools, education, training, connections

[Concrete Paver Installation](#)  
seeking a career in

[Segmental Retention](#)  
looking to learn about

[Permeable Interlocking](#)  
for individuals with



ently employed or  
tion. There are no

e is for individuals  
and performance of

nt Course course is  
able Interlocking



# Own Your Market

- Know Your Competition
- Know Your Customer
- Find New Targets
- Knock on Doors (prospect, ID new client profiles)



# Sell Solutions, Not Products

- Be an Expert
- Effective Questions
- Give the “Why” and “How”
  - Lead with the “ROI”



Inspiration ^

Products v

Design & Install v

Make Rosetta

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Where To Buy v

## Inspiration

Find your perfect new outdoor space today.

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### Project Planning Guide for Outdoor Living

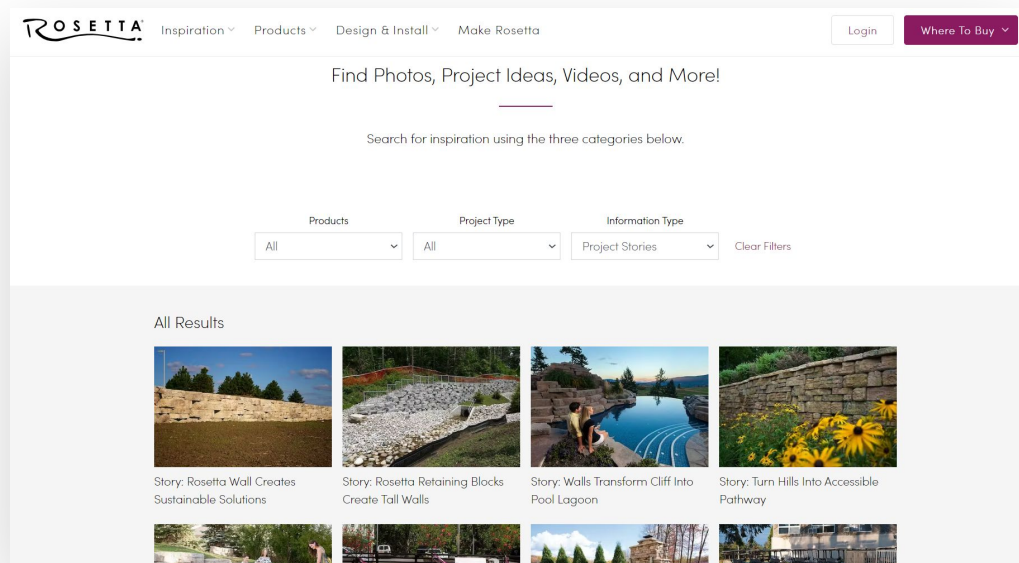
You've dreamed. You've explored. And now you're ready to turn your vision for an outdoor living space into reality...

transform your lifestyle. We believe in creating more quality time in life with the ones you love.



# Sell Solutions, Not Products

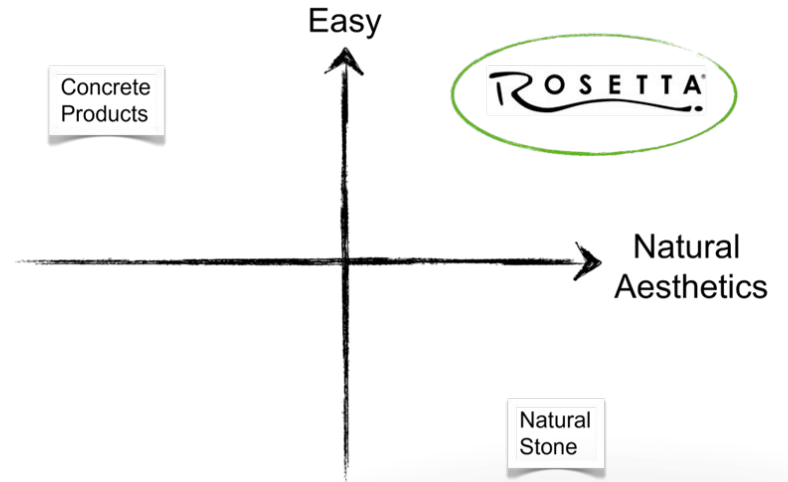
- Be an Expert
- Effective Questions
- Give the “Why” and “How”
  - Lead with the “ROI”





2007

ROSETTA IS CREATED AS A  
RESIDENTIAL SOLUTION



# Product Quality Issues

- Internal Communication
- Create a Process
- Damage Control



# Internal Communication

- Share with Management, Team, but most importantly the Production team
- Take Pics
  - Quality Issue
  - Bundle Tag
- Ask Customer Questions
  - How did they sand/seal?
  - When did they do the work?
  - Plate Compactor?





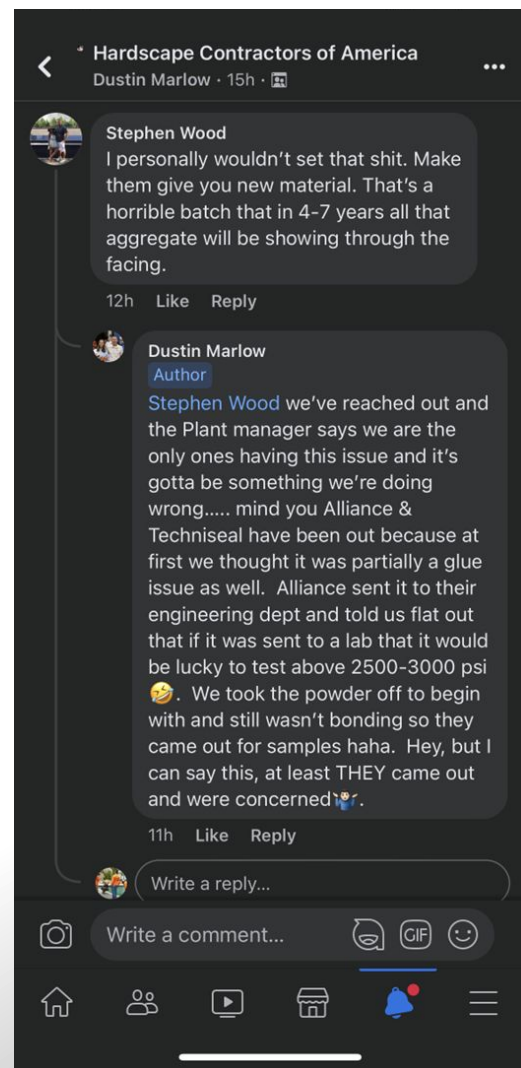
# Create a Process

- What is order of operations for complaints?
- Who decides action plan?
- How do you manage the process?
- Document, Record, Store
  - Is this a recurring issue?



# Damage Control

- Act FAST
- Communicate
- Wait and think before taking a stand



**Hardscape Contractors of America**  
Dustin Marlow · 15h · 📷

**Daniel Hunter**  
That's not even as bad as the stuff we are dealing with right now on a job using Kodah with dimensional coping. Base course is perfect, and by the time we go up 3-4 courses, we have blocks sticking up 3/4" or more higher than the block next to it. It's pathetic. Had a piece of coping with several globs of concrete slop on the bottom that were about 1/2" thick. And they charge a premium for the shit. I have one more job I've got on the books with it and I'm probably going to be done using the crap. Might as well use natural stone.

12h Like Reply

**Dustin Marlow**  
**Author**  
Daniel Hunter funny you mention that.... I've got pictures of the same stuff. Almost sounds like the same plant we're dealing with! We had this one specific color already on the ground and in. Started dry stacking for the seating wall and had the same variance issues. I miss my old rep Eli from Peerless, they were spot on and any issues were fixed or remade.

12h Like Reply

Write a comment... 🗨️ 🧠 😄

👤 📺 🏠 🔔 ☰

**Hardscape Contractors of America**  
Dustin Marlow · 15h · 📷

12h Like Reply

**Adam Paul**  
Dustin Marlow lucky you, couldn't stand the stuff for what it took to make it work. Easier just to build a cmu wall and veneer with real stone. Haven't touched it in a few years.

12h Like Reply

**Dustin Marlow**  
**Author**  
Adam Paul we moved away from everything else after every single time someone saw our portfolio, they fell in love with it.

12h Like Reply

**Adam Paul**  
Dustin Marlow it does look nice, but I stopped offering it. They won't fix it, I won't sell it. I complained alllll the time to my reps.. did no good. Not worth the headache.

12h Like Reply

**Dustin Marlow**  
**Author**

Write a comment... 🗨️ 🧠 😄

👤 📺 🏠 🔔 ☰

**Hardscape Contractors of America**  
Dustin Marlow · 15h · 📷

**Dustin Marlow**  
**Author**  
Ryan Langlais the bottom of the stones/ they're poured upside down in the molds. Wasn't thinking anything of it, shot glue down and literally just peeled off 🤡🤡🤡.

14h Like Reply

**Ryan Langlais**  
Dustin Marlow gross. I've used the Belvedere a few times. But never ran into that before 😬

13h Like Reply

**Dustin Marlow**  
**Author**  
Ryan Langlais yeah it's a bitch. Especially when we've reached out to the plant and even Gerry.... Not a response. Going on 3 weeks

13h Like Reply

**Jesse R Lester**  
Dustin Marlow who's the supplier ?

13h Like Reply

Write a comment... 🗨️ 🧠 😄

👤 📺 🏠 🔔 ☰

**Hardscape Contractors of America**  
Dustin Marlow · 15h · 📷

**Declan Hopkins**  
Who's the supplier?

12h Like Reply

**Trey Chilcoat**  
Normal for that product around here. I can't stand using it because of how much work you have to do to every block. Might as well buy real stone at that point

12h Like Reply 2 🍎

**Adam Paul**  
First time using Rosetta? Never seen it any other way. Built a lot of kitchens with it, grinding every course is the norm.

12h Like Reply 1 🍎

**Dustin Marlow**  
**Author**  
Adam Paul nope... over 100 pallets last year between all suites. From outcropping, Kodah, Belvedere..I've never had this issue.

12h Like Reply

View 20 replies...

Write a reply...

Write a comment... 🗨️ 🧠 😄

🏠 👤 📺 🏠 🔔 ☰

# Find Your Driver



# Four Types of Competitors

Commanders

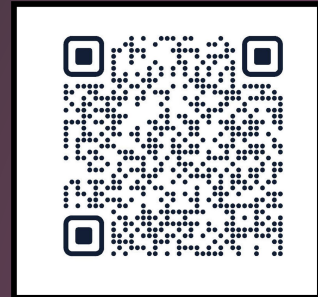
Competitors

Contenders

Survivors

# Questions?

Reach out via email to [gerry.garcia@rosettahardscapes.com](mailto:gerry.garcia@rosettahardscapes.com)



# Thank You Sponsors!



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