



THE EXPERIENCE

• CONVENTION AND TRADE SHOW •

SEPTEMBER 9–11
2026 PARIS LAS VEGAS



THE PATH TO BECOMING A PREMIUM BRAND

How to create an experience customers will
happily pay more for



Levi Gain

Co-Owner - Doug's Carpet and Upholstery
Care

Founder - Peak Gain Coaching

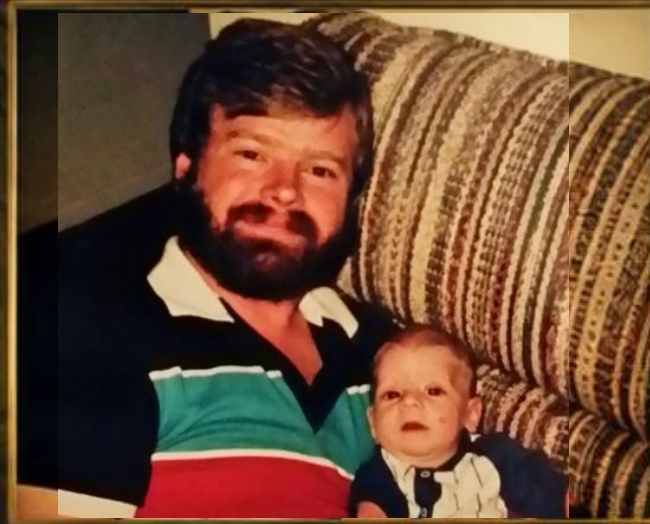


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STORY TIME

WHERE IT ALL STARTED



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ROLLS-ROYCE

vs.



HONDA



vs.

TIMEX



THE COSMOPOLITAN
of LAS VEGAS

vs.

Harrahs
LAS VEGAS



vs.



McDonald's



PORSCHE

vs.



TOYOTA



LOUIS VUITTON

vs.



NORDSTROM

vs.

Walmart

Why are some of these
companies
allowed to charge more?

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The Biggest Lie in Home Services

~~**“CUSTOMERS
ONLY CARE ABOUT PRICE.”**~~

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Premium Isn't a Price. It's a System.

Premium brands don't happen by accident.
They're built with consistent systems
that earn trust at every step.



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INTERNAL STANDARDS



CORE VALUES



TEAM CULTURE



**CONTINUOUS
LEARNING**



**SYSTEMS &
PROCESSES**



**CUSTOMER
INFORMATION & CRM**



**TIME
MANAGEMENT**



**SHOP
ORGANIZATION**



**APPEARANCE
STANDARDS**



**VEHICLE &
EQUIPMENT CARE**

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EXTERNAL STANDARDS



**THE CUSTOMER
EXPERIENCE**



**PROFESSIONAL
COMMUNICATION**



**HOME & PROPERTY
PROTECTION**



**TECHNICAL
EXCELLENCE**



**VAN APPEARANCE
& CLEANLINESS**



**APPEARANCE
& HYGIENE**



**BRANDING &
PRESENTATION**

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COMMUNICATION

Every interaction either builds confidence... or destroys it.
Premium brands don't just communicate more—they communicate intentionally.



**WEBSITE &
BRANDING**



**PHONE
COMMUNICATION**



**CALLS, TEXTS
& EMAILS**



**ARRIVAL &
FIRST IMPRESSIONS**



**SETTING
EXPECTATIONS &
EDUCATION**

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CLIENT EDUCATION

People value what they understand.



**BE THE
TRUSTED EXPERT**



**EDUCATE BEFORE
YOU RECOMMEND**



**SET REALISTIC
EXPECTATIONS**



**UNDER PROMISE.
OVER DELIVER.**



**FIND SOLUTIONS,
NOT SALES**

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TECHNICAL EXCELLENCE

The work has to match the promise.



TRAINING



EQUIPMENT



CHEMISTRY



**CONTINUING
EDUCATION**



**ATTENTION
TO DETAIL**

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FOLLOW UP

The Job isn't finshed at the invoice.



**CONFIRM
SATISFACTION**



**ASK FOR
FEEDBACK**



**EARN
THE REVIEW**



**AUTOMATED
SERVICE
REMINDERS**



**BUILD
CUSTOMERS
FOR LIFE**

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What Happens When You Become Premium Service Provider?

- Higher average ticket
- Less price shoppers
- Better reviews
- Better employees
- Less stress
- More predictability
- More profit

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MY BIGGEST LESSON

Excellence is built one decision, one action,
one day at a time.



IT DOESN'T HAPPEN OVER NIGHT.
Great things take time.



START MAKING SMALL STEPS

You don't have to see
the whole staircase,
just take the first step.

Small steps lead to
big changes.



PATIENCE

Growth is often slow
and unseen, but every
day you're getting
stronger.

Trust the process.



PERSISTENCE

Keep showing up.
Keep improving.
Keep raising the standard.

Don't stop.
Your future self is
counting on you.

**SUCCESS ISN'T
A DESTINATION.
IT'S A DIRECTION.**



Keep going.

Your best days
are ahead.

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Find Your Peak. Intentionally.

Coaching Home Service Business Owners to
Build Companies that Support Their Life—Not Consume It.



CLARITY.
We bring it.



DIRECTION.
We provide it.



GROWTH.
We build it together.



PEAK GAIN
— COACHING —

LET'S TAKE THE NEXT STEP
YOUR BEST DAYS ARE AHEAD.



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