

During these tough times many businesses are struggling just to stay alive. The economy has taken its toll on retailers forcing store closings throughout the country. InstallerNet has been the difference for several members to not only survive, but to flourish in a downturned economy. Members not only performed tens of thousands of installations last year, but more importantly created new customer relationships. On the bright side, this recession will result in a cleansing of poor performing locations. Retailers that did not deliver quality service did not survive. As a result, better service retailers will drive customer confidence and eventually new sales. If you are not yet an InstallerNet member and believe that you have what it takes to achieve customer satisfaction, please apply online at: installernet.com/installers

Nobody Does it Better

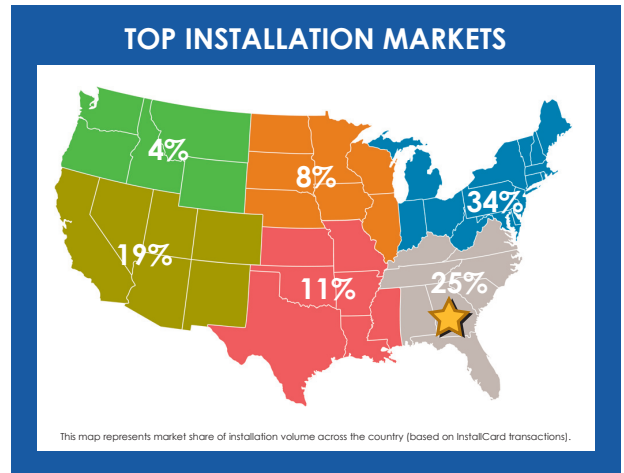
Every installer knows that having the right tool for the job can make all of the difference when it comes to executing well and pleasing the customer. From screwdrivers to scopes, every toolbox in your bay has a wide array of items to be sure you can handle whatever the next install requires. But keep in mind not every important tool can be found in a toolbox. Our vehicle database contains information on just about every passenger car, light and heavy duty truck, and fleet or commercial vehicle that may enter your bay. This information will assist your sales team with recommending the correct speakers and head units based on size, or the correct integration device based on the vehicle type and features. With more than 21,000 vehicles, and the capability to display more than 3,400 data points per car, the information you need to complete the installation is never more than a few mouse clicks away. Furthermore, should you need technical assistance during an installation our MECP Master Certified technicians are never more than a phone call or email away.

HERE ARE SOME OF THE COOLEST CARS THAT HAVE BEEN ADDED TO OUR DATABASE

- 2009 Nissan GT-R
- 2009 Nissan Maxima
- 2009 Suzuki Equator
- 2009 Volkswagen Routan
- 2010 Chevrolet Camaro

In the Home

InstallerNet is well known for its mobile electronics installation programs for companies like Sony, Sirius, XM, Crutchfield and many others but what's not as well known is their home/commercial installation capabilities. InstallerNet performs installations in all major non-mobile CE categories including home theater, distributed audio, video surveillance, distributed video and smart home technologies. Over seven hundred of its network members have indicated they can perform both home & commercial electronics products installations. InstallerNet is keeping those network members busy with a growing list of manufacturers and retailers that sell home and commercial markets. If you're not a network member but would like to have InstallerNet send you qualified customers to have their home and commercial installations performed go to InstallerNet.com/installers and fill out the on-line application.



★ This Month's Star

Drops Mobile Electronics has been an InstallerNet network member since September of 2007 and has successfully completed close to 400 installs for InstallerNet in that time. Drops is one of the few mobile installers in the network with three vans on the road, but a dedication to quality work and customer service has made him one of the most prolific installers in the network. Drops has maintained a grade of A+ with nothing but positive responses and comments on his customer surveys. Owner DeShawn Howard credits his two lead technicians for his continued success. "Kaylee Michaels and Jacob Martin are the secret to my success with InstallerNet and my success in general. Without them this wouldn't be possible" Drops has been in business since 2003 serving the greater Atlanta area. They've recently moved to a new, larger corporate headquarters and plan to continue to grow by providing superior customer service one install at a time. Visit DeShawn and his team at www.dropsmobile.com



TOP TEN INSTALLED VEHICLES

Across the U.S. and Puerto Rico

- F150 Light Duty**
UP, Last Month #3
- Civic**
DOWN, Last Month #1
- Accord**
DOWN, Last Month #2
- Camry**
UP, Last Month #7
- Explorer**
DOWN, Last Month #4
- Silverado**
DOWN, Last Month #5
- RAM**
DOWN, Last Month #6
- Corolla**
UP, Last Month #10
- F250/350 Super Duty**
Did not Rank
- Altima**
DOWN, Last Month #9

What's New

InstallerNet is constantly adding new programs that bring exciting categories of products and more new customers to its Network Members. NCR Inc will be installing the FleaTraks GPS tracking product from OnBoard Communications in over 2,000 of their employee vehicle fleet over the next 3 months. Sony mobile electronics, while not a new program, has added twelve new products to its In-The-Box program through national big box retailers. The new products include several models of amplifiers, speakers and subwoofers. Two of the best known internet resellers in the country, Amazon and Overstock.com are both launching new InstallCard programs in time for the holiday selling season. Both resellers will offer professional installation with virtually all categories of Consumer Electronics on their sites. All of these programs will bring new products and customers to network member's shops



In the News

- 10/17/08 – InstallerNet Acquires Victory Technologies; Creates "Supercharged" Database
- 10/21/08 – InstallerNet Pro Team Goes National with Six Regional Managers
- 11/2/08 – Amazon launches new Car Electronics store with InstallerNet
- 11/10/08 – InstallerNet Develops Market Research Tool with Real Time Installation and Sales Data for Manufacturers
- 11/19/08 – InstallerNet to Exhibit in the North and South Hall at CES '09

Our Events

- CES – January 8-11, 2009 Las Vegas, NV
- EHX Spring - March 12-14, 2009 Orlando, FL
- Mobile Electronics Industry Awards – March 15, 2009 Overland Park, KS

MEMBERS ONLY

Use the user name and password you recently received to update your Installer Profile to ensure that you get all the installations you are qualified and willing to do. Go to www.installernet.com/installers and log in.

ProTeam Expands Across The US

Due to the success and rapid growth of InstallerNet's network, the ProTeam has grown to include several new members across the nation and is looking to add several more in the coming months. The ProTeam is a unit of individuals that provides regionalized support for fleet installs, InstallCard implementation and support, VIP installation capability, and quality control measures. This ensures excellent customer service from the shops in the network. In addition, personalized software demonstration and appointments can be scheduled to maximize your potential from all of InstallerNet's services.

ProTeam Management Members:

- Kris Bulla**
Director of ProTeam Operations
- Jay Lemay**
National ProTeam Manager
- Mike Salerno**
ProTeam Tech Support Manager
- Zack Flynn**
Technical Content Manager
- Sam Horn**
Midwest Regional ProTeam Manager
- Mark Frangiosa**
Southeast Regional ProTeam Manager
- Kevin Willard**
Southwest Regional ProTeam Manager

All ProTeam members are MECP and ASE certified and have extensive knowledge of installation skills, management techniques, and can train individuals or groups on any of these topics.

Dean's List

The Dean's List represents the top rated InstallerNet members based on customer feedback. They have represented a consistent dedication to customer satisfaction on behalf of InstallerNet. Congratulations to this month's honorees....



GRADE	COMPANY	INSTALLS
A+	Allen Gold <i>Philadelphia, PA</i>	73
A+	Audio Fashion <i>Orlando, FL</i>	76
A+	On Site Audio Video <i>Winter Springs, FL</i>	78
A+	Audio Communications <i>Monroeville, PA</i>	76
A+	Soundwerks <i>Phoenix, AZ</i>	80
A+	Superior Sights & Sounds <i>Antioch, TN</i>	82
A+	Listen Up Car Audio <i>Surprise, AZ</i>	73
A+	Zippo's Car Stereo <i>North Plainfield, NJ</i>	79
A+	Auto Fx (Boomer McCloud) <i>Cherry Hill, NJ</i>	88
A+	Ultimate Audio <i>Columbia, SC</i>	76