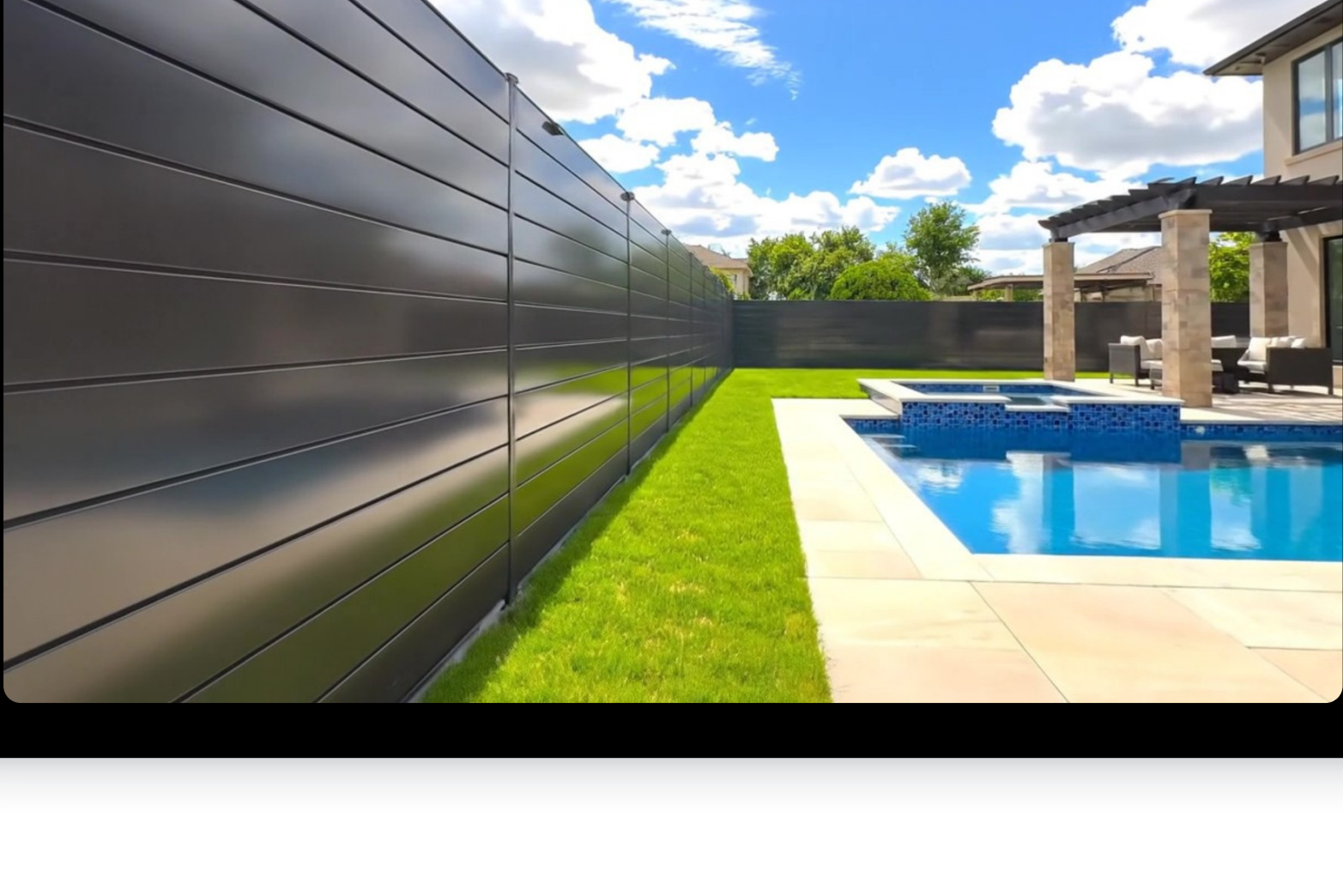




Homeowners and contractors are already calling for this fence.

Get certified, and you're first in line when we place local leads.



Q1

The short version

ecFence doesn't install fences. We make them — a patented metal privacy fence system that homeowners and contractors are already calling us to ask about. When they need someone to put it in, we send them to a Certified Installer. That's the deal in one line: **get certified, and you're first in line when we place local leads.**

The demand is real, and it's growing

\$9.1B → \$13.7B U.S. fence market, 2024 → 2032 (5.5% CAGR) <i>PS Market Research, 2025</i>	41.1% Southern U.S. share of U.S. fencing revenue <i>Grand View Research, 2026</i>	~41% U.S. hurricane landfalls that hit Florida <i>NOAA / FL Climate Center</i>
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Every storm season, every new development, every fence that blew apart last year sends another homeowner looking for something better. That's a differentiated product people seek out — not another identical wood-and-post quote. The installers who put it in are the ones who get the calls.

Q2

Why this is worth your time

Three things a Certified Installer gets, and all three are real today.

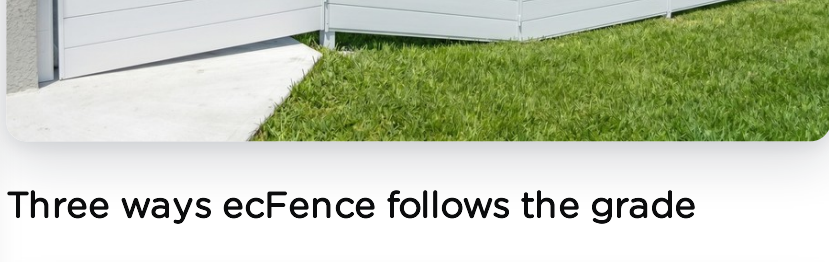
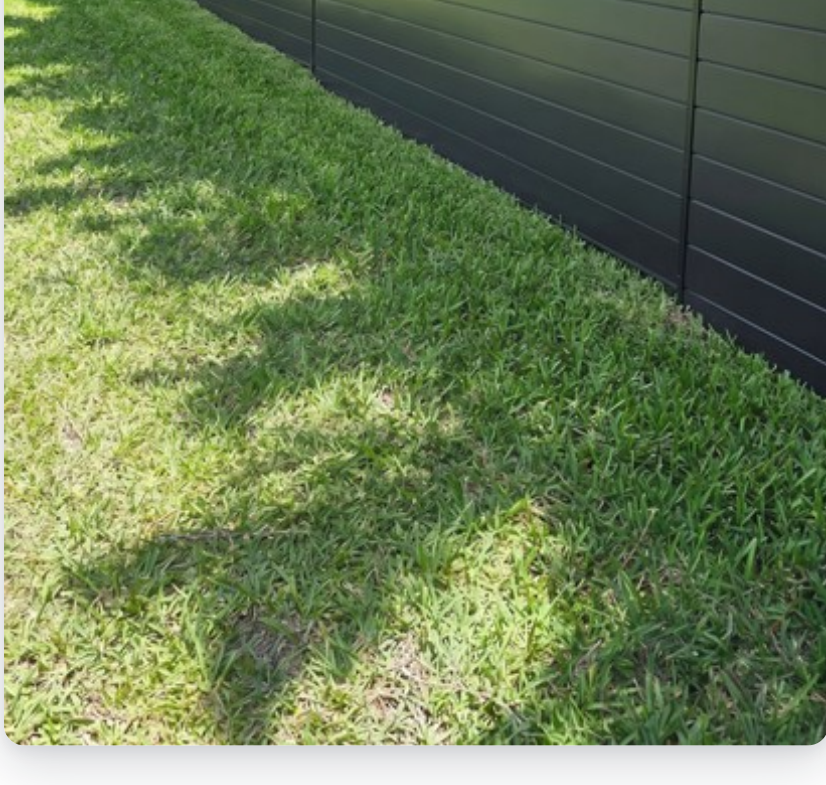
Leads — first in line, not a lottery. We get contacted constantly by homeowners and contractors who need an installer. We pass those leads to Certified Installers by location and by tier. The better your track record, the higher your tier — and the earlier you're offered the job.	Marketing — we promote you We collaborate with our Certified Installers across our social channels — real co-marketing, not a logo on a page.	Directory placement Every Certified Installer is listed in the "Where to Buy" directory on our website, where homeowners and contractors pick an installer in their area.
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Q3

Why ecFence is easy to say yes to

The offer only matters if the product is something you actually want to install. It is — and it's built to make your job simpler and more profitable, not harder.

 Built on-site. No fabrication shop needed. The system is modular — it assembles and finishes right there on the job. Show up, build it, done. That takes overhead off your business and opens up jobs you couldn't take before.	 Simple and fast to install. Panels hook and rotate into place and interlock as you go — install all the starters across the run, then hang the panels top-down. Less fiddling, fewer man-hours per job, more jobs per week.	 Adapts to the terrain — no ugly slope jobs. The same modular system follows the ground three different ways: stepped, raked, or bottom-fill. Sloped lots that turn into slow, sloppy jobs with wood or PVC go in clean with ecFence.	 Durable — so the job stays closed. It's a coated metal system built to hold its color and shape; it doesn't rot, warp, or fade the way wood and PVC do. Fewer callbacks and fewer dissatisfaction claims.	 Strong margin on a premium result. ecFence gives your customer the clean, horizontal, high-end look of tongue-and-groove aluminum or composite — at a materially lower price point. Simple to install, premium to look at, priced to win the job.	 The engineering isn't your liability. The system is engineered and sealed by a licensed professional engineer. You install it to the plans; the wind performance is on the engineering, not on you.
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Three ways ecFence follows the grade

Stepped Steps down the run in fixed increments. Shown at left.	Raked Panels cut to follow the slope's exact angle. Shown at right.	Bottom Fill ecFence's own method; panels added at the bottom in 6-in increments as the grade drops.
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Q4

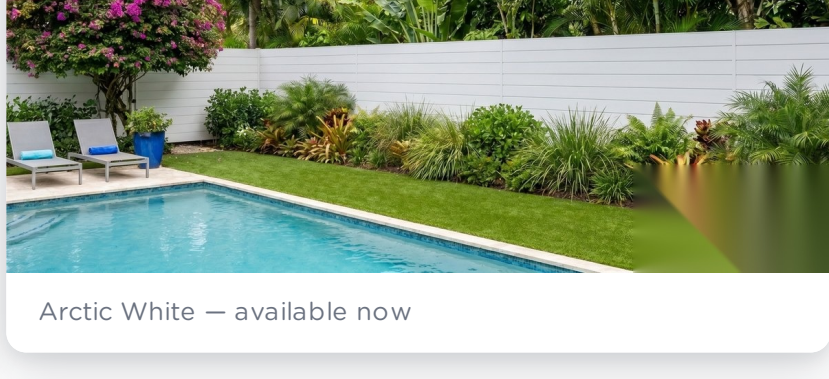
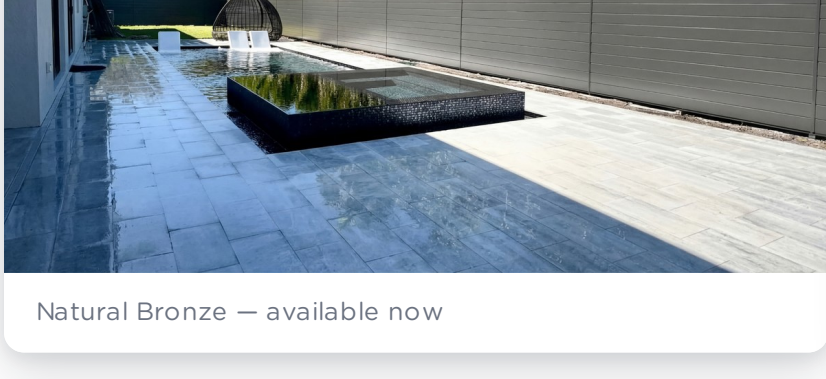
How ecFence stacks up

The look is comparable to premium tongue-and-groove aluminum or composite. The durability is where it separates from the fences your customers are replacing.

System	Estimated lifespan*	Rot / termite	Maintenance
ecFence	30-40 yr	None	Very low
Full-privacy aluminum (solid)	30-50+ yr	None	Low
Composite	20-30+ yr	None	Low
Vinyl / PVC — white	20-30 yr	None	Low
Vinyl / PVC — colored	20-30 yr	None	Low
Pressure-treated wood	10-20 yr	Susceptible	High
Cedar	10-15 yr	Susceptible	High
Corrugated / metal panel	Varies by spec	None	Low

*Estimated service life in typical non-coastal Florida exposure, installed per the signed and sealed engineering drawings. Engineering estimate, not a warranty. Lifespan ranges directional. Table compares durability; not wind — ecFence's HVHZ engineering is its own, PE-sealed credential.

For an installer, the takeaway is simple: **you install something that lasts, so the callbacks and dissatisfaction claims that eat your time and margin just aren't there.**



Natural Bronze — available now

Arctic White — available now

Q5

The certification program

We're honest about where this is: the Certified Installer program is early, and we're building it deliberately. Right now, certification is selective and hands-on. We personally get to know how our installers work — and the ones who go above and beyond (clean sites, no scratches, real customer care, everything left orderly) move up.

It's a **tiered program**: the better you perform, the higher your tier, and the more we send your way — leads first and foremost. A customer-rating system is on the way, so the installers who consistently do great work rise to the top. Do great work, and it gets you somewhere — more leads, higher tier, first in line.



Q6

Getting certified is simple

We kept the barrier low on purpose, because the system itself is simple to install.

 Be a real fence installer. You run an installation business we can verify — an open, legitimate company.	 Watch the installation video. ecFence installs simply; the video walks the whole system, start to finish. Watch it here: youtu.be/PFj2ToD5pyw	 Apply. Online at Join the Fam on our website — choose <i>Become a Certified Installer</i> — or call us directly.
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That's it. No gauntlet. If you install fences and you do it well, we want to work with you.

— NEXT STEP

The next step is the application.

Qualify, get verified, and you're in line for local leads as soon as you're certified.

[Apply now — Join the Fam — Become a Certified Installer](#)

Or call — +1 (305) 209-2454. Apply / contact details finalized on the application.

