

# WINSUPPLY MYTH BUSTERS VIDEO SCRIPT

<https://youtu.be/-RCSg7DEv94>

**Been around wholesaling for a while?**

**Then you've probably heard about Winsupply.**

Some things you've heard on the **streets** ... through the **grapevine** ... or around the **water cooler** may be **EXACTLY RIGHT**.

But ... well ... the truth is ...

A lot of things you've heard are probably **DEAD WRONG**.

That's why today, we're going to round up the top seven myths about Winsupply and **BUST 'EM UP!**

You're going to get the real scoop ... the honest truth! – straight from the horse's mouth.

**Here's Myth No. 1:**

*"So I've heard Winsupply is a franchise – right?"*

**WRONG!**

Winsupply is **NOT** a franchise!

In franchising, a **FRANCHISOR** grants a **license** to a **FRANCHISEE**.

Franchisees are **REQUIRED** to sell products or services the franchisor wants them to sell.

**PLUS**, franchisees have limits around **WHERE** and **HOW** they do business.

But at Winsupply?

That's **NOT** how we operate.

Instead? We make **YOU** an Equity Partner with **US**.

That means we're co-owners in a business.

Together!

That's right:

**YOU** get to have ownership in **YOUR OWN** wholesaling business. In fact – you can own up to **30 PERCENT** of that business!

The rest is owned by Winsupply and a few **other investors** who want to help you succeed.

And – unlike a franchise – we **DON'T** tell you what products to sell.

**YOU** decide.

Because **YOU'RE** the boss!

We trust **YOU** to do what you do best. To sell the stuff **YOU** want to sell. And take good care of customers in **YOUR** local market.

If you've never run a business before – don't worry! **We'll teach you.**

And as you grow your business? **WE** grow! Together. As equity partners.

**THAT's how we succeed.**

**Here's Myth No. 2:**

*"I've heard you have to take a big pay cut to work at Winsupply – right?"*

**WRONG!**

At Winsupply, you work hard.

When you become an owner, you get **REWARDS** for **RESULTS**.

That means you make money in three ways:

- You get a nice **SALARY**.
- You get **UNLIMITED** bonus potential.
- And – if you're successful – you get **GROWTH** in the equity investment you've made in your own local company.

If you add it all up?

Before long, you'll likely be making **A LOT MORE MONEY** than you're making right now.

Probably **A WHOLE LOT MORE** than you've ever **DREAMED** of!

**(You're hooked, right?)**

**Let's move on to Myth No. 3:**

*"I have to write Winsupply a check before I can run my own local company – right?"*

**WRONG!**

While it's true you must have **SKIN IN THE GAME** to become an owner – you need to own shares in your own local company – that doesn't always need to happen on Day 1.

Most of the time, new local owners with a little money tucked away **WANT** to write a check on Day 1 so their equity investment starts to **GROW** from Day 1.

But for some people?

That's just not possible.

**So here's the deal:**

If you're the **RIGHT PERSON** to run and grow a successful local company - but you don't have enough money in the bank to buy all your shares right away – **DON'T WORRY!**

At Winsupply, we have the financial resources to help you buy more equity in your local company **OVER TIME**.

That way, the investment you gradually make **GROWS** over time. So if you're not flush with a boatload of cash? **Don't let that stop you.**

#### Here's Myth No. 4:

*"I know about Winsupply. You guys are a small wholesaler – right?"*

**WRONG!**

Winsupply is **NOT** a small wholesaler!

Instead, we're a collection of about 600 independent wholesaling locations in 45 states across the U.S. That's pretty darned big!

**But here's what's really cool:**

Our individual locations can be as **BIG** as they choose. Because if **YOU'RE** the local owner? **YOU** decide how **fast** you want to grow – or, how **big** you want to be.

A lot depends on the **MARKET**. Some local companies serve **big cities** – but a lot of local companies serve **small towns**. That's why some local companies are naturally **BIGGER** than others.

If a local company's been around for a while, it might be **No. 1 in that market**, doing as much as **20 ... 30 ... or 40 million dollars in business** each year.

Whether you run a local company that's big or small or somewhere in between, **market share** and **top-line growth** don't matter **near as much** as **PROFITABILITY**. Because at Winsupply, it's important to be **PROFITABLE** and **COMPETITIVE** in **EVERY market we're in**.

#### Here's Myth No. 5:

*"You're only in plumbing – right?"*

**WRONG!**

Back in the 1950s, we **STARTED** in plumbing. But we **GREW** from there!

And today? We're in a **DOZEN** different industries!

- From plumbing and heating ...
- To hydronics ...
- Pipe, valves and fittings ...
- HVAC and refrigeration ...
- Electrical ...
- Fastening hardware ...
- Waterworks and utility ...
- Pumps ...
- Turf irrigation and landscape ...
- Even fire system fabrication!

Today, we're among the **TOP FIVE WHOLESALERS NATIONWIDE** in **plumbing** and **HVAC**, and among the **TOP 25** in **ELECTRICAL**. And in **waterworks, pumps** and **fire system fabrication**? We're **GROWING FASTER** than a lot of our competitors.

#### Here's Myth No. 6:

*"This is a pyramid scheme – right?"*

**WRONG!**

This is no pyramid scheme!

Instead? This is a chance to **build even more entrepreneurs** – and help them claim their piece of the American Dream.

Once you become a local owner of your own local company, you'll have an awesome chance every day to **MENTOR GOOD PEOPLE** – to develop more people **JUST LIKE YOU** with a burning desire to **BE THEIR OWN BOSS** and **RUN THEIR OWN BUSINESS**.

When that happens – maybe someone you've trained is ready to start or take over a local Winsupply company – you have the chance to **SPONSOR** this company and **HELP IT SUCCEED** by investing in it and helping it grow.

Over time, as **that** local company succeeds, you receive **DIVIDENDS** as an investor, and your new investment **GROWS**. Sponsoring a local company is your chance to take the Spirit of Opportunity and **PAY IT FORWARD**.

**That's NOT a pyramid scheme. That's just smart business.**

## Here's Myth No. 7:

*"Wait a minute! This whole thing sounds too good to be true – right?"*

**WRONG!**

It's **ALL** true.

And we can prove it to you.

Go to our website at [www.winsupplyinc.com](http://www.winsupplyinc.com). See that Location Finder tab? It'll let you search and find the names and phone numbers and emails of all the presidents running hundreds of local companies throughout the United States.

**Pick a location.** Or, pick two or three locations.

**Then pick up the phone and call these local owners.** Tell them you're thinking about becoming an owner at Winsupply. Ask them what it's like to run your own local company.

**Ask them if the Spirit of Opportunity is real.**

**So there you have it:**

**The top seven myths about Winsupply – totally BUSTED!**

**Now you can do what you've been meaning to do all along. You can contact us today!  
And take the next step to become an owner at Winsupply...**

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