

# KB-Resource

News

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### ***Are you a Trend Setter or a Trend Follower?***

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### ***SieMatic's "Secret" Storage Innovations Elevate S2 Kitchen's Design and Functionality***

*Debuted during Milan Design Week, new innovative features such as the adjustable SecretSlide countertop and Practical Corner appliance garage, join groundbreaking solutions including SecretSpace and SecretService (Dallas, TX). SieMatic proves that sometimes luxury is about what you don't see. At the recent Milan Design Week, the company shared their best kept "secrets" for stylish and [...]*

## ***Maximizing Your SEO with a True Media Partner***

### **Google Changed Everything**

From a highly defined media outlet process, where print controlled access to the architects, designers, engineers and facility managers you wanted to reach, the Internet –subsequently Google and now AI – turned that access completely on its back.

**Today, over 70% of people who look for stuff go to Google first.**

### **TODAY'S MARKETING LANDSCAPE**



So if you are not on page one of Google searches, you are completely overlooked.

Therefore, SEO is the most important consideration when you are selling ANYTHING today.

SEO is also the most important when you are trying to reach a **defined audience** among all those people who are cruising the Internet for your products and services.

**KB-Resource.com** not only recognized that; KB-Resource was created to capitalize on SEO and help **YOUR** SEO by the dissemination of your content and **LINKING** back to your website. And, linking is one of the things Google absolutely loves!

In our strategy, that's how we deliver you **VALUE**.

**KB-Resource is NOT about HITS (how idiots track success).** KB-Resource is about building relationships with your prospects and customers – reinforcing the most important marketing tactic in your arsenal: your website!

Because marketing isn't about you; it's about your customers.

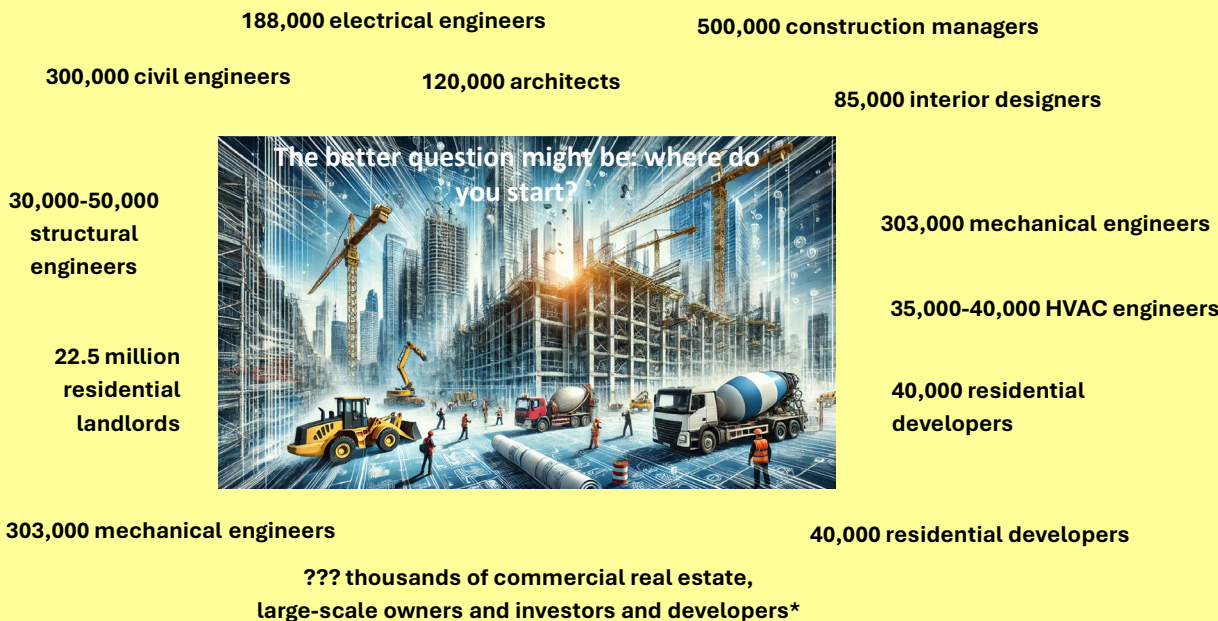
**And your customers are seeking information EVERYWHERE.**

Our job is to broadcast your messages to our growing channel followers and website visitors and bring you together to make the deal.

## We are in the business of building relationships through ENGAGEMENT.

Unlike programmatic strategies, we believe human beings relate to human beings... not automation.  
So a question is:

***How do you navigate the dynamic construction industry?***

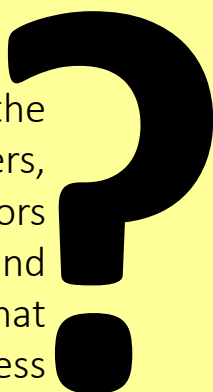


Sources: National Council of Architectural Registration Boards (NCARB), U.S. Bureau of Labor Statistics (BLS), U.S. Census Bureau, National Association of Home Builders (NAHB), Urban Land Institute.

While you want all of them or some of them to come to your website, you really don't. You want ONLY those who will consider your specifying and using your products and services. That takes a relationship. And that takes a media outlet that understands the first step is engagement as the key to building a relationship with the people who matter to you.

\* The U.S. REIT (real estate investment trusts) market consists of 225+ publicly traded REITs, with thousands of private firms and institutions also owning significant real estate portfolios. The number of commercial real estate owners, when including firms and individuals, is much larger but not as easily quantifiable.

How do you reach the architects, engineers, designers, contractors or distributors and showrooms that control this business



In other words, you need

# KB-Resource

because our audiences USE

# KB-Resource

to find **YOU**.



# How do you Find a Needle in a Haystack?

You never know **WHEN** people will be looking, or **WHAT** they will be looking for.  
The **MORE** you distribute your information and that information is distributed,  
the **MORE** you increase your chances of being found.

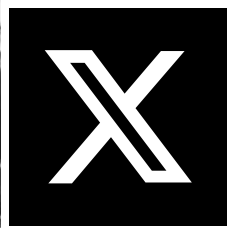
## Content Is The Digital Currency In The World Today.

However, the quantity of content is so large today  
that it is difficult to distinguish the quality

(see Interline Creative Group's blog, [How Much Data Can You Eat?](#))

Therefore, it is important to produce content  
– but **MAKE IT VISIBLE** everywhere!

Over 8,000  
professionals  
follow us on X  
[@KB\\_Resource](#)



## Our Mission

To become a content partner with companies seeking to solidify their role in the path to specification, purchase and installation.

## Try This Experiment

Google:

***"Aging in Place Marketing"***

or  
***"Marketing to the Aging in Place"***

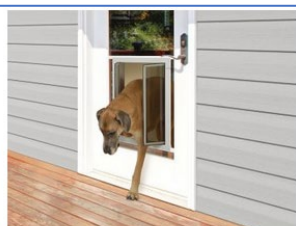


You will see  
**KB-Resource**  
is among the top  
organic results!

# It's not About You. It's About Them. And what we can tell you about them!

Even though many companies use public IP addresses when traveling the internet, it doesn't change the fact that **someone, somewhere** is looking for what you sell. KB-resource.com is all about the **QUALITY** of the visitor and telling as much as we can about the someone, somewhere. That means knowing **WHERE** they visit as well. Like the 66 visitors who read this story about *Turning Any French Door into a Fully Functional Dog Door*. Or the trend blog that visitors loved.

Our website visitors come to gather **INSPIRATION** and **INFORMATION**



## Turn Any French Door into a Fully Functional Dog Door

When a French patio door is the ideal location for a dog door installation, the **PlexiDor Glass Series French Door Insert** is the solution. This innovative insert turns any French door into a fully functional dog door. The product is shipped fully assembled and ready for replacement of the existing glass. All door hardware, including hinges, handle and lock remain unchanged.

"We developed the French Door Dog Door Insert for millions of dog occupied households that utilize a French door that leads to the backyard," says Robert Wollet, Business Development Manager for PlexiDor. "The new PlexiDor Glass Series is now part of the PlexiDor family of products that includes dog doors for installation into exterior doors and exterior walls."



As our audience changes, we send these visitors back to your website completing the SEO circle.



## Are you a Trend Setter or a Trend Follower?

Exactly what is a Trend?

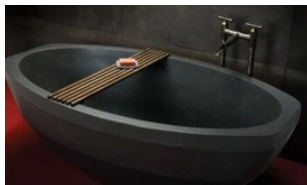
By Jim Nowakowski

(special to KB-Resource)

Aristotle said we should define our terms, so before deciding if you are a trend setter or follower, let's define what exactly is a "trend." Basically, a trend is "a general direction in which something is developing or changing."

## Why does Amazon visit KB-Resource.com?

For ideas, of course! They looked at our website over 55 times in four months because obviously, what we post interests someone! Can other media outlets tell you that? You need to look into ours!



## Why does SpaceX visit KB-Resource.com?

Well, maybe someone within this company that designs, manufactures and launches advanced rockets and spacecraft is building a home, or remodeling a home. Or maybe it is their Starlink -- a satellite based Internet Service Provider. In any case, over the past four months, visitors from the IP showed up 12 times, and wouldn't you like to be there when they do show up? Remember: quality, not quantity! Check us out now!

## Why does the State of Oregon visit KB-Resource.com?

Think about this: if you search "accessible faucet design," our SEO brings us to the top of the list – higher than many manufacturers of faucets. That's not an accident. So if you are in the faucet business, makes sense to be in the kb-resource.com business, doesn't it? Call us today!

## Why did Boise State University visit KB-Resource.com?

Our blog on ADA showerheads is one reason. Was it a student? Or was the university retrofitting a bathroom or two? Well, we know there is one \$5M seeking to provide temporary toilets, wash facilities, safety shower and eyewash facilities. In both cases, we're the resource that they used! What are you waiting for? Be there when they are there.

We use reverse IP lookup technology to monitor visitor engagement. We don't have millions each month; what we have is over 1,000 **QUALIFIED** companies who don't have time to waste but are looking for innovative solutions like you offer. So why waste time on hits and clicks, or quantity over quality? [KB-Resource.com](http://KB-Resource.com) was built for **ENGAGEMENT**. Start Now!



## Marks the Spot

*There's a reason over 8,000 pros follow KB-Resource on "X."*

*Actually, all 8,000+ have their own reasons!!!*

*We can't put them all here, but here's a taste...*

**KBIS**

@KBIS Follows you

North America's premier event for kitchen and bath design

**The Cabinet Door Store**

@cabdoorstore Follows you

Online source for cabinet doors, drawer fronts, drawer boxes, and other cabinetry components. Serving woodworkers, carpenters, and DIYers.

**Derek Leavitt, AIA**

@architectderek Follows you

Housing Architect + Advocate  
Recovering Developer + General Contractor  
Director of Housing at EYRC Architects

**Deziner Tonie - Luvs2Dezin**

@dezinertonie Follows you

An award-winning Design Firm in the Palm Beaches

**Leicht USA**

@LeichtUSA Follows you

Premium German Kitchens – we will design your dream kitchen

**CCIDC Inc**

@ccidcinc Follows you

The California Council for Interior Design Certification (CCIDC),

**TOTO USA Inc.**

@TOTOUSA Follows you

TOTO innovates for people to make the bathroom experience personally meaningful

**Nelson Construction**

@NelsonConstReno Follows you

Award-winning Tampa Bay design-build company

**Beko Appliances USA**

@beko\_usa Follows you

Beko's reliable, award-winning appliances

**Sweets - The Building Product Source**

@SweetsProducts Follows you

Search over 105,000 building products.

**NAHB**

@NAHBhome Follows you

The National Association of Home Builders

**KitchenBath Resource**

@KB\_Resource

See all of them at  
[@KB\\_Resource.com](https://www.kb-resource.com) on "X"



Why waste time on hits and clicks, or quantity over quality? [KB-Resource.com](https://www.kb-resource.com) was built for ENGAGEMENT. Start now by sending [editor@kb-resource.com](mailto:editor@kb-resource.com) your content or having a conversation about other opportunities with one of our account executives.



# Editorial and Advertising

**Our website is organized into the following areas:**

- **About**  
This is the best place to learn about our Mission and our Value Proposition and how we view Content. It will be worth your time to spend a few minutes to understand how different we are from other media outlets.
- **News**  
In this section, your press releases on products and services are housed. We might adjust a headline for SEO, but that's about it. News items are conveniently categorized into sub-sections like INTERIOR PRODUCTS or EXTERIOR PRODUCTS and others. And ON THE MOVE carries personnel announcements.
- **Case Studies**  
These stories display the solutions provided by your product and service in applications. Our audiences love these types of stories because it gives them new ideas in their own work!
- **Opinions**  
Who doesn't have an opinion? We would like to hear and publish yours! Professional, thought-provoking are the key words to keep in mind.
- **Blog**  
We often blog about topics, and our blogs are some of the best SEO we have available. Over time, it only gets better like fine wine!
- **KB-tivity**  
In this designer section, designers are featured with their work. Each designer receives a link back to their website and the area to showcase a couple of their projects and statements.  
A wonderful opportunity to build SEO.
- **Learning Center**  
Our redesigned hub houses CEUs, Podcasts and our latest offering called Showcases, where we feature companies in comprehensive overview introduction into their products and services. All CEUs are AIA and NKBA approved, many are IDCEC certified. They focus on helping your businesses grow.
- **Contact**  
We are always interested in hearing from you!

- There is no difference anymore; Google has seen to that.
- The operative word now is "content" because everything is content.
- And that means everything is advertising. Everything is editorial.
- When you supply your content to our website, we will post it and link it back to your website, giving you the benefit of **SEO**.
- We want to publish all of the content we can for a simple reason: Google doesn't filter.
- Google reads everything, and because it reads everything, it indexes everything.

**Start Your Relationship with Us Today!**

**Everything begins with sending your content to:**

[editor@kb-resource.com](mailto:editor@kb-resource.com)

**Call or e-mail now and let's begin the engagement!**

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847-358-8558  
Fax: 847-358-8089  
e-mail: [editor@kb-resource.com](mailto:editor@kb-resource.com)



@KB\_Resource

## ENGAGEMENT OPPORTUNITIES

**SHOWCASES**

**PODCASTS**

**CEUS**

**KBTIVITY**

**NEWS**

**CASESTUDY**

**OPINION**

**BLOG**

**LEARNING**

**SHOWCASES**

**PODCASTS**

**CEUS**

**KBTIVITY**

**NEWS**

**CASESTUDY**

**OPINION**

**BLOG**

### News

**No fees** for posting your news releases you send us. Send often to [editor@kb-resource.com](mailto:editor@kb-resource.com). Blow out your company profile in separate page for **\$600 for two years**. Convenient categories, including “[on the move](#)” for personnel.

### Case Studies

Perfect for showcasing your company’s work. No limit on graphics or content. Owners, developers, love this section. **\$1,200** for the year. Contact [editor@kb-resource.com](mailto:editor@kb-resource.com). Want us to write it? \$500.

### Opinions

Leaders in B2B expressing their points of view. Perfect for positioning your company. No limit on graphics or content. **\$1,200** for the year. Contact [editor@kb-resource.com](mailto:editor@kb-resource.com). Want us to write it? \$500.

### Blog

Extend your blog reach! Re-post your blogs to new audiences. Up to 2,000 words with or without graphics. **\$500** for the year. Contact [editor@kb-resource.com](mailto:editor@kb-resource.com).

### KB-tivity

For designers only, **no fees**. Contact [editor@kb-resource.com](mailto:editor@kb-resource.com) for details.

### Learning Center

The showcase [Take One](#) presentations are starting at **\$5,000**, and includes recording, rehearsal, scripting, PowerPoint, hosting and more. Contact [editor@kb-resource.com](mailto:editor@kb-resource.com). The [After Hours](#) presentations, which are only available with a Take One presentation purchase, are **\$1,200**. There are podcasts, CEUs, and more. Contact us for details.

All engagement includes our social outreach of over 8,000+ “X” followers. There are other opportunities (SEE NEXT PAGE), including native advertising.

To have a discussion, contact us at [editor@kb-resource.com](mailto:editor@kb-resource.com).

Or call us at: 847-358-8558



## ENGAGEMENT OPPORTUNITIES

## KB-itz

## KB-Resource Newsletter

**KB-itz Newsletters** – Our newsletter reaches key individuals who influence, recommend and specify your products and services. Each month distributed to 3,000+ key individuals. Our auditing tool lets you “see” the domains; just go to <https://a-i-m.com/audit/email-kbr/> and type in the domain of your companies you are targeting (i.e., cmbaarchitects.com, dahlingroup.com, etc.). Many professionals use their gmail accounts etc. so these domains will naturally be higher in counts. Only KB-Resource lets you “see” the people on our list! Your product or service featured with others for **\$1750**. Want to buy the entire issue and make it your event? **\$5,000**. Contact [editor@kb-resource.com](mailto:editor@kb-resource.com) for details.

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**Front Page** – Our website is hit by thousands of visitors each month.

We'll feature your content on the front page for one week for **\$250**.

Only three positions available each week.

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