GenStone®

2026 EDITION

PRO PLAYBOOK FOR BUILDERS, REMODELERS & CONTRACTORS

THE PRO PROGRAM.

More jobs. Higher margin. Less labor. The case for the way real stone gets installed now.

PUBLISHED BY
GENSTONE

GET STARTED AT
GENSTONE.COM / PRO

WHY THIS EXISTS

A NOTE TO THE BUILDER READING THIS.

75%
FASTER INSTALL
Vs. traditional masonry on a typical 500 sq ft facade.

50%
LESS LABOR COST
No mason required. Standard crew, standard tools.

20%
PRO PRODUCT MARGIN
Below box-store retail, on every order.

This isn't a brochure. It's a thirteen-page answer to a question we hear every week from builders, remodelers, and GCs: **"Where does the margin actually come from on a stone job?"**

The honest answer is that it doesn't come from one place. It compounds. A faster install means another job that same week. No mason means a lower trade rate on the crew you already have. Pro pricing means you keep the spread your customer was going to pay the box store anyway. Custom renderings mean fewer cold quotes and a higher close rate.

Inside this guide you'll find the math on a typical 500 sq ft facade, the install steps, the program's perks, and a wall of contractor reviews from people running the same kind of business you run.

If you finish it and the numbers work for the kind of jobs you're quoting, the last page is the only one that asks anything of you. **Send us a real project.** We'll show you what the margin would have looked like 👉 on your job, your market, your customer.

THE GENSTONE PRO TEAM
BUILDER PROGRAM · GENSTONE.COM / PRO

CHAPTER 01 · THE PROBLEM

THE BOTTLENECK ON EVERY STONE JOB IS MASON LABOR.

A typical 500 sq ft facade is two to three days of skilled mason work — the slowest, most expensive line item on the quote. That's the lever.

TRADITIONAL MASONRY

THE SLOW LANE

2-3 DAYS TO INSTALL

Mason required. Wet trade, mortar, mess. One job at a time, and the schedule is at the mercy of the only person on the crew who can hang it.

GENSTONE

SAME SCOPE, ONE DAY

1 DAY TO INSTALL

No mason. Screws and adhesive. Lightweight panels, cuts like wood. Anyone on your crew who can hang siding can hang GenStone.

75% FASTER THAN TRADITIONAL MASONRY

Independently benchmarked across typical residential facades. Your numbers will vary by region, crew, and scope — but the lever is the same on every job.

CHAPTER 02 · THE PRODUCT

REAL STONE LOOK. BUILT LIKE SIDING.

A DIFFERENT KIND OF STONE PANEL.

GenStone is a polyurethane-based stone and brick veneer engineered for contractor installation. It looks and feels like the real material your customer specced and it hangs the same way you hang every other piece of exterior on the job.

It's the answer for builders who want the curb-appeal lift of stone without the schedule risk, the specialty trade, and the budget hit of traditional masonry.

01 SCREWS & ADHESIVE
No mortar, no wet trade, no specialty tools.

02 LIGHTWEIGHT PANELS
One worker handles a full panel solo.

03 CUTS LIKE WOOD
Standard circular saw, standard blade.

04 INDOOR & OUTDOOR
Facades, accents, fireplaces, kitchen walls.

05 MULTIPLE PROFILES
Stacked stone, ledger, brick, sample profiles in every region.

06 ENGINEERED FOR CREWS
Designed start-to-finish around contractor install, not DIY guesswork.

THE ADVANTAGE, IN ONE NUMBER

75%

FASTER THAN TRADITIONAL MASONRY.

A faster install isn't a feature on a spec sheet. It's your next job, starting sooner. Same crew, same week, same scope of work completed and invoiced.

50%

LESS LABOR COST

Lower trade rate. No mason required on the job.

1 DAY

TYPICAL FACADE

500 sq ft facade, crew of two, no specialty trade.

Numbers based on independently benchmarked residential facades. Actual results vary by region, crew, scope, and substrate prep.

LESS LABOR. MORE PROFIT.

NO MASON REQUIRED.

Anyone on your crew can install GenStone. Engineered to hang the same way you hang siding — screws and construction adhesive and built around the tools you already own.

NO MORTAR, NO MESS

Dry install. No wet trade on site, no cleanup, no schedule slip from weather windows on mortar cures.

LIGHTWEIGHT PANELS

A single worker handles a full panel. No scaffolding crew for what would be three masons on a real stone job.

CUTS LIKE WOOD

Standard circular saw, standard blade. Field cuts, corners, returns — all on the same tools you brought.

SCREWS & ADHESIVE

Mechanical and chemical fastening. No specialty trade rate, no waiting on the only mason in your zip code.

> *"I love this material — super light weight, easy to install, and looks so realistic once it's all finished."*
>
> MARK · CONTRACTOR · IRON ORE PANEL INSTALL

BUILT FOR YOUR BOTTOM LINE

THE MARGIN ON A TYPICAL JOB.

A representative 500 sq ft facade. Product line only — before labor markup, before Pro Points, before the time you save stacks another job on top.

RETAIL PRICE	YOUR PRO COST	YOUR SPREAD
Homeowner pays at the box store	Pro Program pricing	Before labor markup & Pro Points
$9,373	**$7,498**	**1,875**

+ FASTER INSTALLS

More jobs per week stack on top of this product margin - same crew, same hours.

+ LOWER LABOR COST

No mason on the crew. Lower trade rate baked into the job from day one.

+ PRO POINTS

Loyalty rewards earned on every Pro order redeemable on increased product discounts.

Illustrative. Pricing varies by profile, volume, and region. Your account manager will quote the actual numbers on every job before you commit.

2-3 DAYS
TO INSTALL 500 SQFT

SAME DAY
TO INSTALL 500 SQFT

SPEED COMPOUNDS

MORE JOBS. SAME CREW.

The same hours you spent on one masonry facade now fit two or three GenStone jobs. Revenue stacks without hiring, overtime, or subbing out the mason.

MASONRY WEEK

1

JOB COMPLETED

2–3 days per facade. One project at a time. Crew waits on the mason.

GENSTONE WEEK

2-3

JOBS COMPLETED

Same crew. Same hours. Same scope of work. New revenue.

ANNUAL IMPACT

2×

REVENUE CAPACITY

Without hiring, without overtime, without subbing out the mason.

THE HONEST VERSION

Most builders don't double their jobs in week one. Instead, the bottleneck shifts from **install time to your sales pipeline**. That's a much better problem to have, and it's exactly where the Pro Program's renderings and quote support come in.

THE STRUCTURAL VERSION

The cost structure changes shape. Labor stops being the line **that defines what a stone job earns**. The product spread, the time savings, and the loyalty rewards all start to count for more than they did on a masonry-anchored quote.

WE DON'T JUST SUPPLY THE STONE

WE HELP YOU WIN THE WORK.

A custom rendering turns a quote into a vision. Walk into the kitchen-table conversation with the picture, walk out with the signature. Free for every Pro member.

STEP 01

SEND THE PHOTO

Snap your customer's home or send the elevations. One photo is enough to get started.

STEP 02

WE RENDER IT

A custom rendering with your selected profile, returned for your sales presentation, typically within one business day.

STEP 03

YOU CLOSE THE DEAL

Walk in with the picture and an itemized quote. Your customer sees the finished home before you start.

> As a contractor, after using GenStone on one job, our customer loved how it transformed the appearance of their home. We just added two more jobs from the neighborhood wanting the same product.
>
> RON · CONTRACTOR · NORTHERN SLATE PANEL

WHAT YOU GET WHEN YOU'RE IN

INSIDE THE PRO PROGRAM.

Six things the program gives every active member built around the actual workflow of a contracting business.

01 · PRICING

PRO PRICING

Guaranteed product margin on every order, below box-store retail. Volume discounts on larger jobs.

02 · SALES

CUSTOM RENDERINGS

We render GenStone onto your customer's home, free, as part of your sales process. Typically the same business day.

03 · SUPPORT

ACCOUNT MANAGER

A real person on the other end of the phone for quotes, scheduling, samples, and product questions.

04 · SALES

ITEMIZED QUOTES

Send-ready quotes you can mark up and hand directly to your customer. No translation step required.

05 · REWARDS

PRO POINTS

Loyalty rewards earned on every Pro order redeemable on products, marketing materials, and sample kits for your showroom.

06 · INSTALL

INSTALL & TECH SUPPORT

Technical guidance for your crew on every order no mason or specialty trade required on the job.

FROM CONTRACTORS, IN THEIR OWN WORDS

WHAT THE FIELD IS SAYING.

4.8

VERIFIED BUYER RATING

Quotes pulled from GenStone's verified Yotpo review feed. Lightly trimmed for length, never edited for content. Reviewer names & profiles preserved.

WILL CONTINUE INSTALLING

"I am a general contractor specializing in residential remodeling. GenStone is a great product for several reasons ease of installation, beautiful finishes. Our company will continue to install GenStone in future projects."

JOSEPH R. · GC · KENAI PANEL

SPOT-ON CALC, EASY INSTALL

"I dealt with Kyle, fantastic guy he walked me through the order process, the amount of material he calculated was spot on. My contractor said the GenStone was superior to similar products from Home Depot type stores."

DAN S. · 5★ · NORTHERN SLATE PANEL

COMPLETED IN LESS THAN A DAY

"I couldn't love this look any more than I do. My contractor completed the entire job in less than a day."

KIM T. · 5★ · ARCTIC SMOKE SAMPLE

A PROJECT CHANGER

"The GenStone product was a project changer. I would recommend it to any homeowner or contractor. Also, the staff was really helpful."

EDGAR J. · 5★ · IRON ORE PANEL

EASY TO CUT AND ADHERE

"This product looks and feels very nearly like real brick except it's exceptionally easy to cut through and adhere to most surfaces. Take extra care during install. Definitely the way to go."

ANDREW P. · 5★ · CLASSIC HALF PANEL

SIMPLE ORDERING, REALISTIC LOOK

"Working with everyone connected with our order was simple and a breeze. My contractor who installed the materials commented how easy it was to install and the realistic look of it when the job was done."

J. ANGELI · 5★ · SITE REVIEW

IMPORTANT — PLEASE READ

A LIMITED NUMBER OF SPOTS PER STATE.

We're accepting a limited number of Pro members in each state for 2026. It's how we keep account-manager support meaningful, keep rendering turnaround fast, and protect Pro pricing for the builders inside the program. Spots are filled on a first-come basis.

WHY THE PROGRAM IS LIMITED

01 REAL ACCOUNT MANAGEMENT
A dedicated point of contact for every member not a shared queue and a ticket number.

02 RENDERING TURNAROUND
Typically within one business day. Volume past a certain point pushes that out — so we cap it.

03 PROTECTED PRO PRICING
No race to the bottom in your market. The margin structure stays intact for everyone in the program.

04 TERRITORY RESPECT
We don't oversaturate. Your local Pro Points position is yours to build into.

THE ASK

SEND US A PROJECT. WE'LL SHOW YOU THE MARGIN.

Upload a photo of a current or past project. We'll render GenStone onto it, send back a Pro-pricing quote with an install estimate, and show you what the margin would have looked like — on a real job of yours. No commitment.

1. **A CUSTOM RENDERING**
   Your customer's home with GenStone applied.
2. **A PRO-PRICING QUOTE**
   Itemized. The number you'd pay as a Pro member.
3. **AN INSTALL ESTIMATE**
   Typical hours for a crew of two. No mason needed.
4. **A MARGIN BREAKDOWN**
   What you'd have made if this job ran through the program.

GET STARTED

GENSTONE.COM / PRO

QUESTIONS

PRO@GENSTONE.COM

OR CALL

1-800-GENSTONE