

BUSINESS RESOURCES

YOUR REPUTATION

YOUR CRAFT

YOUR BUSINESS

ALL THE
TOOLS
YOU
NEED
TO SELL
INSTALL
AND
PROFIT
FROM
THE JOB

CertainTeed
SAINT-GOBAIN

First, you must **close** the sale,
then you have to **install** the job,
and finally, you need
to **make** money doing it.

We've developed tools to help you accomplish each of these steps. This catalog is divided into six sections. In each section you'll find a variety of brochures, books, APPs and other tools to help you succeed in business.

The Contractor's EDGE™ program supports each aspect of your business. We understand that different contractors have different business needs, and the Contractor's EDGE programs reflect this diversity. Gain product knowledge and installation expertise from the best manuals in the business.

Earn the industry's most meaningful credentials: education-based, straightforward and free of charge.

Companies that have a CertainTeed credential, gain exclusive benefits in sales, marketing and business support.

Get the EDGE!

we understand

Table of contents

Selling Resources....pg2

MarketBuilder™
Business Cards
Sample Board Carrying Cases
Customized Folders
Customized Sell Sheets
Proposal Folders
Estimate Folders
Lead Detective Postcards
Job Site Signs
Advertising Banners
Credentialed Truck Logo Decals
Doorknob Hangers
Postcards
Shirts and Hats
Ads on Wheels®
gFour Marketing Group
Credentialed Job Site Signs
Integrity Roof System™
Straight Talk About Shingles Warranties
Protecting Your Home From Ice Dams
Homeowner's Guide to Roofing
Choosing A Professional Roofer
Shingle Technology Manual
GreenSky™ Financing
In-Home Sales Training Program
Snap Home Finance
Mosaic Financing

Installation Resources.....pg30

Shingle Applicator's Manual
Flintlastic® Application Handbook
Flintlastic® SA Installation Guidelines
Roof Slope Card
NRCA
Advanced Training Programs

eResources and Software.....pg36

ColorView®
ColorView® Mobile App
Digital Marketing Library
Idea Center
InstaBid
SAM App
Ventilation Calculator App
MyEDGE
CertainTeed Educational Videos
Curb Appeal™
ColorCoach™
iDreambook™
SumoQuote
PitchPerfect™
WebCheck™
LogoCheck™
MarketSharp®
AccuLynx™
HailStrike™
Roof Chief
CompanyCam
EagleView® Technologies

Management Resources.....pg54

PROSULT™ Network
Certified Contractor's Network
Remodelers Advantage® INC.

Credentials.....pg58

ShingleMaster™
SELECT ShingleMaster™
SureStart™ PLUS
Silver Star Commercial Contractors
Gold Star Commercial Contractors
MetalContractor
MetalMaster
Master Craftsman
5-Star Contractor - Vinyl Siding Program
Customer TrackRecord™
Roofing Responsibly
Staples®
Ford Vehicle Program
NBBI National Benefit Builders

Promotions.....pg74

Homes for Our Troops
Roofs for the Red, White & Blue
Roofs for the Canadian Troops

how you do business



You can order items from this catalog online. Simply go to:
www.certainteed.com/brc or, we'll be happy to take your order via fax or the USPS using the order form located at the back of the catalog.

CertainTeed provides a broad array of tools to help you generate leads, package your proposals and close the sale.

Attractive presentation materials add a professional look to your proposals

Lead generation and customized sales tools

Informative leave-behinds to educate customers

Job financing programs to close sale

Shirts, truck signs and job site signs to enhance your company image

Product knowledge and sales training to differentiate your company's sales proposition

selling
resources

Market Builder™ Personalized Sales Tools

Only for credentialed companies

This valuable marketing program offers a variety of professionally designed items that can be customized with your company name and logo

Log onto the MyEDGE website, click on “Marketing Materials”, then click on “MarketBuilder”.



Business Cards

Your first impressions means everything

Include your company information, logo and credentials to set you apart from the competition.

3.5" x 2" full color - 1 side

500 qty - \$45 / 1,000 qty - \$70

For questions or help ordering materials, please contact: Robin Fox, ext 222
or Brandy Smale, ext 244
610-367-7599.



Sample Board Carrying Cases

**Perfect for carrying good-better-best sample boards
to offer the homeowner a choice**

Heavyweight canvas case keeps sample boards looking like new.
Holds three sample boards, plus a binder.

20-20-1081

One qty - \$80

20-30-395

(carrying case for small boards - 24"h x 13-1/2"w)

One qty - \$70



Customized Folders

These sales presentation folders show your credential, your company name and logo on the front cover

The Integrity Roof System™ is displayed on the back cover and there is a business card holder as well as space on the inside pockets to include additional information about your company.

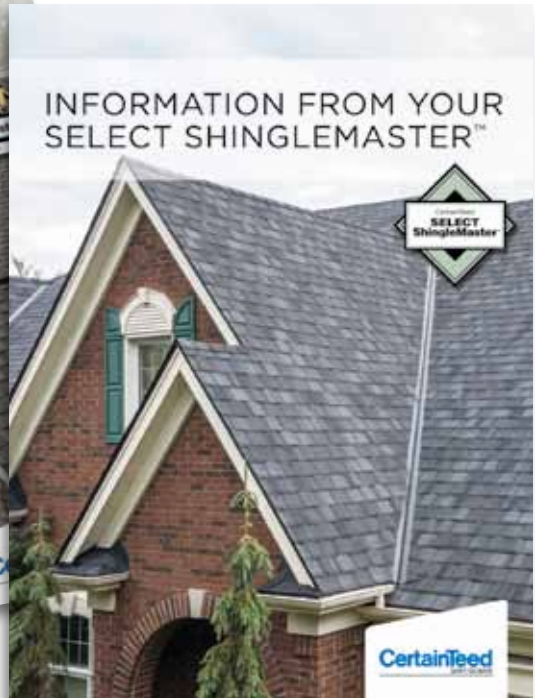
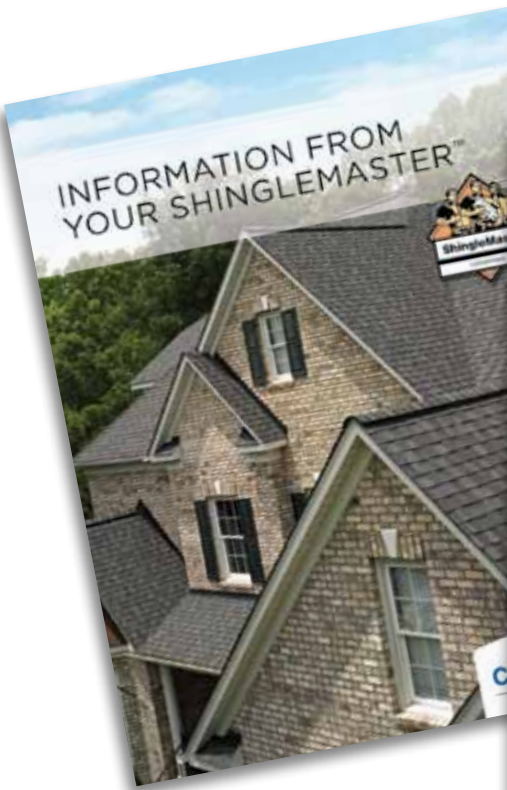
250 qty - \$675 / 500 qty - \$805 / 1000 qty - \$1,068

Prices reflect a 10% discount for Credentialed contractors.

For questions or help ordering materials, please contact:

Robin Fox, ext 222 or Brandy Smale, ext 244

610-367-7599.



Customized Sell Sheets

These sell sheets include your company name, logo, phone number and the CertainTeed products that you choose to promote

One-Sided Sell Sheets

250 qty - \$70 / 500 qty - \$125 / 1000 qty - \$188

Two-Sided Sell Sheets

250 qty - \$119 / 500 qty - \$225 / 1000 qty - \$338

Credentialed contractors receive 20% discount:

One-Sided Sell Sheets

250 qty - \$55 / 500 qty - \$100 / 1000 qty - \$150

Two-Sided Sell Sheets

250 qty - \$95 / 500 qty - \$180 / 1000 qty - \$270

For questions or help ordering materials, please contact:

Robin Fox, ext 222 or Brandy Smale, ext 244

610-367-7599.



Proposal Folders

Two-pocket, heavyweight folders for submitting proposals to prospective customers

Includes space for your company's business card.

20-20-783 Two-Pocket Folder

100 qty - \$20 (Discounted Price)



Estimate Folders

Sets you apart from your competitors
and helps you up-sell



Helps homeowners select shingle type.

Designed for the good-better-best selling technique.

Includes a pocket for your company proposal and brochures.

ShingleMaster™ Version
20-30-260SM
FREE

SELECT ShingleMaster™ Version
20-30-260SSM
FREE

Maximum order quantity: 100



Lead Detective Postcards

These postcards are a very cost effective method to generate leads in neighborhoods where your company is currently working and installing roofs

Your personalized postcards **are mailed to 200 homes** surrounding a job site address that you supply, for just \$155.

Credentialed contractors receive 35% discount: \$100.



For questions or help ordering materials, please contact:
Robin Fox, ext 222 or
Brandy Smale, ext 244
610-367-7599.



Job Site Signs

24" x 24" die-cut bright white sign printed on two sides, with metal stand

20-30-311 Standard CertainTeed Signs

20-30-312 ShingleMaster™ Signs

20-30-313 SELECT ShingleMaster™ Signs

One set (each) of 12 - \$175

Complete imprinting

information on order form.

Allow three to four weeks for delivery.



Advertising Banners

**This is ideal product for exhibitions,
home shows and showrooms**

Affordable, lightweight and portable, it assembles in less than a minute with no tools required. Display your company name, company information and a marketing message.

This banner stand is 31.5" wide by almost 7' high. The banner retracts into an anodized aluminum cassette and comes with a padded carrying case for storage and transportation.

2 versions are available or you can contact us for a custom design.

Full color - 1 side
One qty - \$275

**Credentialed contractors
receive 20% discount:
One qty - \$220**



For questions or help ordering materials, please contact:
Robin Fox, ext 222 or
Brandy Smale, ext 244
610-367-7599.



Credentialed Truck Logo Decals

Use these eye-catching logo decals on
your company vehicles to advertise your credential



12" x 12" full color / One qty - \$10

For questions or help ordering materials, please contact:
Robin Fox, ext 222 or Brandy Smale, ext 244
610-367-7599.



Doorknob Hangers

Professional advertisements proven to generate leads

Customized with your company information.
Create leads by placing on homes surrounding existing job sites.
Complete imprinting information on order form.



- 20-30-315 Hail of a storm
- 20-30-316 What's all the commotion about?
- 20-30-317 Stormy night
- 20-30-318 Have you looked at your roof lately?

100 qty - \$25



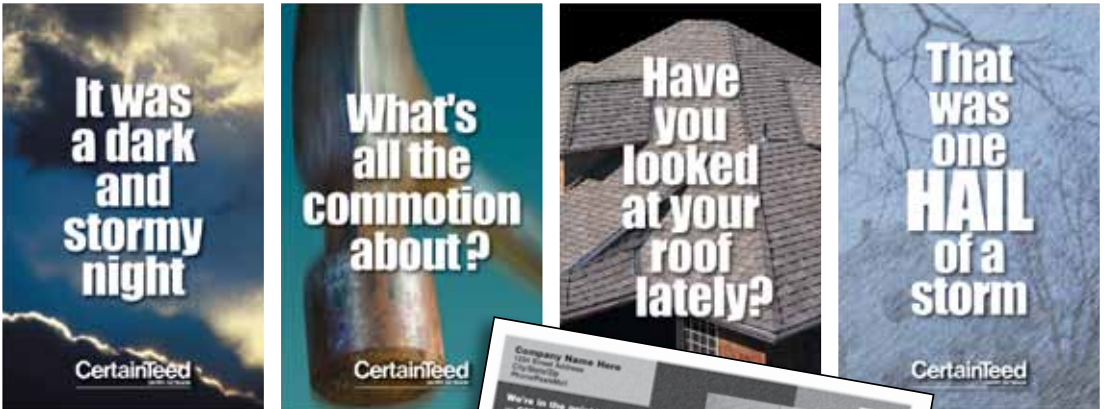
For questions or help ordering materials,
please contact: Robin Fox, ext 222 or
Brandy Smale, ext 244
610-367-7599.

Postcards

Custom postcards are an easy, cost-effective and proven way to generate leads

The designs can be used as part of a canvassing program or as a stand alone direct mail campaign. Simply customize with your company information and logo.

We print and ship them to you for addressing and mailing.



- 250 qty - \$85
- 500 qty - \$130
- 1,000 qty - \$215
- 2,500 qty - \$445
- 5,000 qty - \$650
- 10,000 qty - \$890



For questions or help ordering materials, please contact: Robin Fox, ext 222 or Brandy Smale, ext 244 610-367-7599.



Shirts and Hats

Give your team a uniform, professional appearance

20-30-438 ShingleMaster™ Golf Shirt
20-30-439 SELECT ShingleMaster™ Golf Shirt
\$15 each

Available in Medium,
Large, X-Large and XX-Large
Please indicate size when ordering.



20-30-436 ShingleMaster T-shirt
20-30-437 SELECT ShingleMaster T-shirt
\$5 each

Available in Medium,
Large, X-Large and XX-Large
Please indicate size when ordering.

WL8447002BLK
Gold Star Polo Shirt

WL8447001BLK
Silver Star Polo Shirt
(Both come with logo on bicep)
\$35 each

Available in Small, Medium, Large,
X-Large, XX-Large and XXX-Large.
Please indicate size when ordering.



GENERATE LEADS AND PROMOTE COMPANY IMAGE

WL2440005NVY Men's Cutter and Buck Dryden Drytec Willows Colorblock Shirt (navy)
Available in Small, Medium, Large, X-Large, XX-Large and XXX-Large
\$38.00 each
Please indicate size when ordering.



C1321S Men's Commercial Roofing Polo Shirt (Blue)
Available in Small, Medium, Large, X-Large, XX-Large and XXX-Large
\$32.00 each
Please indicate size when ordering.



20-30-373 Contractor's EDGE™ Shirt \$20
Available in, Medium, Large, X-Large and XX-Large
Please indicate size when ordering.

CA2440004BLK000 Cap with Liquid Metal Black Logo \$5.00



20-30-442 Gold Star Cap \$5
20-30-443 Silver Star Cap \$5
20-30-380 ShingleMaster™ Cap \$5
20-30-381 SELECT ShingleMaster™ Cap \$5



Ads on Wheels®

Turn your vehicles into rolling billboards to generate leads for your company

Ads On Wheels is a full service company specializing in vehicle wraps that provides full graphic design, printing and local installation services anywhere in the United States and Canada. Their design team can take your ideas all the way to the final product, or you can provide your own artwork.



Ads on Wheels uses premium vehicle wrap materials which are warranted for seven years and specifically designed for each customer.

Ads on Wheels offers an exclusive 15% discount to CertainTeed credentialed contractors when you display the CertainTeed logo on your wrap.

To learn more, visit www.adsonwheels.com or call 800-237-6694.

gFour Marketing Group

Strategic marketing and profit solutions

Website: www.g4mg.com/certaineed
305-856-8788

Since 2009 gFour Marketing Group has been working for hundreds of companies just like yours. We help you utilize your current and past customers to get new leads, sales and profits.

BUSINESS GROWTH LIST

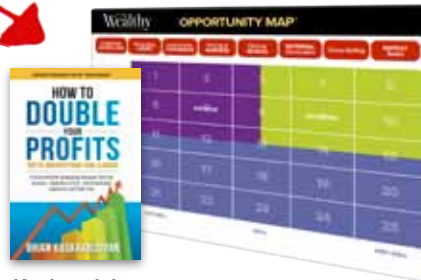
- Get More 5-Star Reviews** (more internet leads)
- Get More Referrals** (my customers will sell jobs for me)
- Close More Sales** (at prices higher than my competition)
- Make More Money!!!**



GFOUR MARKETING GROUP WILL HELP YOU GET IT DONE... GUARANTEED.



Uncover the Hidden Profit Opportunities In Your Roofing Business Today! Schedule your Wealthy Contractor Strategy Session. PLUS, get a FREE copy of Brian's book!



Brian Kaskavalciyan



Credentialed Job Site Signs

24" x 18" sign printed full color on two sides

Your Company Name (available with the CertainTeed logo, ShingleMaster™ Logo or SELECT ShingleMaster™ logo). Another Successful Project.



- 10 qty - \$150
- 25 qty - \$300
- 50 qty - \$500
- 100 qty - \$810



Prices reflect a 10% discount for credentialed contractors.

For questions or help ordering materials, please contact:

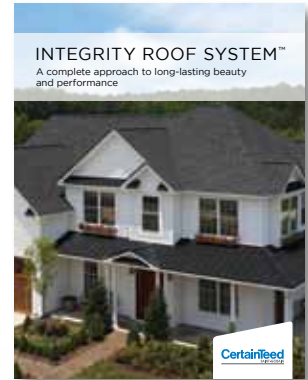
Robin Fox, ext 222 or
Brandy Smale, ext 244
610-367-7599.

Integrity Roof System™

Benefits to you... A professional spec and more profits
Benefits to your customers... Extra protection and peace of mind

- WinterGuard® - prevents leaks from ice dams and wind-driven rain
- Roofers' Select®, RoofRunner™ or DiamondDeck® - high-performance underlayment
- Shingles and accessories - complete your roof system with products designed to complement one another, including the starter course, shingles and corresponding hip and ridge caps
- Ventilation - helps guard against premature roof deck deterioration
- Flintlastic® roofing - a selection of low slope roofing products

Brochure 20-30-235 50 qty - \$5



1. Waterproof Underlayment

The first step in your defense against the elements. Self-adhering underlayment is installed at vulnerable areas of your roof to help prevent leaks from wind-driven rain and ice dams.

2. Water-Resistant Underlayment

Provides a protective layer over the roof deck and acts as a secondary barrier against leaks.

3. Starter Shingles

Starter shingles are the first course of shingles that are installed and designed to work in tandem with the roof shingles above for optimal shingle sealing and performance.

4. Shingles

Choose from a variety of Good-Better-Best styles to complement any roof design and fit your budget.

5. Hip & Ridge Caps

Available in numerous profiles, these accessories are used on the roof's hip and ridge lines for a distinctive finishing touch to your new roof.

6. Ventilation

A roof that breathes is shown to perform better and last longer. Ridge Vents, in combination with Intake Vents, allow air to flow on the underside of your roof deck, keeping the attic cooler in the summer and drier in the winter.



Straight Talk About Shingle Warranties



Covers all the important questions about warranties.

20-20-3705

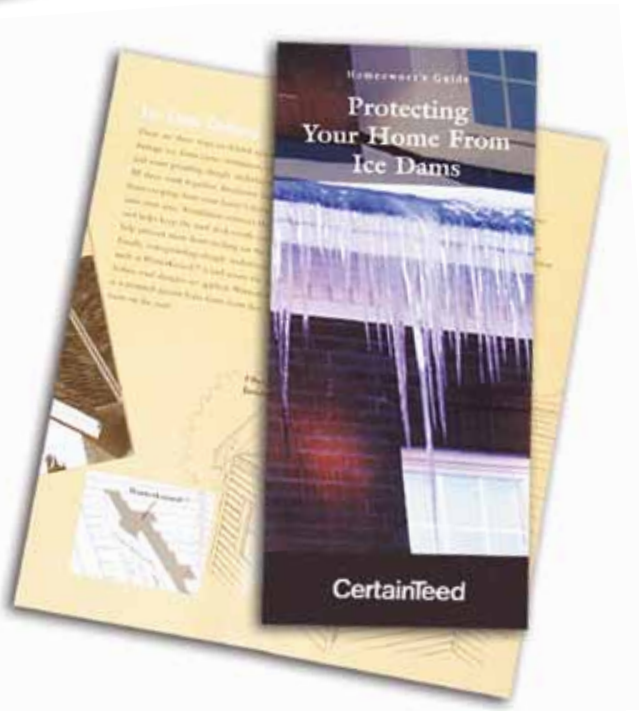
50 qty - \$5

Protecting Your Home From Ice Dams

Justifies the contractor's recommendation to install WinterGuard® underlayment, attic ventilation and insulation.

20-20-1697

50 qty - \$5



Homeowners's Guide to Roofing



Explains the reroofing process from start to finish.
Use for lead generation in neighborhoods ready for renovation and include this with your sales proposals.

20-20-1698
50 qty - \$5

Choosing a Professional Roofer

Helps homeowners select a roofing contractor for reasons other than price.

Explains how to separate reliable contractors from the fly-by-nights.

20-20-1567
50 qty - \$5



Shingle Technology Manual

Product knowledge and sales strategies for contractors

Gain a better understanding of shingle quality, design, warranties and the manufacturing process.

Explains the Good-Better-Best selling technique.

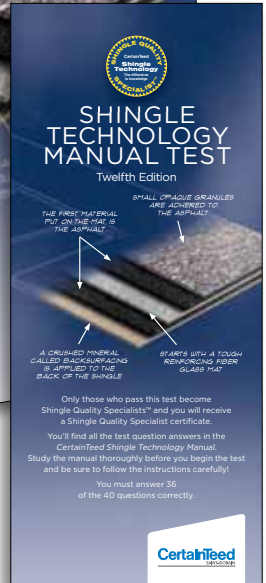
Earn the Shingle Quality Specialist qualification by passing the 50 question test.

Includes one Shingle Technology Manual and test card.

Also included is the Anatomy of a Shingle featured on the next page.

Also available in Spanish and French.

20-30-128-A English
20-30-128-SP Kit Spanish
20-30-128-FR Kit French
All are FREE



GreenSky™ Financing Program For Credentialed Contractors

(NOT AVAILABLE IN CANADA)

**Offer your customers no interest,
no payments and watch your business grow**

GreenSky has a variety of point-of-sale credit products that will delight your customers and give you a competitive advantage to close more deals.

Advantages of this consumer financing programs include:

- Simple, fast paperless process for your customers
- High approval rates with credit limits up to \$55K
- No interest and no payments promotions
- Low monthly payment plans
- Staged funding to improve your cash flow
- Easy settlement with no sales contracts required

Log onto MyEDGE™ website.

Become a GreenSky Dealer today. Use your CertainTeed Sponsor number 336 and enroll at www.greenskycredit.com by clicking sign up now.

Have Questions? Call your Dealer Representative directly with questions. Jesse Davis, 404-832-4124 OR David Segur, 404-832-4146



In-Home Sales Training Program

With over 40 years of proven success, Sandler Training® is a world leader in professional development and leadership training

With more than 250 training centers around the world, Sandler is uniquely positioned to help your team increase sales growth through professional development.

Sandler training tools enable team members to maximize the performance of their organizations and themselves.



Sandler Training®

Only For Credentialed Companies:

Discount Coupon for Sandler Training: Use at your local Sandler training center to obtain discounted pricing on a training program that meets your needs.

Sandler Online Resource Center:

The Resource Center delivers the resources of Sandler Training directly to users at the point of need – 24/7. The experience of Sandler helps subscribers find solutions to the toughest sales challenges.

Sandler Sales System CD: How to apply the Sandler techniques and concepts in your company's world. These audio recordings can be used in a formal training during "windshield" time, or whenever it fits your schedule.

Selling to Homeowners the Sandler Way Book:

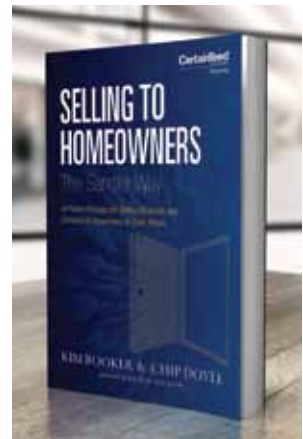
by Kim Booker and Chip Doyle (both authors are Sandler Trainers)

This book outlines a comprehensive in-home selling program based on the world-famous Sandler Selling System.

It is designed for those who sell products and services directly to consumers in their homes and shows how the system delivers career-changing results for salespeople. The authors have provided practical, actionable information, resources and ideas that will dramatically improve the results for anyone doing in-home selling.

Price: \$15

**Discounted price for credentialed contractors \$10.
Log onto the MyEdge™ website for more information.**



Snap Home Financing

(ONLY AVAILABLE IN CANADA TO SELECT SHINGLEMASTERS™)

SNAP Home Finance has worked with its home improvement partners to help more than 100,000+ homeowners get the best solutions for their needs with innovative payments solutions

FINANCING IS A SNAP

- **Full Approved Amount:** Know what kind of budget you have to work on every sales call
- **Weblink:** Generate warm, approved leads directly from your own website
- **Exclusive Promotional Programs:** Create payment plans tailored to every customer
- **SNAP Central App:** Available on Apple and Android smartphones and tablets.
- **SNAP Central includes these features and more:**
 - Driver's License Scan
 - Address Look Up
 - Digital Signature
 - Direct Debit and Credit Card payment
 - Good/Better/Best Sales Tool

APPLY ANYTIME

SNAP Central, the industry leading Loan Origination platform, is available to you 24/7, so you'll never have to wait more than a few seconds for an approval.

THE SNAP ADVANTAGE

We are finance specialists for home improvement projects.

We are trusted advisors, not banks.

We help you integrate payment solutions into your business strategy.

**GIVE US 15 MINUTES AND WE'LL SHOW YOU HOW
OUR PROGRAMS CAN IMPROVE YOUR BOTTOM LINE.**

Website: snap4home.com

866-282-2384

success@snapfinance.com

Mosaic Financing

Financing for Home Improvement Projects, Simplified

Take advantage of the Mosaic Home Improvement Loan* at a discounted rate, available exclusively to CertainTeed credentialed contractors

As industry-leading financial experts, we're on your side.

We're in the business of helping you grow your business. We do it through the availability of flexible financing options, an innovative and easy-to-use mobile app, true national reach, and deep expertise. Our dedicated account managers and unparalleled customer support team are ready to help get you started.

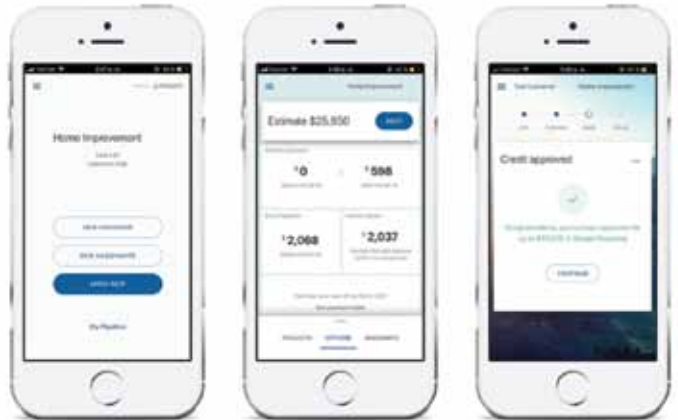
Benefits to CertainTeed Credentialed Contractors:

- Instant customer prequalifications through any device
- No hidden costs. No swipe fees
- Deferred interest, no payments options
- Simple loans, not a credit card
- No dealer fee option



**Apply today, visit: certainteed.partner.joinmosaic.com
email: learn@joinmosaic.com
call: 855-832-1234**

*All Home Improvement Loans made by WebBank, Member FDIC, Equal Housing Lender.



The foundation of any successful roofing business is an unwavering focus on quality workmanship. CertainTeed leads the industry in the development of educational resources for installers.

The Shingle Applicator's Manual, a comprehensive reference guide with information on general roofing topics and CertainTeed shingle installation techniques

Videos, APPs and other tools

Discounts on NRCA courses and membership

installation
resources

Shingle Applicator's Manual

Master Shingle Applicator™

Contractors say it's the best installation manual in the business. Earn the Master Shingle Applicator's qualification by passing the on-line test. Includes one manual and test card.

Also, see SAM APP on page 45.

20-30-202-A English (FREE)

20-30-158-A Spanish (FREE)

20-30-401FR French (FREE)

Shingle Applicator's Manual flash drive

Augment your training program by viewing this companion video. Also includes one manual and three test cards.

20-30-334 **English**

One kit - \$10

20-30-387 **Spanish**

One kit - \$10

20-30-388 **French**

One kit - \$10

Quick Start guides

A complementary tool that provides installers with the essential information required to apply a specific shingle product in a two sided laminated sheet.

- *Quick Start Guide: Arcadia Shake® 20-20-3645*
- *Quick Start Guide: Belmont™ 20-20-3653*
- *Quick Start Guide: NorthGate® 20-20-3654*
- *Quick Start Guide: Grand Manor® and Carriage House® 20-20-3494*
- *Quick Start Guide: Highland Slate® 20-20-3496*
- *Quick Start Guide: Landmark® Series and Landmark® TL 20-20-3498*
- *Quick Start Guide: Patriot 20-20-3513*
- *Quick Start Guide: Presidential Shake® and Presidential Shake® TL 20-20-3499*
- *Quick Start Guide: Three-Tab Shingles 20-20-3500*



Flintlastic® Application Handbook

An educational program for low slope roofing contractors

This reference manual covers the application methods for BUR, SBS, APP and SA roof systems, flashing details, safety tips and more.

COMM-243

One qty - FREE



Flintlastic® Installation Guidelines



Demonstrates proper installation of Flintlastic® SA, a self-adhering SBS-modified bitumen roofing system.

Shows application methods for 2-ply and 3-ply systems, including edge details, tie-ins to shingle roofs, penetration flashings, etc.

COMM-131DVD

One qty -β \$5

Roof Slope Card

A practical multi-purpose estimating tool

Use the proper angle to judge roof slopes from 2/12 18/12 and calculate roof material waste factors.

20-30-248

10 qty - \$5



National Roofing Contractors Association



NRCA

National Roofing Contractors Association

Phone: 800-323-9545

Website: www.nrca.net

What can NRCA do for you?

Consider NRCA a business partner-supporting you with up-to-date industry news, insight and information, in addition to exclusive benefits that provide your company a competitive advantage. Join NRCA and become a part of top-tier professionals dedicated to advancing the roofing industry.

NRCA helps you:

- Gain exposure for your company
- Easily answer technical issues that arise on a project
- Educate your workforce
- Save money on services you use every day

To find a list of NRCA's technical and educational programs visit:

www.nrca.net/education<<http://www.nrca.net/education>>

How to Join NRCA

Join at www.nrca.net/join<<http://www.nrca.net/join>> or call (800) 323-9545.

CertainTeed Roofing partnered with the National Roofing Contractors Association

to give credential contractors exclusive benefits when becoming a NRCA member. Credentialed Contractors will receive a \$250 discount off the first year of NRCA membership dues and \$500 of Roofers Rewards when you sign up. This membership will give you access to the following:

- Four Free NRCA recorded webinars
- Publications and products available for purchase at NRCA member pricing
- Quarterly promotional offers on publications, programs and more
- Access to the CertainTeed landing page on the NRCA website which includes content related to business management and industry news from Professional Roofing Magazine

To learn about the benefits for CertainTeed Credentialed Contractors, go to

www.NRCA.net/CertainTeed.

20% discount on NRCA Product Catalog purchases for ShingleMaster™, SELECT ShingleMaster™ companies and STAR Contractors.

Visit shop.nrca.net and enter code CT20 at checkout!

Advanced Training Programs

**Increase your company's siding installation skills
and add credibility to your business**

CertainTeed has created the Advanced Training Program to help take your company to the next level. When installed improperly, all types of cladding materials can fail, which is why it is vital to be trained in the latest installation techniques.

The Advanced Training Program does just that, drawing on the knowledge and expertise of CertainTeed in training installers within the building products industry.

Topics covered include:

- Product Overview
- Safety
- Tool
- Wall Preparation
- Accessories
- Flashing
- Installation
- Non-Typical Wall Structures
- Care and Maintenance
- Code Compliance
- Resources



How to participate in the Advanced Training Program It's easy.

All you have to do is:

1. Contact your CertainTeed Territory Manager
2. Complete the registration form
3. Provide the required documentation
4. Attend a one-day course
5. Take and pass the exam at the end of class



For more information on the program and how to participate in a local Advanced Training Program session, ask your CertainTeed Territory Manager

CertainTeed offers some very effective software and online resources that can help you gain the edge on your competitors.

Visit www.certainteed.com
for a variety of useful marketing tools
and technical information

Estimating software

Lead generation software

Business software

eresources
and software

ColorView®

Trying out different style and color combinations has never been easier

Website: www.certainteed.com/colorview

Incorporate this online tool into your sales presentation, enabling prospective customers to experiment with a variety of CertainTeed siding and roofing options in the comfort of their own home



ColorView® Mobile App

ColorView Mobile is the IOS version of CertainTeed's popular ColorView desktop application

Designed for the iPad, ColorView® Mobile allows users to take an image of their home and "mask" over their existing roof with a layer of CertainTeed shingles. With dozens of designs and colors to choose from, ColorView Mobile is a wonderful tool that lets you visualize multiple looks for your roof, compare style options side by side, and save your designs to your iPad photo roll.

Choose from preloaded images or upload a photo of the homeowner's house and overlay various shingle styles and colors.

Quickly switch between any CertainTeed product/color combination with the click of a button.



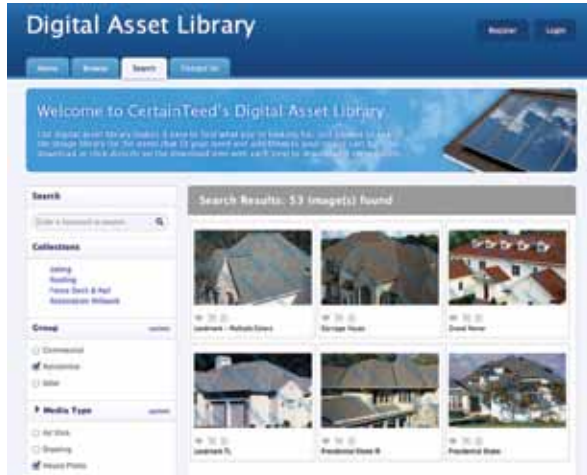
Available via the iTunes Store and the CertainTeed MyEDGE™ website:
<http://www.certainteed-myedge.com>

Digital Marketing Library

Website: www.certainteed.com/dml

Effective advertising is only a mouse-click away. Here you'll find everything you need to create eye-catching ads and websites: photos, logos, artwork and text.

And, ready-made finished ads and radio scripts are also included.



Idea Center

Website: www.certainteed.com/idea-center

Photographs of individual shingle color swatches and corresponding images of the shingles applied to a roof help customers visualize the appearance of different CertainTeed shingle styles. Excellent online selling tool for in-home presentations or for use in advertising and website development.



InstaBid

Roofing software powered by CertainTeed

Take the pain out of ordering materials, meeting installation specifications and generating sales proposals with the all-new InstaBid, a proprietary web-based software system powered by CertainTeed.

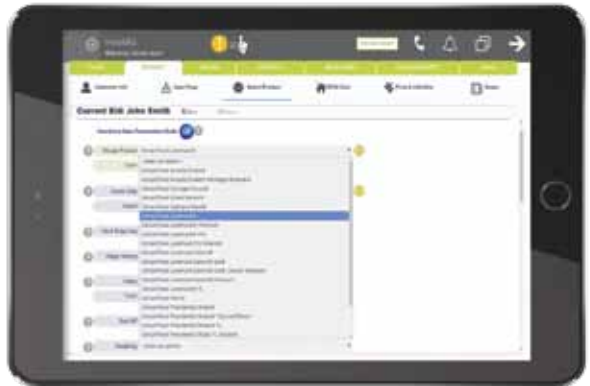


A quick and easy way to help your business:

- Save money
- Save time
- Improve sales
- Improve margins
- Enhance accuracy of proposals

Visit instabidsoftware.com and sign-up now for a complimentary, no obligation live software demonstration - one-on-one.

You can also call us at 1-800-588-4587 Monday through Friday 8:00 a.m. to 5:00 p.m. PST via phone, chat or email.



Take InstaBid for a test drive with a 30-DAY FREE TRIAL.

LAUNCH PROMOTION

Get InstaBid for
only \$149 per month!m

2018 InstaBid LLC. | InstaBid Software | 1-800-588-4587 | instabidsoftware.com

Shingle Applicator Manual APP

This app is a practical tool that brings the company's roofing installation guide to roofing professionals' mobile devices for use whenever, wherever they need it.

CertainTeed is the only roofing manufacturer to offer this type of app.

Also available in Spanish.

The user-friendly app offers quick reference guides to detailed installation instructions and helpful product videos of CertainTeed's entire shingle product line, including Three-tab shingles, Patriot, Landmark®, Presidential®, Belmont™, Highland Slate®, Arcadia Shake®, Grand Manor®, and Carriage House®.

The education-based app is formatted for use on the iPhone, iPad and all Android devices.

Available via the Google Play Store, the iTunes Store and the CertainTeed MyEDGE™ website:
<http://www.certainteed-myedge.com>

QR Code for Android



<http://www.certainteed-myedge.com>

QR Code for Apple



<http://www.certainteed-myedge.com>



Ventilation Calculator APP

The Ventilation Calculator from CertainTeed is the ideal tool for quickly determining the amount of ventilation products needed to outfit an attic space with proper balanced ventilation. Simply enter the length and width of the attic space or the overall square footage of the space and the Ventilation Calculator produces results based upon the NFA 1/300 rule.

Available for ISO and Android devices.



MyEDGE™

The MyEDGE™ website is exclusively for credentialed contractors

Website: www.certainteed-myedge.com

This website for credentialed companies provides convenient one-stop online access to a variety of business-building resources, including:

Sales and Marketing materials

Customer TrackRecord™

Literature ordering

Exclusive offers and discounts

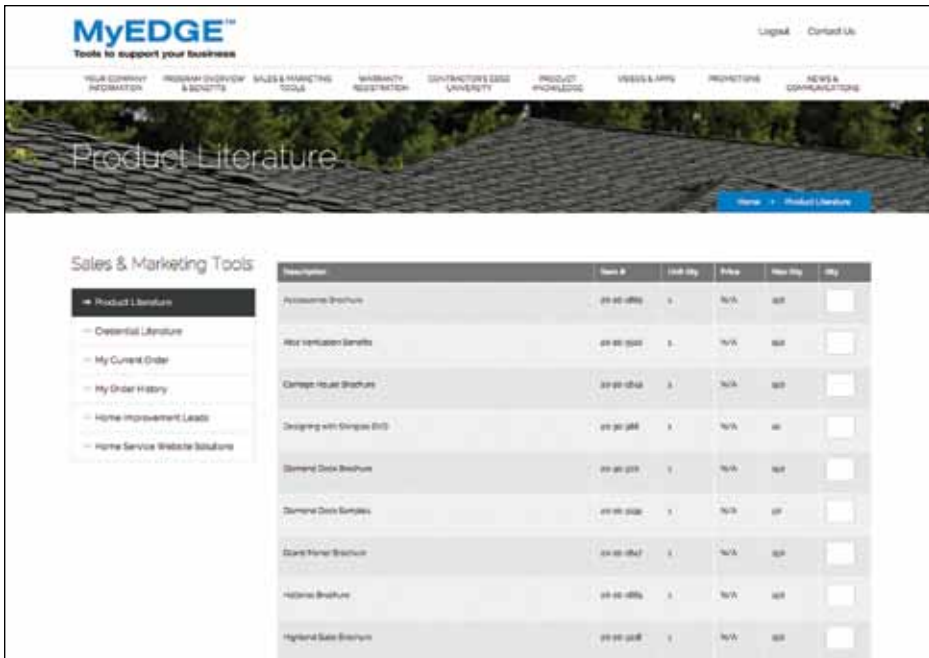
Training and education

Promotions and rebates

SureStart™ PLUS and

Videos and APPs

NDL warranty registration



CertainTeed Educational Videos

CertainTeed offers an array of videos to help with installation, programs, and selling

SAM

These videos are intended to accompany the Shingle Applicator's Manual as a training aid. It also contains useful tips and information from various roofing contractors that can assist your company's installers.

- **Safety, Workmanship & Seasonal Roofing**
- **Roof Systems**
- **Deck & Tear Off**
- **Underlayments & Flintlastic® SA**
- **Flashing**
- **Ventilation**
- **Fastening**
- **Special Shaped Roof**
- **Shingles – 3 Tab Shingles**
- **Shingles – Highland Slate®**
- **Shingles – Landmark® Series and Landmark® TL**
- **Shingles – Presidential Shake® and Presidential Shake® TL**
- **Shingles – Grand Manor® and Carriage House®**
- **Shingles – Belmont™**
- **Conclusion and Contact Information**

Designing with Shingles

These videos designed to educate homeowners on the important decisions they'll make when buying a new roof.

- **Choosing a Contractor** – discusses the five top questions a homeowner should ask when selecting a contractor.
- **The Roof System** – covers the entire roofing process, including tear off, deck, underlayment, flashing and ventilation.
- **Designing with Shingles** – this discusses each of CertainTeed's designer shingles available to the homeowner.

Other Roofing Videos

- **Flintlastic® SA Residential**
- **Flintlastic SA Commercial**
- **How CertainTeed Shingles Are Made**
- **Choosing A Professional Roofer** – stresses the importance of hiring a qualified contractor and directs the viewer to CertainTeed's website to download an associated brochure plus use our Locate a Pro feature to hire a credentialed roofing company.

Understanding Warranties – directs the viewer to CertainTeed's website to download an associated brochure that explains warranties provided by the contractor and manufacturer, including SureStart™ Plus.

- **The Integrity Roof System™** – explains the various roofing product components necessary for a high quality roof system.
- **Ventilation** – describes the importance of ensuring proper intake and exhaust ventilation when installing a roof system.
- **SureStart™ Plus 5-Star Installation** – illustrates the installation of an Integrity Roof System™ with SureStart Plus 5-Star warranty coverage. This video is also broken down into smaller segments on YouTube that can show specific portions of the re-roofing process. (A special thanks to Runyon and Son's Roofing, who we filmed installing this roof.)
- **Matterhorn® Metal Roof Installation**

Curb Appeal™

Select colors, styles, & textures wherever you're comfortable

Make product selection a breeze with CertainTeed's new CurbAppeal app for the iPad®. Review and select colors, styles and textures for all of our siding, decking, railing and fence products, or browse our gallery of homes for ideas that inspire.

For more details, ask your CertainTeed Territory Manager or log onto: www.certainteed.com/colortools.



ColorCoach™

Get it right everytime with ColorCoach

The new ColorCoach is a simple web-based tool that acts as a virtual color swatchbook, and helps contractors and builders recommend CertainTeed roofing, siding, and trim color combinations that look great together, providing customer's confidence in their color choices. These "swatches" can then be saved, shared on social media and used on actual home pictures in ColorView®.

For more details, ask your CertainTeed Territory Manager or log onto: www.certainteed.com/colortools.

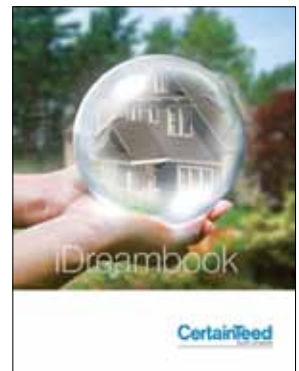


iDreambook™

Free interactive reference tool

This interactive book will help you visualize your new home exterior and outdoor living spaces with CertainTeed's broad selection of exterior products, to achieve a full range of design options that no other company can match.

Visit to the Apple iBooks Store at <https://itunes.apple.com/us/book/certainteed-idreambook/id1099304022?mt=11>



SumoQuote

**Building custom quotes that impress clients
and win more work**

**Ready to give up your bland, boring quotes and start winning more work?
Check out sumoquote.com/certainteed.**

- Custom Branding
- Pre-set Templates
- Add & Annotate Photos
- Invoicing
- Add Custom PDFs
- eSigning
- Sales Dashboard
- Callback Calendar
- Customer Pages for CertainTeed Contractors

hello@sumoquote.com
403-561-6565

**All CertainTeed
credentialed contractors
will receive a 25% discount
on their first six months.**



SUMOQUOTE

PitchPerfect™

In-Home selling system is an ideal way to connect with today's customers and impact your sales

As a contractor in a crowded marketplace, it's crucial to find an edge. Based around the capabilities, ease of use, and yes, sheer cool-factor of the iPad,® our PitchPerfect system will give you that edge.

Armed with your iPad, the presentations we've created to run on it, plus a few other components, you've now got a fresh way to connect with customers in conversation, pitch your services and generate more sales.

Just imagine. Instead of bulky binders, dog-eared brochures and a flutter of papers, you walk in with a sleek iPad. After sitting down, you engage your customer with a streamlined, vivid and informative presentation. You don't have to be a technical whiz. The iPad's truly easy to use, and it's less cumbersome than a laptop. We've designed the presentations for you. Plus, customization takes just a few simple steps. By fully implementing the system you can close the sale on the spot.



You must be a 5-Star Contractor to be eligible.

Contact us today at 888-333-4525 to get started or learn more.

WebCheck™

**Don't have a website?
Not to worry, CertainTeed is here to help**

More and more, web savvy consumers are using the internet as a first point of contact to learn about building products and the companies who install them. Having an engaging, high quality website is one of the most important lead generation tools you can invest in. CertainTeed WebCheck provides you the opportunity to give your existing website a fast, comprehensive check-up. And if you do not have a website, WebCheck can get you up and running on the internet quickly and affordably.

WebCheck Assessment

Let us do a WebCheck Assessment of your current site. We'll give you a summary analysis along with practical suggestions to make it more effective. Our professional web designers will look carefully at your site and provide simple, specific improvements that can be made by you or your web developer. These suggestions are based on industry best practices combined with a thorough knowledge of the construction and remodeling market.



WebCheck Website

Don't have a website? Not to worry, CertainTeed is here to help! WebCheck Website can get you set up in no time with a high-quality, customized website that is easy for you to manage. Update photos, run promotions, and add references to your website in just minutes.

Get the 5-Star Contractor WebCheck Service now and start making your website work for you! As a 5-Star Contractor, you automatically qualify to:

- Have your existing website reviewed for improvements, or
- Have a customized website created from scratch — quickly and affordably



You must be a 5-Star Contractor to be eligible.

Contact your local CertainTeed distributor or Territory Manager or go to www.certainteed.com/5star to get started today.

LogoCheck™

Don't have a logo?
CertainTeed graphic design professionals can create a unique logo, or enhance the one you have

Your brand is a statement of who you are - and a strong logo is a first step in creating your brand image.

Because you're a 5-Star Contractor, CertainTeed graphic design professionals can create a unique logo, or enhance the one you have. We'll also provide logo placement suggestions for letterhead, business cards and other formats.

People engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace.

Benefits of a good logo:

- Communicates your company message quickly and effectively
- Establishes brand name recognition of your company in prospects minds
- Another source of lead generation

You must be a 5-Star Contractor to be eligible.

Contact your local CertainTeed distributor or Territory Manager or go to www.certainteed.com/5star for more information on building your brand's identity.



MarketSharp®

Website: www.marketsharp.com/demo

Phone: 800-335-4254 ext.1

Get more cost effective leads

Gain additional repeat and referral business.

Make better decisions with eye-opening sales and management reports.

Edit and print 200+ preformatted industry-specific forms, marketing campaigns, documents or create your own.

Simplify lead/job tracking and management.

Access your data anywhere at anytime with web-based secure technology.

Take advantage of ongoing training and support.

Get started for as low as \$60 a month.

Register for our next educational webinar at www.marketsharp.com/webinar 10% discount for ShingleMaster™ and SELECT ShingleMaster™ companies.

20-30-CT-STD Standard Edition - \$1,495
 20-30-CT-SPED Special Edition - \$2,995
 20-30-CT-PED Premium Edition - \$8,495

\$500 discount for ShingleMaster™ and SELECT ShingleMaster™ companies.



Acculynx™

The only tool you'll need to manage your roofing business

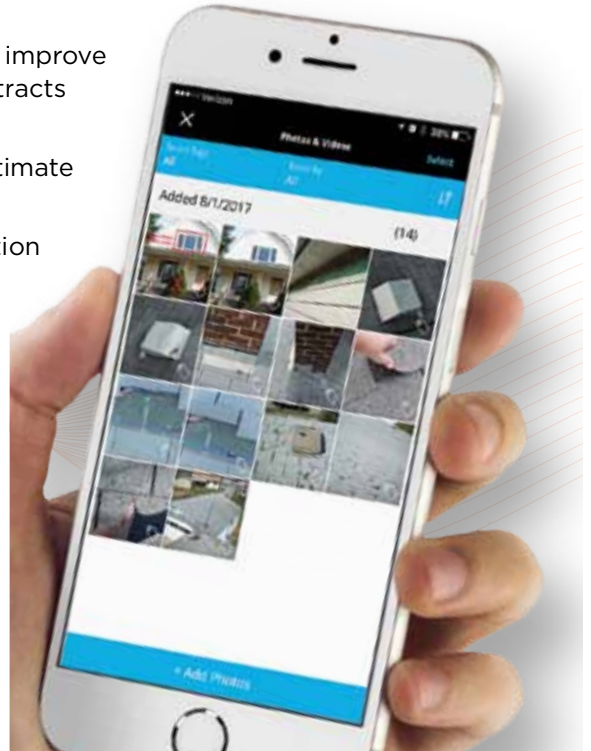
Website: www.acculynx.com

Phone: 608-473-3812

- One tool for your entire company to manage documents, photos, contracts, scheduling and more
- Easy to learn and use so you can quickly get your teams up and running
- Document automation and e-signatures improve the accuracy and speed of creating contracts and getting sign-offs
- Flexible, custom templates make the Estimate to Order process seamless
- QuickBooks online and desktop integration so you never have to re-enter data
- The best support in the business helps Acculynx customers get the most out of the application

\$89/mo. per Elite User

CertainTeed Contractors will receive \$10 a person discount at the Elite Level (3 user minimum)



HailStrike™

HailStrike offers patented hail intensity products

In the past, many people have been asking “Who can I trust, Where can I go, How can I get accurate hail storm data” but have only been given sales pitches, opinions and hidden methodologies.



Finally, the verified accurate truth is available to you!

We have month-to-month subscriptions, individual site-specific reports and intensity maps to help you be successful with your business. We have worked closely with CertainTeed to offer you special pricing on our products and services. Our commitment to helping you is in line with our efforts to ensure the data you get from us is not only accurate, but it is verified.

SUBSCRIPTIONS

- HailStrike Basic
- HailStrike Premium
- HailStrike Ultimate

PRODUCTS

- OneSite (site specific)
- OneSite Lite
- OneSite Basic



CertainTeed Credential contractors will receive special deals, simply use the code: **CT2018NEW**



The ultimate tool for successful canvassing.

- Instant hail/wind history summary on mobile devices
- Instant PDF damage report to send to clients
- Personalized “white label” company information
- Utilizing the industry’s ONLY patented technology

Leave a powerful lasting impression with property owners like never before. In mere seconds, you can provide a visual summary of both hail and wind activity for your specific geo-located address. Win the owners confidence and perform a thorough examination of their property which can also include pictures of damage you may find. Then complete the report that automatically includes; a brief description of your company, your contact information and your logo. Instantly deliver a PDF report to both your client and yourself.

Accuracy is no longer an opinion - HailStrike delivers the truth!

\$200 month for CertainTeed credentialed contractors.

Roof Chief

A complete, customized software system designed to make you more effective at running your business

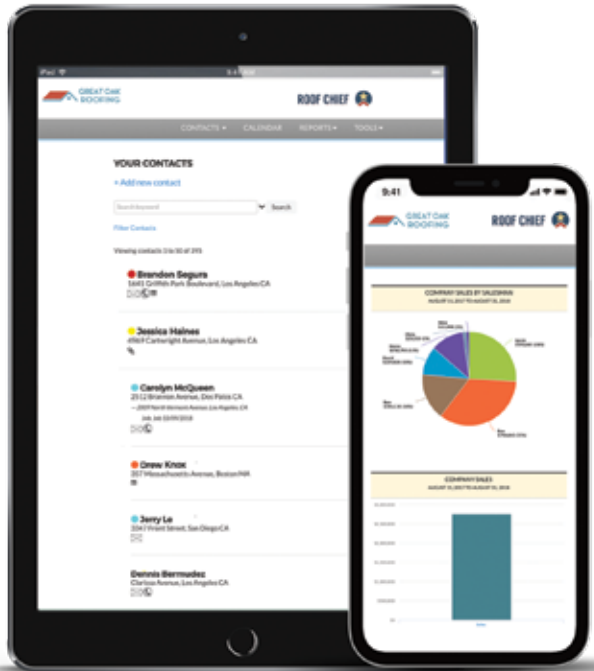
**Website: www.roofchief.com
805-797-4371
info@roofchief.com**

Make an impact on your business by doing less of what wears you out and more of what inspires you. Roof Chief provides a simpler, better way to run your business, while helping you make a positive and profitable difference, day in and day out.

Roof Chief is a home base for your team in one easy-to-use system to help you:

- Manage leads
- Create professional estimates and proposals with customizable templates and e-Signature
- Store photos
- Produce jobs with ease
- Create automated reports
- Invoice customers quickly syncing with QuickBooks®
- Manage your financials to ensure profitability

Roof Chief frees you up to focus on what matters most: Company pride, a good reputation, profit and job safety.



ROOF CHIEF
A simpler, better way.™

Packages*:
Standard \$149/month
Professional \$249/month
Enterprise \$599/month

ShingleMaster™ and SELECT ShingleMaster™ companies receive 15% off the monthly price for life on the Professional and Enterprise packages.

Visit roofchief.com to learn more or to set up a free demo.

*Standard and Professional include up to three (3) users and Enterprise up to 10 users. Each additional user is \$10/mo.

CompanyCam

The only app every contractor needs

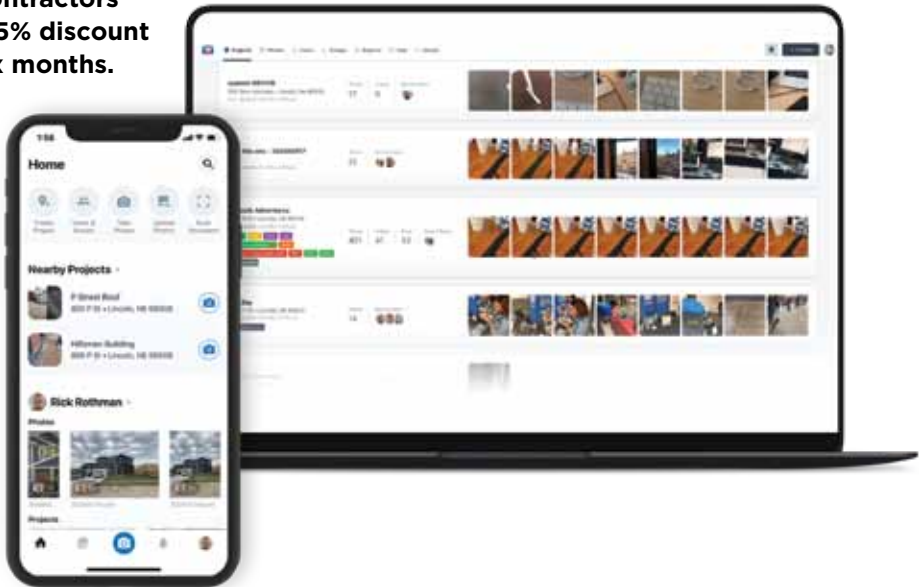
Website: www.companycam.com/certainteed

CompanyCam is a photo-based solution created for contractors, by contractors. Users can take unlimited photos — which are location and time stamped, sent to the cloud, and stored securely.

Every photo is organized by project and instantly available to your team, allowing you to see what's going on anytime, anywhere. Photos can be annotated with drawings, arrows, comments, tags, and voice notes. Users can even create project timelines, sharable photo galleries, customizable reports, and transformation photos through the app.

Try it free for two weeks, no card required, or schedule a one-on-one walk through at companycam.com/demo.

Plus, all CertainTeed credentialed contractors will receive a 25% discount on their first six months.



Eagleview® Technologies

Website: www.eagleview.com/certainteed

EagleView® offers 3D aerial roof measurements using proprietary patent-pending software. EagleView's reports provide the most accurate measurements and serve as a sales, marketing and production tool allowing contractors to increase their profitability.

EagleView roof and wall reports provide detailed measurements for roofing, siding, painting, doors, windows and more.

Measurements flow seamlessly into EagleView Estimator for precise estimates and proposals.

The full CertainTeed product line is preloaded into the EagleView Estimator allowing contractors to create an accurate bill of materials.

EagleView Technologies offer special Gold pricing to CertainTeed credentialed companies.



Provide Contractor ID to customer service to take advantage of this offer.

Being a successful contractor requires skills that go well beyond the work you do on the roof. CertainTeed offers tools that can help you improve your business and management techniques.

Networks that bring together facilitators and contractors from around the country to address business issues

management
resources

Proslut™ Network

Website: www.proofman.com

Email: proof@proofman.com



Proof Management's PROSULT Network is dedicated to helping the owners of smaller contracting firms reach the next level of their business.

PROSULT is mentored by Monroe Porter, a bottom-line oriented management consultant specializing in small building trade contractors. The first thing PROSULT does for the new member is help understand costs. The focus then shifts to developing an organization that can support production and sales growth.

This is accomplished through a board of directors approach

where non-competing same-trade contractors support each other in setting and implementing strategic goals.

The screenshot shows the PROSULT website interface. At the top, there is a navigation bar with links for Home, Products & Services, About Us, and Contact Us. The main content area features the PROSULT logo and tagline: "Professional Consulting through Networking Groups for Owners of Painting, Roofing and Landscaping Companies". Below this, there is a section titled "These Day-To-Day Challenges" with a list of common issues like finding employees and handling family/business pressures. A yellow call-to-action box encourages users to call for more information. The "PROOF Management" section highlights Monroe Porter's expertise and the company's process of creating and managing contractor networks. A photo of Monroe Porter is included with a caption. The left sidebar lists "PRODUCTS & SERVICES" including PROSULT™ Networking, About PROSULT, Speakers & Seminars, Business Consulting, and Audio Programs & CD's.

Certified Contractor's Network

Website: www.contractors.net

Phone: 610-642-9505

Certified Contractor's Network (CCN) offers proven contractor-specific training, delivered face to-face and on-demand for contracting business owners and their sales, production and administrative employees to address current business needs while providing a high ROI. You'll gain a reliable business partner that provides valuable resources - all delivered in a helpful and professional manner.



Remodelers Advantage® Inc.

Website: www.remodelersadvantage.com

Phone: 301-490-5620

Email: info@remodelersadvantage.com



Remodelers Advantage® is a consulting firm specializing in remodeling. They help business owners create companies that deliver above-average compensation, healthy net profit and an environment that allows for a full and balanced life.

Remodelers Advantage Roundtables

This is a network for remodeling firms producing \$1,000,000+ in annual revenue. These groups provide an opportunity for contractors to share knowledge, procedures, experience and advice in an open, non-competitive environment. Join the other 200+ owners as they help one another create businesses that produce above-average profits consistently! Why reinvent the wheel?

Strategic Business Consulting

Many owners work diligently for years but are still not reaching their financial goals. Owners can find the help they need from our business consultants, who know and understand the challenges you face. We'll work directly with you to provide practical techniques and effective processes, and help you develop a plan to move your company forward.



CertainTeed credentials are an excellent way to set yourself apart from the competition.

Educational programs for salespersons and installers

Comprehensive coverage of shingle technology and installation topics

Company credentials build trust with your prospective customers and help you close more sales

Benefits of participation:

Trade and product knowledge

Sales and marketing support

Exclusive offers and discounts

Extended warranties

Roofer's Rewards™

Customer TrackRecord™

credential
resources

ShingleMaster™

Show prospective customers your company is committed to craftsmanship and professionalism



What's In It for Your Company?

- Knowledgeable employees
- Authorized to offer SureStart™ PLUS 3-STAR and 4-STAR Coverage
- Roofer's Rewards - FREE SureStart PLUS warranties every year
- Listing on CertainTeed's "Find a Pro" website
- Marketing and sales support that highlights your company credential
- Exclusive access to CustomerTrackRecord™, CertainTeed's independent customer-satisfaction and problem-detection survey



Select ShingleMaster™

This is the highest level credential a company can earn
Achieving SELECT status tells customers you're
one of the best in the business



What's In It for Your Company?

- Highest required number of tested installers and supervisors in the industry
- Standardized workmanship and knowledgeable salespeople
- Exclusive ability to offer all three levels of SureStart™ PLUS
- Roofer's Rewards - FREE SureStart PLUS warranties every year
- Exclusive access to Customer TrackRecord™, CertainTeed's independent customer-satisfaction and problem-detection survey
- Marketing and sales support that highlights your company credential
- Priority listing on CertainTeed's "Find a Pro" website including an expanded contractor profile



SureStart™ Plus

Offer SureStart™ PLUS extended warranties when you install an Integrity Roof System™. Very few of your competitors can offer this to their customers, and it provides extra peace of mind that helps build trust as well as justify your price.



The Extra Measure of Protection

Leverage your credentials and increase your profits by including SureStart PLUS. Give your customers peace of mind with the best warranty coverage. Extended Transferable Coverage.

Lifetime Limited Warranty Shingles	3-STAR Protection 20 years	4-STAR Protection 50 years*	5-STAR Protection 50 years**
Materials & Labor	✓	✓	✓
Tear-off	✓	✓	✓
Disposal		✓	✓
Workmanship			✓***

NOTE: XT™25, XT™30 IR and Patriot shingles carry 10 years with 3-STAR, 20 years with 4-STAR and 25 years with 5-STAR coverage including the features as indicated above.

* Applies to single-family detached houses. Duration for all other types of structures is limited to 25 years.

** Applies to single-family detached houses. Duration for all other types of structures is limited to 30 years.

*** Workmanship is covered for 25 years.

Silver Star Commercial Contractor

Silver Star Contractors meet the stringent requirements for workmanship and financial stability set by CertainTeed Commercial Roofing. And they have a proven record of quality workmanship and good business practices.

Benefits of the program include:

- ★ Offer No-Dollar-Limit (NDL) warranties up to 12 years
- ★ Access to MyEDGE™ website for business support tools

To become a Silver Star Contractor, your company must:

- ★ Carry workers' compensation and liability insurance coverage and be properly licensed
- ★ Have been in business at least three years, OR CertainTeed must have inspected at least three roofing projects
- ★ Submit a complete company credit history and be credit-worthy based on CertainTeed's sole determination
- ★ Must adhere to the code of ethics specified by CertainTeed



Gold Star Commercial Contractor

Gold Star Contractors have earned the highest credential offered by CertainTeed for commercial roofing contractors. Only a limited number of contractors qualify for this prestigious credential. They have been carefully selected by CertainTeed to have an established record of high-quality workmanship, expertise, and reliability.

Benefits of the program include:

- ★ Offer No-Dollar-Limit (NDL) warranties up to 25 years
- ★ Offer Integrity Coverage Warranties
- ★ Access to MyEDGE website for support tools

To become a Gold Star Contractor you must:

- ★ Carry workers' compensation and liability insurance coverage and be properly licensed
- ★ The company must have been doing business under the current name for no less than 5 years and CertainTeed must have inspected at least three roofing projects
- ★ Submit a complete company credit history and be credit-worthy based on CertainTeed's sole determination
- ★ Have a minimum of \$1 million bonding capability or the financial resources to acquire that capability
- ★ Must adhere to the code of ethics specified by CertainTeed



MetalContractor

Becoming a CertainTeed MetalContractor requires a commitment to professionalism and dedication to quality craftsmanship that few other metal roofing companies demonstrate. This company has key employees who are more knowledgeable about proper metal roofing through CertainTeed's educational programs.

What's In It for Your Company?

- Knowledgeable employees
- Exclusive access to:
Customer TrackRecord™,
CertainTeed's independent
customer-satisfaction
- Marketing and sales support:
CMC Sales brochures,
Credentialed certificate,
plus a listing on
CertainTeed's
Find a PRO website
- 3 CMC logo hats



MetalMaster

Earning this advanced level credential proves that a company has expertise in the metal roofing business. Achieving Master status tells your customers you're one of the best in the business. A CertainTeed MetalMaster requires a commitment to professionalism and dedication to quality craftsmanship that few other roofing companies demonstrate.

What's In It for Your Company?

- Knowledgeable employees
- Exclusive access to: Customer TrackRecord™, CertainTeed's independent customer-satisfaction
- Marketing and sales support: CMM Sales brochures, Credentialed certificate plus a Priority listing on CertainTeed's Find a PRO website including an extended company profile page
- 6 CMM logo hats
- 6 CMM logo shirts
- 1 CMM advertising banner



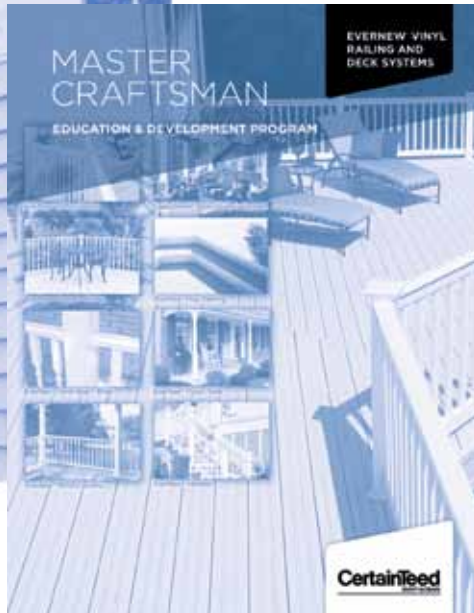
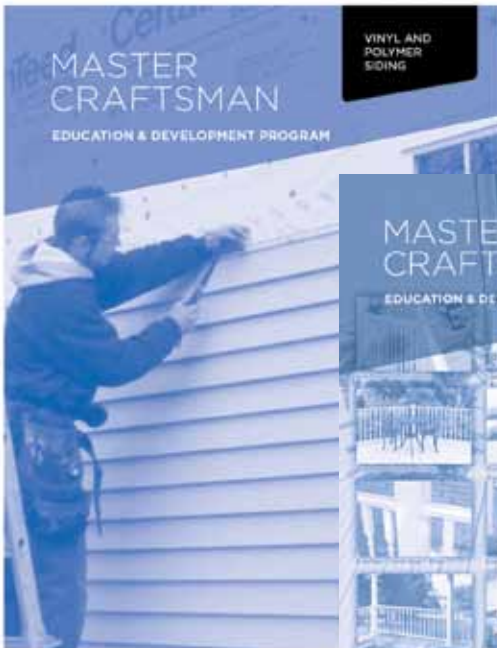
Master Craftsman

Education and development program for CertainTeed products

The Master Craftsman programs enable you to learn more about the manufacturing process, proper installation, and features and benefits of CertainTeed products. They also provide you with another option for offering education and training to your employees. Contractors wanting to take the next step in skills and knowledge development can do so through the Master Craftsman education and development series.

Available on-line, the program provides a thorough understanding of CertainTeed's lines of vinyl and polymer shake siding and soffit, trim, fence, railing, decking, and housewrap. You'll gain the advantage of enhanced installation skills and an increased knowledge of CertainTeed products, company history and manufacturing processes. Just as importantly, you'll receive recognition that can help you stand apart from the competition and gain a place on our contractor locator at www.certainteed.com.

For more information contact your CertainTeed Distributor or Territory Manager or log onto: www.certainteed.com/mastercraftsman.



5-Star Contractor Vinyl Siding Program

The premier industry program developed to help contractors build long-term success

CertainTeed is helping siding professionals to differentiate themselves and help build their businesses. With the CertainTeed 5-Star Contractor Program, the premier contractor program in the industry, contractors are truly treated as partners.

CertainTeed offers industry leading training programs, as well as sales, marketing and business building tools, to provide contractors with the professional credentials necessary to stand out in today's marketplace. Plus, we make it easy for homeowners to find knowledgeable, skilled and trustworthy professionals.

To qualify as a CertainTeed 5-Star Contractor, a contractor must successfully complete the following elements:

- Master Craftsman coursework
- Continuing education coursework covering product installation, sustainable building and business best practice
- Provide proof of Workers Compensation (where required by law) and General Liability insurance
- Maintain a high rating with the Better Business Bureau
- Use CertainTeed's high-quality products in the work they perform



Greater Rewards

Earning 5-Star Contractor status can be very rewarding! Those who earn this distinction will receive a full program of exclusive monetary, merchandising and promotional opportunities including:

Welcome Kit

- CertainTeed 5-Star Contractor branded marketing materials and presentation tools
- Information and How-To's on quick access to all program benefits

Online Tools

- Premier website listing certainteed.com
- Registration in CertainTeed's LeadWorx™ lead management system which provides pre-qualified leads to premier contractors
- Access to exclusive online ordering system for FREE samples, literature, signage and business cards.
- Access to ColorView® visualization software, WebCheck website review tool and LogoCheck logo design service

Monetary Awards

- \$175 bonus per VSI Certified Installer employee credited to "Contractor Cash Back" VISA® debit card with first purchase of qualifying products
- 10% rebate added to all qualifying "Contractor Cash Back" VISA® debit card submissions while active as a 5-Star Contractor

Customer TrackRecord™

Website: www.certainteed.com/trackrecord

Track your customers' satisfaction

Valuable customer feedback service and problem-detection tool based on your customers' evaluation of your overall performance.

Give the surveys to your customers, they send the completed surveys directly to CertainTeed and we tabulate the results.

CertainTeed automatically sends a survey to consumers for all SureStart™ PLUS warranted roofs and CertainTeed siding.

Measure your crew's performance and print out your ratings to use as a strong sales referral.

20-30-217 TrackRecord Homeowner Brochure - FREE

20-30-226 TrackRecord Survey - FREE

CTS520 - Siding Customer TrackRecord Survey - FREE



Roofing Responsibly

Over 12 million tons of asphalt shingle waste go into landfills. Now there is an option to keep those old shingles out of the landfill and set you apart from other roofing contractors by offering a new, green, environmentally-friendly solution.

No added Cost! Big added Value!

CertainTeed's Roofing Responsibly program includes the recycling of torn-off roofs into materials for road paving.

It's easy to participate in the program and the best part...it costs about the same as a typical dumpster and disposal fees, but means much more to homeowners and the planet.

If you are a CertainTeed SELECT ShingleMaster™ or ShingleMaster™ we will place a Roofing Responsibly icon on your contractor locator listing along with your credentials.

For more information please log on the MyEDGE™ website.



Staples Business Advantage®

Everything you need to run your business

Staples Business Advantage® offers full-service account management, customized pricing, comprehensive reporting, eco-conscious solutions and more for businesses with 10 or more employees.



CertainTeed Roofing in partnership with Staples offering credentialed contractors significant discounts on purchases across all of the categories listed below:

Facilities

- A custom facility program designed for your building and budget
- Industry-leading brand products
- Local facility specialists ready to answer any questions

Breakroom

- Snacks, drinks and coffee from top brands
- Full-service coffee program
- Wide assortment of cleaning products, including eco-conscious options

Furniture

- The latest styles from more than 250 brands
- Strategic planning and professional design services for big projects
- Experts dedicated to turning your vision into a reality

Staples Brand

- Below budget, above expectations
- Over 9,000 active product listings in office supplies, facilities, tech and furniture
- Name-brand quality for less

Technology

- The latest products from PCs, printers and peripherals to enterprise-level servers, all from leading vendors
- Experienced tech professionals available when you need them
- IT solutions and services customized for the needs of your workplace

Promotional Products

- Top-quality merchandise from the #1 distributor of promotional products in the world
- Apparel, headwear, bags, coolers, drinkware, corporate gifts and more

Print and Marketing Services

- Professional-quality large-volume digital prints, custom design services, everyday marketing materials and more
- Partnerships with top print producers who invest in state-of-the-art technology
- Sure-fire results that hit your budget and timeline every time

Office Supplies

- Biggest office supplies distributor in the nation
- Ink, paper and desk supplies for everyday
- Close to 100,000 items from brands you trust

For more information and to sign up for this opportunity, please contact William Breaden 646-374-1769 wbreaden@ServCoLLC.com

BENEFITS OF PARTICIPATING

Ford Vehicle Program

Significant savings exclusively for credentialed companies

(AVAILABLE IN US AND CANADA)

Save \$\$\$ using CertainTeed's corporate discounts



To learn more about this exceptional program between
CertainTeed Roofing and the Ford Motor Company,
Please refer to the program details and substantial discounts
on the MyEDGE™ Website.

BENEFITS OF PARTICIPATING

NBBI National Benefit Builders

(NOT AVAILABLE IN CANADA)

Discount programs and product rates

CertainTeed is proud to partner with National Benefit Builders (NBBI) to offer exclusive Discount Benefits to Credentialed Companies.

NBBI's Discount Benefit Programs, while not insurance, can meet a critical need for contracting businesses in the roofing industry. These discount benefit programs are available all year; there is no open enrollment. As a result of this partnership, CertainTeed has negotiated preferred pricing for credentialed contractors.

Discount Rx/Pet Rx

Average savings of 15% on brand-name and 55% on generic drugs.

NBBI Health

Only \$26.96 per month (plus a one-time \$5.35 enrollment fee)

- ValuePoint by MultiPlan® Discount Medical Network
- Dentachoice® Dental & Vision
- Also includes Speech Therapy, Pharmacy Telemedicine Lifestyles and Pet Supplies & Prescriptions

Dentachoice® Dental and Vision

Utilizing The Aetna Dental Access® Network and Outlook Vision

Individual Monthly: \$7.20 Household / Monthly: \$12.60 (plus a one-time \$13.50 enrollment fee)

- Average dental savings from 15-50% per visit on all procedures
- Average vision discounts from 10-50% at over 10,500 optical centers

NBBI Lifestyles

Only \$5.35 per month (plus a one-time \$5.35 enrollment fee)

- Travel and Entertainment: movie tickets, restaurants, theme parks, hotels, cruises, airlines
- Health and Wellness: medical supplies, vitamins, spas, gyms
- Vehicle: oil change, car rentals

NBBI Pet

Dog Monthly: \$8.06 / Cat Monthly: \$6.26 / Up to 4 pets Monthly: \$11.66 (plus a one-time \$5.35 enrollment fee)

- Pet Supplies, Prescriptions and Veterinary Discount

LegalShield

Identity Theft Shield

Cyber Security: Keystroke Guard

One license for 2 devices: \$26.96

One license for 3 devices: \$40.46

One license for 5 devices: \$67.46 (license price is annual)

- Protection for your Mobile, PC, and Mac

For more information, visit www.certainteedyed.com or call 888-311-6224 x129 (8-6 ET)

Price reflects a 10% discount for CertainTeed credentialed contractors.

THIS PROGRAM IS NOT INSURANCE. IT IS A DISCOUNT PROGRAM.

This plan does not meet the minimum creditable coverage requirements under M.G.L. c.111M and 95B CMR 5.00. This plan is not a Qualified Health Plan under the Affordable Care Act.

CertainTeed promotions help you give back to your community and also reward you at the same time.

Participation in the community

Rewarding members of the U.S. military and AARP members

Rewarding contractors for supporting CertainTeed

promotions

Homes for Our Troops

Homes for Our Troops (HFOT) is a privately funded nonprofit organization building specially adapted, mortgage-free homes nationwide for the most severely injured Veterans from Iraq and Afghanistan

**Website: www.homesforourtroops.org
(508) 823-3300**

Most of these Veterans are multiple amputees, paraplegic, quadriplegic or suffered severe traumatic brain injury. These homes restore some of the freedom and independence our Veterans sacrificed defending ours, and enable them to focus on their family, recovery, and rebuilding their lives.

It is an honor and privilege for CertainTeed to support the noble efforts of Homes for Our Troops. CertainTeed donates the roofing materials for the homes that are built around the country.

We hope your company can take part also by lending a hand to this endeavor. Being a contributor allows each of us in some small way to help those veterans who have dutifully served our country and given so much of themselves in doing so.

In addition to the gratification of contributing, if your company installs a roof for Homes for Our Troops, it will be mentioned as the workforce donor in a press release from CertainTeed which covers your local area.

Contact your local CertainTeed representative to learn more about this.



Roofs for the Red, White & Blue

Website: www.certainteed.com/roofs4rwb

From January 1 - December 31, 2020 all members of the U.S. Military who hire a CertainTeed Credentialed Roofing Company to install an Integrity Roof System™ covered by a SureStart™ PLUS warranty on their home are eligible to receive a \$250 Cabela's gift card.

20-30-399

ShingleMasters™ and SELECT ShingleMasters™ can order promotion information sheets from the MyEDGE™ website to include in their sales proposals.

ROOFS FOR THE RED, WHITE & BLUE

A THANK YOU FOR MEMBERS OF THE U.S. MILITARY AVAILABLE EXCLUSIVELY THROUGH CERTAINTEED CREDENTIALLED CONTRACTORS

CertainTeed Roofing is contributing to those who serve. Receive a \$250 Cabela's® gift card for your CertainTeed Integrity Roof System™

Offer only for members of the U.S. Military who hire a CertainTeed Credentialed Contractor to install an Integrity Roof System with SureStart™ Plus warranty coverage on their home.

GO TO WWW.CERTAINTEED.COM/ROOFS4RWB TO GET MORE DETAILS AND THE FORM.

CertainTeed

Valid in the U.S. only. Limit one gift card per qualifying individual. Limit one gift card per Integrity Roof System™ with SureStart™ Plus warranty coverage installed by a CertainTeed Credentialed Contractor between January 1, 2020 and December 31, 2020. Form must be received by January 31, 2021. Impresario subscription or one contribution fund and one receipt in advance prerequisite under the U.S. Small Business Jobs Act, 2010 and 2012. CertainTeed reserves the right to audit all submissions of forms and the right to cancel or modify the program at any time. *All Active, Veterans and Retirees of the U.S. Military are eligible.

Roofs for the Canadian Troops

Website: www.certainteed.com/roofs4ct

From January 1 - December 31, 2020 all members of the Canadian Military who hire a CertainTeed Credentialed Roofing Company to install an Integrity Roof System™ covered by a SureStart™ PLUS warranty on their home are eligible to receive a \$250 Cabela's gift card.

20-30-418

ShingleMasters™ and SELECT ShingleMasters™ can order promotion information sheets from the MyEDGE™ website to include in their sales proposals.

ROOFS FOR THE CANADIAN TROOPS

A thank you for members of the Canadian Military available exclusively through CertainTeed Credentialed Contractors

CertainTeed Roofing is contributing to those who serve. Receive a \$250 Cabela's® gift card for your CertainTeed Integrity Roof System™

Offer only for members of the Canadian Military who hire a CertainTeed Credentialed Contractor to install an Integrity Roof System with SureStart™ PLUS warranty coverage on their home.

GO TO WWW.CERTAINTEED.COM/ROOFS4CT TO GET MORE DETAILS AND THE DISCOUNT FORM.

CertainTeed

Valid in Canada only. Limit one gift card per qualifying individual. Limit one gift card per Integrity Roof System™ with SureStart™ Plus warranty coverage installed by a CertainTeed Credentialed Contractor between January 1, 2020 and December 31, 2020. Form must be received by January 31, 2021. Impresario subscription or one contribution fund and one receipt in advance prerequisite under the U.S. Small Business Jobs Act, 2010 and 2012. CertainTeed reserves the right to audit all submissions of forms and the right to cancel or modify the program at any time. *All Active, Veterans and Retirees of the Canadian Military are eligible.



CertainTeed

CEILINGS • DECKING • FENCE • GYPSUM • INSULATION • RAILING • ROOFING • SIDING • TRIM

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