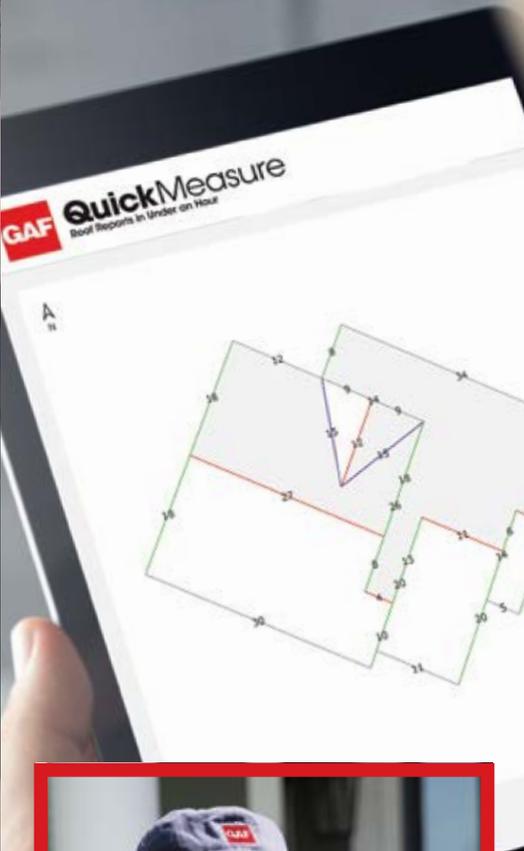




Contractor Programs



GAF Tools for Success

Whatever your goals, you can
Get there with GAF



We protect what matters most™



What's your goal?

In this business, you get to choose your own path. Where are you headed? A successful local business? A regional business with many branches? Family? Sending kids through college? Retirement? Wherever you're going, whatever path you choose, GAF can help you get there.

GAF Rewards



More spending power:

Get there with GAF Rewards*

Life is more than work. Find out how to earn spendable rewards points when you choose GAF. Spend points — not time!

Earn and redeem points on all your qualifying GAF purchases. It's quick and hassle-free.

- One easy-to-use dashboard
- Four easy ways to submit invoices
- Redeem points for gift cards or a prepaid card

*U.S. only. Visit www.gaf.com/rewards for terms and conditions.



Find out more at gaf.com/rewards

GAF CARE



Skills to build a career that lasts a lifetime:

Get there with CARE — The Center for the Advancement of Roofing Excellence

Successful contractors focus as much energy on building their expertise as they do on building roofs. Find out how GAF can help you learn all the skills you need:

- Hands-on skills
- Exclusive pro tips
- Crew training
- Personal business growth
- Classes en español

All geared specifically to the roofing industry — given by experts in the roofing industry.

To date, more than 230,000 professionals in the USA, Canada, and Mexico have attended CARE courses. And now, the sought after and interactive online learning technology is also at your fingertips wherever you are with CARE online webinars.



Find out more at gaf.com/CARE

Paid:

Get there with GAF SmartMoney

Getting paid quickly means a lot to a growing business. It helps your cash flow, payroll and credit. Now you can accept any form of payment — and get paid more quickly — with GAF SmartMoney, the complete paperless payment solution.

- GAF SmartMoney lets you take credit cards and checks quickly and easily
- Get approval on financing applications in under 60 seconds
- Track all of your company's receivables through one simple dashboard

"We have been very pleased with the onboarding of Payzer services, the results, and the customer service follow-up."

— Gary Kearns, Kearns Brothers, Inc.



Find out more at
gaf.com/smartmoney

A quick and easy path to qualified leads:

Get there with Local Services by Google

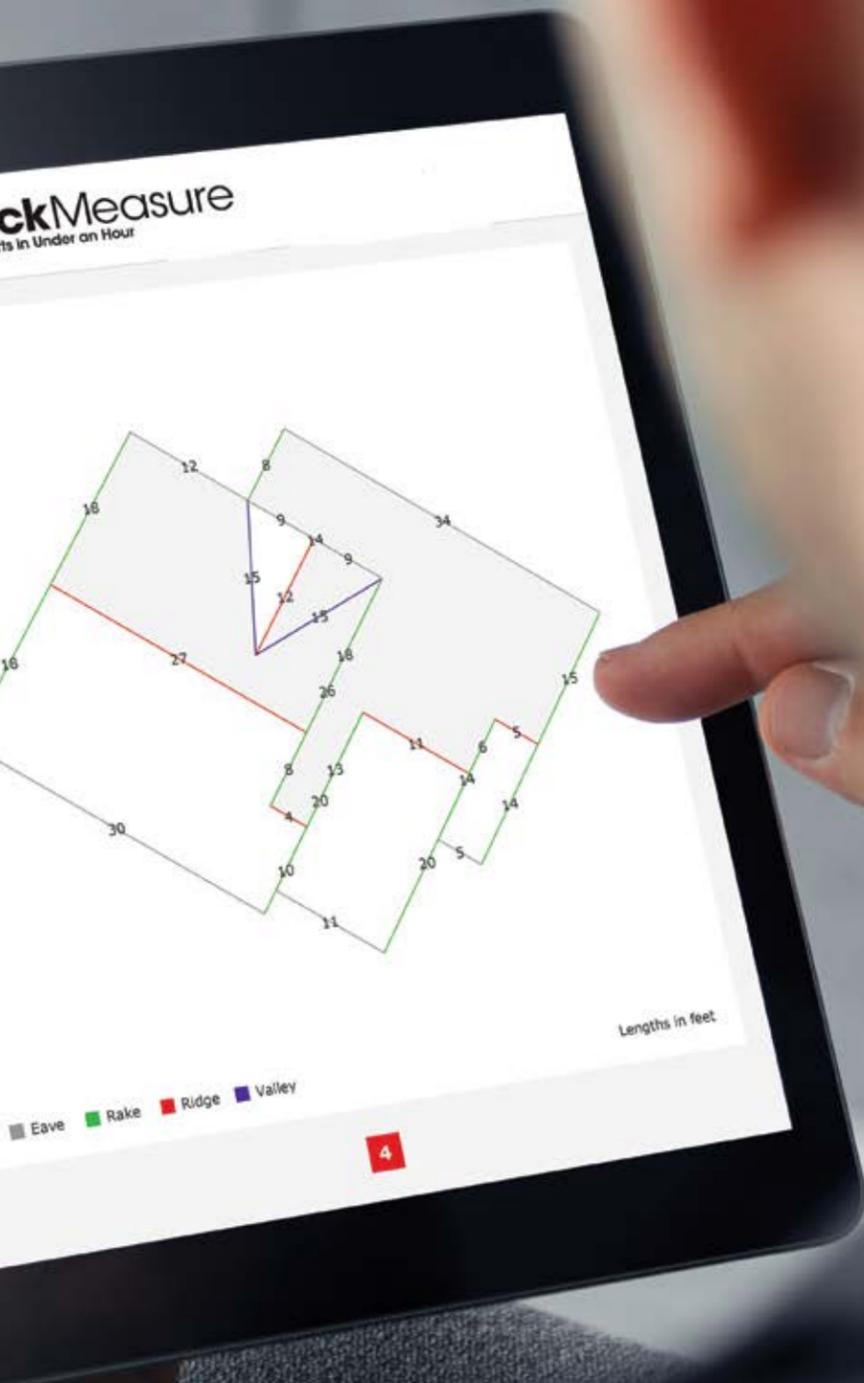
Local Services by Google has changed the way people find local businesses. Instead of scrolling through long pages of search results, users find relevant ads right at the top of the page. Here's how it works:

- When a homeowner Googles "roofers near me," Local Services ads will appear at the top of the search results page.
- If your ad is there, the homeowner can click on your ad and call you directly.
- You only pay for legitimate leads. That is, if the lead is not looking for your services, you can dispute the lead and you can seek reimbursement from Google.

And now a program from GAF and SureFire Local makes it even easier for you to take advantage of Local Services by Google. When you register through GAF you are eligible for an exclusive discount on set-up fees.



Find out how the program works, and get started at
gaf.com/googlelsa



Peak efficiency:

Get there with GAF QuickMeasure

Fast. Affordable. Accurate.

GAF QuickMeasure is the complete aerial roofing measurement tool that delivers roof measurements in under an hour for single-family homes, and under 24 hours for multi-family and commercial properties. For as little as \$15 a report, it's the only roof measuring tool you need.

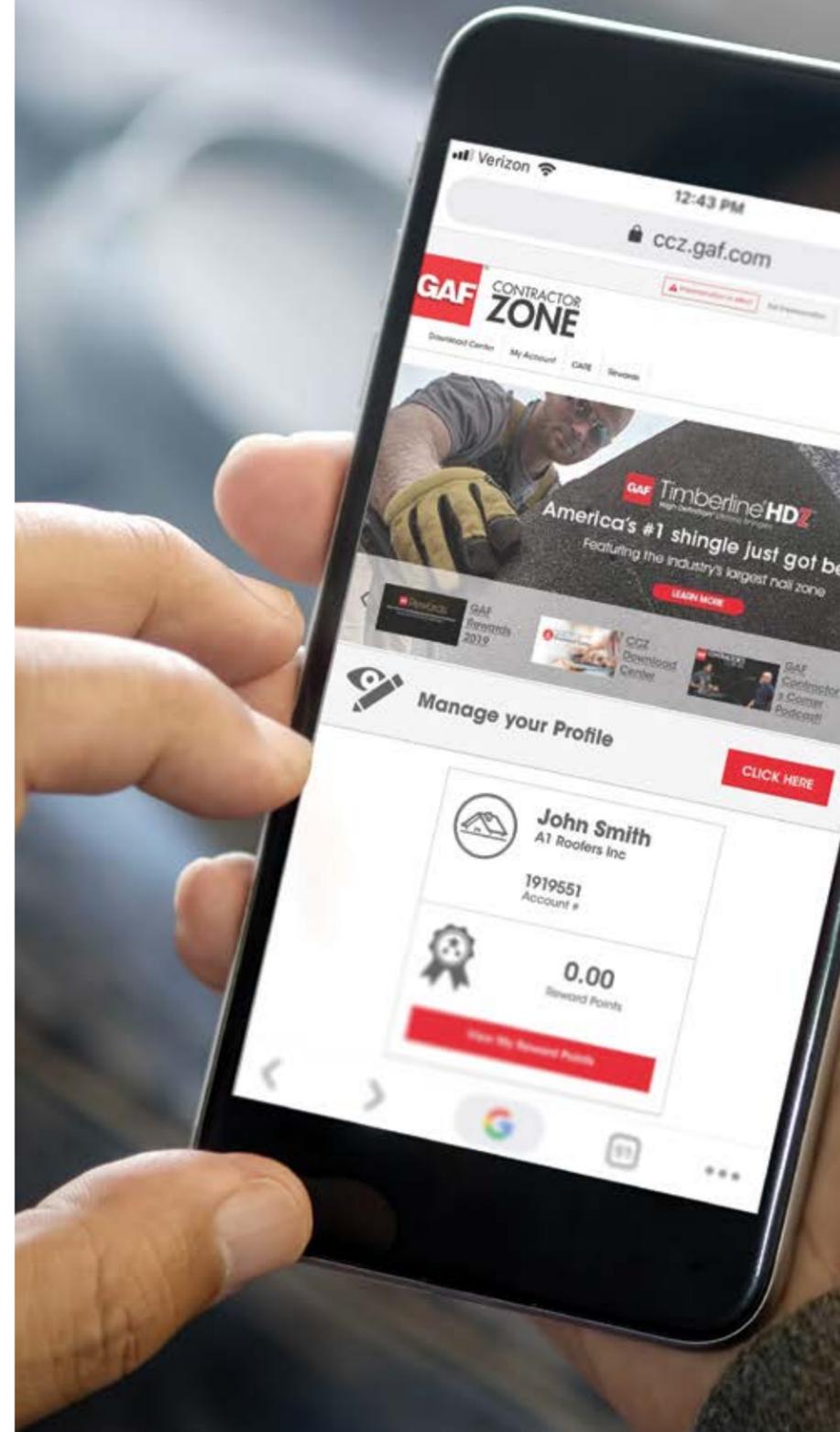
Differentiate yourself and get the data you need to prepare your next roofing proposal with GAF QuickMeasure.

"GAF QuickMeasure saves our team untold hours trying to get roof measurements. The simplicity, accuracy, and being able to get measurements within an average of 30 minutes really makes QuickMeasure stand out!"

— Todd Brock, CIG Construction



Learn more, and see if your area is covered, at gaf.com/quickmeasure



One stop for everything GAF:

Get there with the Contractor Zone

The Contractor Zone provides one-stop access for all of your GAF Contractor Program needs. Log in to this safe and secure site to access all of the tools and programs available to GAF's best contractors.

"We decided to go with GAF because the Contractor Zone was so much better. We feel we have tools to succeed to grow our business, and ways to improve, not only in the field, but as a business owner."

— Martin Pettigrew, Monarch Roofing



Log in to the Contractor Zone at ccz.gaf.com



To your customers when they need you most:

Get there with GAF WeatherHub

If you want to respond faster after a storm, and serve your customers when they need you most, WeatherHub is the all-in-one weather platform you need. Find leads quickly and easily by viewing hail, wind, and snow swaths. Plan your jobs with confidence with accurate forecasts. Help close more sales with exclusive address specific 3-year severe weather history reports.

"I can start the day and look to see if there was any storm activity in the regions by me — any alerts that I need to be aware of. Being able to have a legitimate report to back up the weather is extremely helpful when dealing with insurance companies and letting the consumer know that their roof was exposed to those elements."

— Philip Revland, A-TEX Roofing



Learn more, and see if your area is covered, at gaf.com/WeatherHub

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Above the competition:

Get there with GAF enhanced warranties

Your customers know that a new roof is a big investment. Offering a warranty that helps protect that investment for 25, 30, or even 50 years or more can go a long way toward demonstrating your quality difference and setting you apart from the competition.

Backed by North America's largest manufacturer of roofing products, GAF Enhanced Warranties are among the strongest in the roofing industry and can only be offered by GAF factory-certified contractors.



Find out more at gaf.com/warranty

GAF Selling Solutions



At every step of the sales process – from first measurement to closing handshake – GAF is at your side with tools and programs to make in-home selling smoother and more effective.

Step 1

Digital Measurement

Get a complete roof report in under an hour, for as little as \$15, with **GAF QuickMeasure**

Step 2

Print Pieces

Build your own folders to educate your customer with **GAF folders, brochures and product-specific inserts, and warranty information**

Step 3

Product Samples

Put the product in your customer's hands with **GAF product sample boards**

Step 4

Payment Solutions

Accept virtually any form of payment and offer financing with **GAF SmartMoney**



Find more information by visiting gaf.com/sellingsolutions

GAF Community



The heart of your community

Get there with the GAF/Habitat for Humanity Contractor Program

As a GAF certified contractor, you have a unique opportunity to support your community by providing professional roofing installation for Habitat for Humanity homes.



Find out more at the Contractor Zone ccz.gaf.com

Where big things are happening

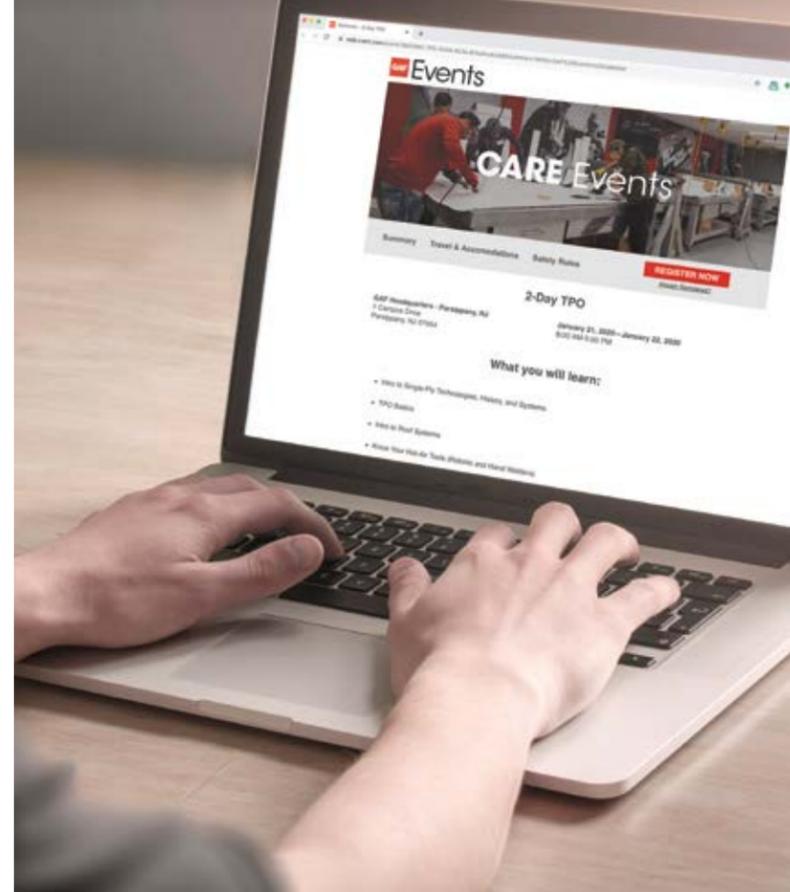
Get there with the interactive GAF Events Calendar

The new GAF Events Calendar lets you search for classes, trade shows, and more, faster and easier than ever before. You can even pay for classes (and cancel if need be) on one easy-to-use platform.



Find a big event near you by visiting events.gaf.com

GAF Events



Additional Tools for Success

Train Yourself and Your Team



Breakthrough Academy

BTA offers resources and coaching to enable you to build skill sets and implement proven systems that will help your business succeed.

GAF Expert Value Speaker Series

This expert training series offers contractors transformative new approaches to managing and growing their businesses, and boosting sales.

Pro Field Guide Training Manuals

The industry's best manuals on proper system installation. Use them to prepare for the Pro Field Guide test!

Reward Your Team



Entertainment Discounts

Take advantage of great discounts while providing your employees and customers with great rewards such as tickets to sporting events, hotel vouchers, amusement park passes and more!

United Incentives

Reward your employees and customers with a great variety of gift cards, merchandise and unique experiences.

Market Your Business



MarketPulse Survey

Property owners who purchase an enhanced GAF warranty will automatically receive an invitation to take a satisfaction survey. This is an excellent way to track your performance and compare customer satisfaction results with your peers.

Certified Green Roofer

This exclusive designation lets you be recognized for your "green" roofing business.

GAF Architectural Information Services

This special GAF team is dedicated to converting specifications and generating leads for our factory-certified contractors.

Good Housekeeping and Women's Choice Award Insert

Use this insert to let your customers see how GAF has exceeded homeowners' high quality standards and expectations. GAF is the only roofing manufacturer to have both of these honors.

Habitat for Humanity Community Contractor Program

Help contribute to your local community by partnering with Habitat for Humanity and GAF to build and renovate affordable homes for families in need.

Image Builders Contractor Apparel

High-quality apparel and promotional items that can be used to enhance your professional appearance.

MoPro AI Website Design and Services

Mopro offers contractors the complete online marketing solution they need — a mobile-responsive website and a suite of digital tools to capture more business online.

SmartMail

A completely integrated direct mail solution that is fully customizable, hassle free, and cost efficient.

Standard Proposal Folders

New modular GAF folders, brochures and product-specific inserts show your customers that you've come prepared. Tell a seamless story. Showcase only the products you want to recommend. And always make a great impression.

SureFire Local

A single platform helps attract lifetime customers and grow your local business.

YourWebPro

Specializing in website design, maintenance, hosting and email - all with unlimited support.

Business Programs and Services



GAF Labor Recruitment Resources

GAF has put together this collection of free-of-charge marketing tools to help you recruit new roofers.

Accurrence RoofCheck

RoofCheck standardizes your inspections, simplifies photo documentation, and streamlines report generation. Used for warranty, final, maintenance, dry-in, and tune-up inspections, RoofCheck helps you build trust with your customers and create repeat business.

Accurrence ScopeAssist

ScopeAssist is an all-in-one mobile inspection app that integrates seamlessly with Xactimate to produce estimates that present your entire scope of work in a way that adjusters understand and accept — all in 60 seconds.

CompanyCam

CompanyCam is a photo-based business monitoring solution created for contractors, by contractors, that allows you to see what's going on with your business anytime, anywhere.

EagleView Technologies

EagleView improves workflows through world-class oblique and orthogonal imagery, aerial roof measurement reports, and data analytics.

Ford Fleet and X-Plan

Take advantage of unique discounts and pricing on an extensive lineup of commercial Ford vehicles.

GAF e360

GAF e360 transforms smartphone photos of any home to a fully measured, customizable 3D model so you can save time measuring, provide an accurate estimate and help homeowners easily visualize what the final project will look like.

JobProgress

An all-in-one contractor CRM that provides teams of any size with everything they need to organize, manage and grow successful/profitable businesses.

Lyreco

Contractors are eligible for great discounts on all types of office supplies. (Exclusively available in Canada)

NRCA

Join a community of top-tier professionals dedicated to advancing the roofing industry. An industry leader in information, education, technology, and advocacy.

Roofers Choice Insurance

Your one-stop shop for general liability, workers' compensation, payroll services, employee benefits and more.

Equipment and Tools



Dewalt

Enjoy discounts on the tools that you use every day.

Equipter

Save time and improve productivity with this self-propelled, jobsite maneuverable, versatile disposal equipment.

Loveland

For faster, safer estimating, fly a drone with the IMAGING® platform from Loveland.

SLATOR

A roofing safety tool that provides fall protection as it fastens easily to the roof and securely anchors your adder into place.

Stinger

STINGER Cap Hammers deliver the ease and value of a hammer tacker, and get the job done for a fraction of the cost of a pneumatic cap stapler.

Storm Response



Storm Response Marketing Kit

GAF now offers Storm Response marketing materials to help you be well prepared in advance of a storm. Our professionally designed pieces allow you to follow up with custom literature immediately after storms hit your area.

United Association of Storm Restoration

A non-profit trade association whose sole mission is to raise the ethical standards of the storm restoration industry through education.

XM8 Mastery - Xactimate Training

Delivering practical training using Xactimate®, XM8 helps restoration contractors make more money, save time and grow their businesses.



Find these programs, and more, at the Tools4Success link on ccz.gaf.com

“There’s no reason to miss that new nail zone.”

— Mike Suarez,
George Keller & Sons

GAF Timberline® HDZ™
High Definition® Shingles



America’s #1-selling shingle just got better

Introducing Timberline® HDZ™ shingles — the same shingle you know and love, now with LayerLock™ Technology, which powers the industry’s largest nailing area. With technology like this, you can’t miss.

Learn more at gaf.com/LayerLock