



**CODEPLUS™**



# Make More Money With Better-Performing Roofs

## Introducing the IKO CodePlus™ Performance Program

The CodePlus Performance Program is a new, high-performance application method that features purpose-designed IKO products to build a roof that performs above and beyond what local building codes require. Available exclusively for   IKO ROOFPRO Select and Craftsman Premier members, it will differentiate your sales pitch, deliver a better roof to your customers backed by IKO's best warranty and put more money in your pocket.

ROOFPRO



ROOFPRO



## How do I achieve CodePlus status?

Complete the required IKO CodePlus Installation Method training course on IKO University and pass the course test.

You'll also earn access to the optional IKO CodePlus Selling Method course and supporting sales tools, designed to help you upsell more CodePlus jobs.



## How does CodePlus help you make more money?

Stand out in the crowd with exclusive business and marketing tools to showcase your CodePlus status.



Customizable sales app designed to help you sell the IKO CodePlus system online or in your customer's home.



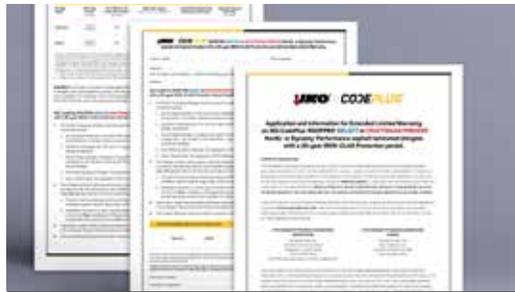
Homeowner literature to help you upsell CodePlus products.



CodePlus sample kit designed to help you upsell in the home.



CodePlus-branded merchandise to showcase your status in the home, on the job or in the office.



Exclusive access to IKO's best warranty — a 25-year Iron Clad Extended Limited Warranty — only available on CodePlus installations.



Application manual to help train installers on CodePlus requirements.

## What's better than a new roof? A CodePlus roof.

More peace of mind for them, more profit for you.

- › More opportunities to upsell jobs, meaning more money in your pocket.
- › Designed to help resist high winds, which means more peace of mind for your customer and likely fewer callbacks for you.
- › CodePlus is modeled after the 2020 IBHS FORTIFIED™ Roof Standard, giving you third party credibility behind your pitch.



**Become an  
IKO CodePlus  
Contractor**

Ready to take your business above and beyond with IKO CodePlus? Visit IKO University on the ROOFPRO Portal to start your training program.

There are a number of a benefits for homes that qualify for the FORTIFIED Roof designation, including potentially lower insurance premiums. However, in order to qualify, homes require compliance with all FORTIFIED Roof technical requirements that may, in some situations, exceed the CodePlus requirements. Contractors must follow a prescriptive verification/inspection process during and after installation. So, it is important to familiarize yourself with the FORTIFIED process before you begin work. For more information, please visit [www.fortifiedhome.org](http://www.fortifiedhome.org).