

# Well Roof™ Advantage Brochure

Updated: 11/08



**Quality You Can Trust Since 1886...  
From North America's Largest Roofing Manufacturer!™**



# WellRoof<sup>TM</sup> ADVANTAGE



*Quality You  
Can Trust Since  
1886...from  
North America's  
Largest Roofing  
Manufacturer*



GAF'S REVOLUTIONARY  
**FREE 25%**  
Guarantee Extension

# “Perform Annual Inspections & Maintenance On Your Roof— And GAF Will Extend Your Guarantee by 25%...FREE!”

## Extend Your Coverage 25% With The GAF Well Roof™ Advantage...

Every reputable roofing, architectural, and construction organization agrees: The best way to extend the life of your roof is to perform regular inspection and maintenance. GAF agrees! We’re so certain that regular inspection and maintenance will extend the life of your roof, we’re offering the Well Roof™ Advantage—a 25% extension of your GAF Diamond Pledge™ NDL Guarantee—FREE—when you perform regular inspection’s and maintenance.

### How Does The Well Roof™ Advantage Work?

- Step 1 - Install Your Roof...** Have your new roof installed by a GAF Master Select™ or Master Roofing Contractor, and include a GAF Diamond Pledge™ NDL Guarantee. (Note: Any GAF roof installed within the last two years that included a Diamond Pledge™ guarantee is also eligible.)
- Step 2 - Notify Us...** At any time during the first two years of your guarantee, let us know that you would like to participate in the Well Roof™ Advantage Program (an easy sign-up form is on the back of this brochure).
- Step 3 - We'll Remind You...** Before your annual maintenance inspection is due, we'll send you a reminder letter with all of the information you'll need to schedule your inspection.
- Step 4 - Inspect...** Have your Master Select™ (or Master) Contractor perform annual inspections in accordance with GAF's published maintenance program.
- Step 5 - Repair...** Have your Master Select™ (or Master) Contractor carry out any necessary maintenance.\*
- Step 6 - Document...** Annually, send a copy of the roof inspection form and maintenance documentation from your Master Select™ (or Master) Contractor along with a minimum of six photos showing the condition of the roof and critical details to GAF within the 60 day grace period from the two year anniversary date of the completion of the roofing system found on the Diamond Pledge™ Guarantee.

\*Note: Please be advised that GAF must be notified prior to the repair of any items that fall under the scope of the Diamond Pledge™ NDL Guarantee

### How You Benefit...

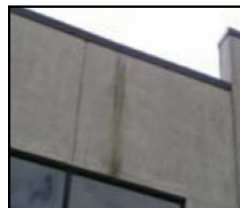
If Your Standard Diamond Pledge™ Coverage Is...	Your FREE Added Coverage Is...	And Your Total Guarantee Coverage With Well Roof™ Advantage Is...
10 years	2½ more years	12½ years
12 years	3 more years	15 years
15 years	3¾ more years	18¾ years
20 years	5 more years	25 years
25 years	6¼ more years	31¼ years



# GAF's Exclusive 40+ Point Roof Inspection...

- ✓ **Helps Prevent Problems...** Before they happen
- ✓ **Helps Avoid Issues...** With your guarantee coverage
- ✓ **Unique Benefit...** Only available through your GAF factory-certified contractor

## Exterior Walls



- Check for leaks, staining, missing mortar

## Interior Roof Deck



- Check for signs of leaks or deterioration

## Ceilings



- Check for signs of leaks

## Roof Edges



- Check for deterioration

## Interior Walls



- Check for signs of leaks

## Fascia/Coping



- Check for leaks, staining, missing mortar

## Expansion Joints



- Check for signs of excessive movement, leaks, or deterioration

## Field Of Roof



- Redistribute ballast; note damage/deficiencies; inspect coating

## Penetrations



- Fill all pitch pans, inspect pipe boots

## Metal



- Check attachment; paint any rusted metal; re-caulk as necessary

## Drainage Systems



- Clear all gutters, down spouts, scuppers; clean out drains; check strainers and clamping rings

## Base Flashings



- Check attachment; check counter flashings; inspect for signs of movement

## HVAC Units



- Check ductwork, housings, lines, pipes, sheet metal cabinets, gaskets, and equipment base/tie-in

## Other



- Check for oil deposits, surface contamination, soft areas, vandalism, ponding water

## Issues



- Does roof need cleaning? Are there traffic patterns or are walkway pads needed?

*“Every reputable roofing manufacturer requires regular inspection and maintenance to maintain guarantee coverage — so recommending GAF’s Well Roof™ Advantage to my clients is a real no-brainer.”*

Bill Hale  
Roofing Contractor &  
Registered Roof Consultant  
Baker Roofing, Raleigh, NC

*“Regular inspections can prevent costly problems from causes that are not covered by manufacturers guarantees — like damage from vandalism, damage done by other contractors on the roof, or even structural deterioration.”*

## Regular Roof Inspection And Maintenance Are Recommended By:

- BOMA
- The Roof Consultants Institute
- Buildings Magazine
- RSI Magazine
- McGraw-Hill Construction
- Center For The Advancement Of Roofing Excellence
- Single Ply Roofing Institute
- Asphalt Roofing Manufacturers Assoc.
- National Roofing Contractors Assoc.
- Midwest Roofing Contractors Assoc.
- Florida Roofing, Sheet Metal, & A/C Contr. Assoc.
- North/East Roofing Contractors Assoc.
- ...and many, many others!

# Please Sign Me Up—I Want A **FREE 25% Extension** Of My **GAF Diamond Pledge™ Guarantee!** (There's No Obligation!)

**By phone:** Call 1-800-766-3411, option 2, to sign up

**By mail/fax:** Fill out the form below and fax to 973-628-3356, OR email to [guarantee@gaf.com](mailto:guarantee@gaf.com) OR mail to:  
GAF Materials Corp./Guarantee Services, 1361 Alps Road, Bldg. 11/1, Wayne, NJ 07470, USA  
(please print all information below)

Name \_\_\_\_\_ Building Name \_\_\_\_\_

Building Address \_\_\_\_\_ City, State/Province, Zip/P.C. \_\_\_\_\_

Diamond Pledge™ Guarantee # \_\_\_\_\_ Phone # \_\_\_\_\_

Which GAF Master Select™ (or Master) contractor will perform inspections? \_\_\_\_\_

Property Representative's Signature \_\_\_\_\_ Date \_\_\_\_\_

(Remember, there's no risk: Even if you sign up for the Well Roof™ Advantage and *fail* to send in your required inspection paperwork and photographs, your original Diamond Pledge™ guarantee coverage remains in effect!)

## **DIAMOND PLEDGE™ EXTENSION ADDENDUM**

No. \_\_\_\_\_

### **WELL ROOF ADVANTAGE**

GAF also guarantees to you, the original or first subsequent owner of the building described in the above-referenced Diamond Pledge Guarantee, that GAF will extend this Diamond Pledge™ Guarantee for a term equal to 25% of the original guarantee length when you have your roof inspected and maintained.

### **WHAT YOU MUST DO**

1. Notify GAF any time during the first two years of your guarantee if you would like to participate in the Well Roof™ Advantage Program (sign-up form above). Property owners will have a 60 day grace period from the two year anniversary date of the roofing system completion (found on the Diamond Pledge™ Guarantee) to enroll in the Well Roof™ Advantage Program.
2. Have annual roof inspections performed by a Master Select™ or Master Roofing Contractor.
3. Have annual related preventative maintenance performed by a Master Select™ or Master Roofing Contractor, in accordance with GAF's published maintenance program provided with your Diamond Pledge™ Guarantee. Additional copies of this maintenance program are available by contacting GAF's Guarantee Services Department, 1361 Alps Road, Building 11-1, Wayne, NJ 07470, USA.
4. Annually, submit copies of the roof inspection form and accompanying photographs (a minimum of 6 photos showing the condition of the roof and critical details) and a record of all roofing system maintenance to GAF, Guarantee Services Department, 1361 Alps Road., Building 11-1, Wayne, NJ 07470, USA

### **POSSIBLE CANCELLATION**

GAF has no obligation to extend the Guarantee length if the documentation is not received within the time limit described above.  
Note: the roofing contractor is NOT an agent of GAF and is not responsible for submission of documentation.

### **MODIFICATION OF DIAMOND PLEDGE™ GUARANTEE**

All of the terms and conditions of your Diamond Pledge™ Guarantee, including all limitations, remain in full force and effect except as specifically modified by this Well Roof™ Advantage Addendum. This Addendum must be signed by an authorized Guarantee Services Manager in order to be effective.

This warranty offers a one-time transfer at the sole discretion of GAF following a roof inspection and a \$500 transfer fee.



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