

QualitySmith/GAF-Elk Alliance

Information Sheet

Updated: 6/09



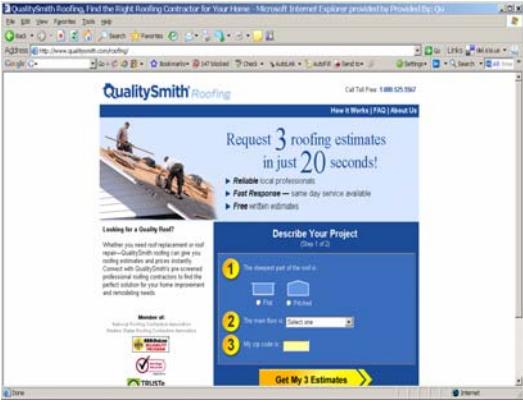


*Quality You Can Trust Since 1886...
From North America's Largest Roofing Manufacturer™*



QualitySmith/GAF-Elk Alliance

Set Appointments = More Sales!

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| <p>Generating Jobs For YOU!!!</p> <p><i>Program available to:</i></p>   | <p>QualitySmith® / GAF-Elk Alliance... online lead generation & appointment setting service which connects homeowners to quality GAF-Elk Certified Contractors.</p> <ul style="list-style-type: none"> • Targeted Appointments... receive appointments customized to your geography and your specific job type preferences that result in more profitability for your business...appointments when you want them!!! • Pre-appointment Education!!! ...for GAF-Elk Master Elite/Certified Contractors <p><i>Before your appointment...the QualitySmith team will let the property owner know...</i></p> <p>→ <i>What can happen if they don't select...</i></p> <ul style="list-style-type: none"> ✓ The right contractor ✓ The right system ✓ The right warranty |
| <p>Highly Effective Process...</p> |  <p>Easy for Property Owners...</p> <ul style="list-style-type: none"> ✓ Request 3 Estimates in 20 Seconds... <p>Easy for contractors...</p> <ul style="list-style-type: none"> ✓ Only Accept the Appointments you want...when and where you want them. |
| <p>Exclusive Discounts—for GAF-Elk Certified Customers...</p> | <p>Up to 5 free appointments!!!</p> <ul style="list-style-type: none"> ✓ Introductory special for first time customers...buy up to five leads and get the equivalent number free!!! <p>Discounted Pricing...</p> <ul style="list-style-type: none"> ✓ \$3.50 off each lead!!! <p>Plus, use your GAF Bucks to pay for QualitySmith Appointments</p> |
| <p>Steps to Join...</p> | <p>Step 1: Register...Return your paperwork from www.gaf-elk.qualitysmith.com</p> <p>Step 2: Set up your account...QualitySmith will call you to find out when you want your appointments, the towns/cities you cover and what materials you work with.</p> <p>Step 3: Have your appointments set...QualitySmith will call, fax or email you the times of your appointments with the homeowners.</p> |
| <p>Want More Info?</p> | <p>Phone... Call 866-477-9789</p> <p>And...</p> <p><i>If you're currently working with QualitySmith, you are still eligible for discounted leads...just not the introductory program.</i></p> |