

# ServiceMagic

## Sell Sheet

*Updated: 8/2011*



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

[www.gaf.com](http://www.gaf.com)

# MORE LEADS... Reduced Costs!!!



ServiceMagic is an online marketing solutions program connecting GAF certified contractors with homeowners needing quality roof repair or replacement, remodeling, and more...

## Who Can Use It?



## Benefits For You...

- **Get Targeted Leads...** for your business based on tasks performed and locations serviced. You control your budget.
- **Access to website and mobile solutions.**
- **Custom Web Portal** for GAF preferred contractors.
- **Dedicated Account Managers** to help you achieve your marketing goals
- **Exclusive Member Benefits include** business support, NO contract, and NO enrollment fee—a \$99 value!
- **20% DISCOUNT** on ALL market-matched leads

## Start Getting More Potential Leads. . . Become a ServiceMagic™ Pro Today!

The screenshot shows the ServiceMagic website interface. At the top, there's a navigation bar with "Member Login" and "Help". The main content area features a "Special Offer Brought To You By GAF Building Materials" section. This section includes a GAF logo, a "Why Should GAF Preferred Contractors Join?" heading, and three bullet points: "GAF Preferred Contractors receive free enrollment and webpage, a \$99 value", "Get targeted leads throughout the year with a predictable budget that you control.", and "More than 90,000 consumers came to ServiceMagic for roofing solutions in 2007". Below this is a testimonial from Paul S., a member since 11/22/2007, with a photo of a house. To the right is a "GET STARTED TODAY!" registration form with fields for Name (First and Last), Type of Pro (Select One), Company Name, ZIP Code, and Business Phone. A "I WANT TO LEARN MORE" button and the phone number "1-866-910-2307" are also present. At the bottom, there are links for "Provide Feedback About This Page" and a footer with navigation links for homeowners and contractors, and a copyright notice for ServiceMagic, Inc. from 1999-2008.

## Here's How to Get Started...

- **Phone. . .** ServiceMagic at **866.910.2307** to speak to a dedicated account manager
- **Online...** Login to the Certified Contractor Zone, [www.contractors.gaf.com](http://www.contractors.gaf.com) then select "ServiceMagic Leads Program"
- **Or go to ...**  
[http://www.servicemagic.com/servlet/ServiceProfessionalRegistrationServlet?m=sp\\_bd\\_gaf](http://www.servicemagic.com/servlet/ServiceProfessionalRegistrationServlet?m=sp_bd_gaf)