

Smart Leads Program

Information Sheet

Updated 1/11



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



EXCLUSIVE OFFER FOR GAF MASTER SELECT™ AND MASTER CONTRACTORS

**2011 Smart Leads Program
Build Your Business with Qualified Sales Leads**

<p>What is the Smart Leads Program</p> <p>and</p> <p>How can it Benefit You?</p>	<p>Smart Leads is a proven telemarketing program designed to produce stronger, qualified sales leads, saving you both time and money. Smart Leads can also help:</p> <ul style="list-style-type: none"> • Increase Sales... all leads are pre-qualified • Saves Time... eliminates cold calling • Low Cost... appointments for as little as <u>\$78.60</u> each • Customizable... <u>you</u> choose the coverage area, type of client, and size • Increase ROI... if you close just 10% of the leads, your potential ROI could be over 300%!
<p>Exclusive Offer for GAF Contractors</p>	<p>Smart Leads Package Options:</p> <p>Silver Package: 15 Qualified Leads (including appointments) - \$1,300 Gold Package: 25 Qualified Leads (including appointments) - \$2,050 Platinum Package: 50 Qualified Leads (including appointments) - \$3,930</p>
<p>Here's What Other Smart Leads Customers Are Saying...</p>	<p><i>"For three years we have used Smart Leads to build our business...we love the program."</i> M. Johannes, President, Nations Roof</p> <p><i>"We've tested other lead sources and the Smart Leads program has consistently provided us with strong qualified leads...we're very satisfied."</i> A. Squilla, Vice President, Hayden Building Maintenance</p> <p><i>"Smart Leads has helped us target and close new business during these difficult economic times."</i> P. Cooper, President, Elite Roofing</p> <p><i>"Our customized Smart Leads Program has been critical in helping us penetrate new markets."</i> D. Stokes, Vice President, Advanced Roofing</p>
<p>Sign Up Now...</p>	<p>Call (609) 931- 0280 or visit: www.ceodirectmarketing.com/smart_leads.htm</p>

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2011 Smart Leads Program Order Form

Company Name		Date	
Street Address		Telephone	
City, State, Zip Code		Fax	
Contact Person		Email	
Your Target Lead Coverage Area...	Choices... <input type="checkbox"/> Zip Codes: _____ <input type="checkbox"/> Counties: _____ <input type="checkbox"/> Metro Area: _____ <input type="checkbox"/> States: _____		
Types of Roof Systems You Install...	<input type="checkbox"/> Asphalt <input type="checkbox"/> Single Ply <input type="checkbox"/> Restoration <input type="checkbox"/> Other: _____		
Facts About Your Company To Stress... (If you want to add more information, please include on a separate sheet of paper.)			
Types of Clients ...	<input type="checkbox"/> All <input type="checkbox"/> Retail/Restaurant <input type="checkbox"/> Industrial/ Manufacturing <input type="checkbox"/> Office/ Professional <input type="checkbox"/> Health Care/Hospital	<input type="checkbox"/> Property Management <input type="checkbox"/> Utilities <input type="checkbox"/> Schools <input type="checkbox"/> Other: _____	
Any Companies Or Organizations To Exclude?	If Yes, Please Specify:		
Additional Offer...	Do You Want To Offer A Free Roof Evaluation? Yes / No		

Program Package Options...	Silver Package: <input type="checkbox"/> 15 Qualified Leads (including appointments) - \$1,300 Gold Package: <input type="checkbox"/> 25 Qualified Leads (including appointments) - \$2,050 Platinum Package: <input type="checkbox"/> 50 Qualified Leads (including appointments) - \$3,930
Minimal Criteria For Your Leads...	Situation... <input type="checkbox"/> 10,000 sq ft or more <input type="checkbox"/> 5,000 sq ft or more <input type="checkbox"/> Don't Exclude On Square Footage If Multiple Buildings <input type="checkbox"/> Two week window for appointments <input type="checkbox"/> Other: _____
What Is a Qualified Lead?	Your qualified leads include: 1. Contact with a roofing decision maker/influencer in your requested target market (industry, size, geographic area). 2. The Commercial Roofing Solutions Information Kit, provided free by GAF*. 3. Customer's answers to qualifying questions including: roofing needs/plans, building and roof information, and the project's budget and timing. 4. Agreement to receive a follow up call or an appointment to meet with you.

Mail completed order form and check for full payment to: Attention Cliff O'Brien, CEO Direct Marketing Services LLC, PO Box 72, Allentown, NJ 08501. Make check payable to CEO Direct Marketing Services LLC. If you have any questions, please call 609-931-0280 or visit the website at www.ceodirectmarketing.com/smartleads