

# New Customized Signage Program

## Information Sheet

Updated: 6/09





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



# New Customized Signage Program

## Generating Trust and Closing More Sales...

<p><b>Customize Signs and Banners...</b></p> <p><i>Simple Process - Helping Generate Leads</i></p>	<p><b>Enhanced Sign Program... new sizes and designs and now with online ordering!</b></p> <ul style="list-style-type: none"> <li>• <b>Online Sign Creation...</b> easy to create and customize - just enter through the Certified Contractor Zone</li> <li>• <b>Special Options...</b> add your website address or your logo to completely customize your signs and banners</li> <li>• <b>Response Driven Signs...</b> multi-color, 3' x 8' banner will attract attention to your building or website</li> </ul> <div style="text-align: right;">  </div>												
<p><b>Great Solution...</b></p> <p><i>Provides Value and Reduces Hassles</i></p> <p><i>Available for all certified contractors</i></p>	<p><b>Easy and accessible marketing... will help contractors grow their business</b></p> <ul style="list-style-type: none"> <li>• <b>Target Marketing...</b> get the attention of potential customers and set your company above the competition</li> <li>• <b>Reinforce Trust...</b> professional quality signs help you promote your company – even add your GAF certification and website address</li> </ul> <div style="text-align: center; border: 1px solid black; padding: 10px; margin: 10px 0;"> <p><b>Another Quality Project By</b></p> <p><b>XYZ Remodeling</b></p>  <p><b>888-532-5767</b></p> </div> <p><i>(New Larger Sizes - 3' tall x 8' wide banner with grommets on perimeter - 4' x 10' also)</i></p> <ul style="list-style-type: none"> <li>• <b>Saves Time...</b> eliminate the paper process, proof your information online - save valuable time and avoid the hassles</li> <li>• <b>High Quality Printing...</b> durable signs and banners that are professionally printed for outdoor use</li> </ul>												
<p><b>Do the Math...</b></p> <p><i>Great Return on Your Investment!</i></p>	<p><b>Build your business with a small investment...</b></p> <ul style="list-style-type: none"> <li>— If you get 5 leads from an order of 20 signs, and close rate of 20%:</li> <li>— Assume: \$10k Project Sell Price; 30% Gross Profit; \$32 per sign</li> <li>— <b>Example Result:</b> <ul style="list-style-type: none"> <li>— \$3,000 Profit – For Only \$640 Invested</li> <li>— That's a <b>450%</b> Return On Investment</li> </ul> </li> </ul>												
<p><b>Getting Started...</b></p> <p><i>Steps for placing a custom sign order</i></p>	<p><b>How to get started:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;"><b>Step 1:</b></td> <td>Log onto the Certified Contractor Zone at <a href="http://www.contractors.gaf.com">www.contractors.gaf.com</a> –click on the Customized Signage link</td> </tr> <tr> <td><b>Step 2:</b></td> <td>Select Sign Type (Yard Signs, Truck Signs, Job Site Signs or Banners) - and material for your sign (Aluminum, Corrugated Plastic, etc)</td> </tr> <tr> <td><b>Step 3:</b></td> <td>Select your Design from the three available choices (Note: banner material is Vinyl and there is only one design)</td> </tr> <tr> <td><b>Step 4:</b></td> <td>Select your quantity</td> </tr> <tr> <td><b>Step 5:</b></td> <td>Input your company information- carefully “proof” your information <i>before you click buy</i></td> </tr> <tr> <td><b>Step 6:</b></td> <td>Click on the shopping cart and complete the buying process</td> </tr> </table>	<b>Step 1:</b>	Log onto the Certified Contractor Zone at <a href="http://www.contractors.gaf.com">www.contractors.gaf.com</a> –click on the Customized Signage link	<b>Step 2:</b>	Select Sign Type (Yard Signs, Truck Signs, Job Site Signs or Banners) - and material for your sign (Aluminum, Corrugated Plastic, etc)	<b>Step 3:</b>	Select your Design from the three available choices (Note: banner material is Vinyl and there is only one design)	<b>Step 4:</b>	Select your quantity	<b>Step 5:</b>	Input your company information- carefully “proof” your information <i>before you click buy</i>	<b>Step 6:</b>	Click on the shopping cart and complete the buying process
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<p><b>Questions...</b></p> <p><i>Your order or the process</i></p>	<p><b>Special Tracking Feature...</b> available for all orders placed online</p> <ul style="list-style-type: none"> <li>○ Login to the Certified Contractor Zone at <a href="http://www.contractors.gaf.com">www.contractors.gaf.com</a></li> <li>○ Click on the Customized Signage link</li> <li>○ Click on the Order Status tab at the top of the page</li> </ul> <p><b>Call ... 1-888-793-8683</b> for questions about your sign order or the Certified Contractor team at 1-888-532-5767, Option 3</p>												