

“The Perfect Call™” An Example - Summary

1. Pulling up to the property owner’s home – exactly on time...

- “Certified Contractor”/ “YOUR COMPANY” Team magnetic signs on clean vehicle
- Wearing “Certified Contractor”/ “YOUR COMPANY” team combo shirt

2. Initial contact with the homeowner

- Basic Script
“Hi my name is (_____). I represent “YOUR COMPANY” Roofing System Client Satisfaction Team. Before I get started – do you have any questions for me?”

(If they have questions – find out “why” they asked, when possible, before answering.) “That’s an interesting question, why did you ask? Find out the “emotion” behind the question.

If it’s ok with you – here’s the best way to make sure you understand your options – and get what you want. There are four main things to choosing the right roof system. First, making sure I understand what you need – so that we solve the right things – and not the wrong things.

Second, making sure you understand what you need – so you avoid making mistakes – that lots of people make, that surprisingly, can even affect the health of their family, waste money on energy bills and home maintenance costs – and they NEVER know it has anything to do with the roof.

Third, making sure I calculate the right amounts.

And fourth, making sure you understand your options. To do this the right way– you’ll need to invest about one hour of your time. And whether you use (company name) or not – you’ll be in a much better position to know HOW to purchase the roofing system that is worth your money– by knowing how to really tell a who is a qualified contractor and who isn’t – who has a warranty that’s worth something and what is junk – and which manufacturer’s product are reputable and which are questionable – and WHY? Is that ok?

If it’s ok with you, I’d like to walk around the house with you for a few minutes – so that I can understand what is going to take to do this job right. Would you mind taking a walk with me for a few minutes?

3. Walking around outside

- Assuming we were to do your roof. The best place to put the dumpster would be _____, but we could put it _____; do you have a preference?
- When the materials are delivered, the truck will need to get close to the house. Would it be ok for them to come and park _____so that they can get the shingles on the roof? We can put the pallets of other material _____ or _____; do you have a preference?
- I can see that you’ve put a lot of care into this garden and these shrubs; what are they? I’ll make a special note to the foreman that we’ll have to take special precautions to protect them.
- Are there any special plants or shrubs that we should take special care to avoid or protect?

If it's ok with you, let me continue to get some more information, take some measurements. Then we can go inside - I'd like to share with you mistakes that people sometimes make when choosing a roof system, manufacturer and contractor.

You can ask me any questions you have. And I'll share what we do at "YOUR COMPANY" to help you avoid problems and wasting money. If I think our "YOUR COMPANY" can help you, I'll also share with you what I'd do if this were my own home. If I don't think "YOUR COMPANY" frankly is the right contractor for you – I'll share with you some other contractors you might consider too – and why. So, whether you buy from us or not, you'll be in a better position to make a good decision. So, I'm just here to help. Does this sound ok?

- (Ask about their concerns and issues, including but not limited to – as you walk.)
 - ... have any neighbors had any issues with their roofs; any problems during or after installation?
 - ... any neighbors, pets, local children that should be aware of?
 - ... any limitations on when the project needs to be done – can't start before or must be finished by?
 - have you noticed how some roofs can really enhance the character of the home – and therefore can affect the re-sale value?
 - are there any roofs that you've seen that you really like – or don't like; colors, styles, etc?
 - how long are you likely to live in the home?
 - Are your energy bills going up significantly? Are energy savings something that is important to you?
 - Many of even my wealthiest customers have used financing – because they tell me they'd rather use their cash for something else. Is financing the roof on monthly payments something that you'd like to at least see as an option?
 - Did you know that roofing has been amongst the highest complaint categories to the better business bureau – because many people think it's simple – until things go wrong; and 80% of contractors are out of business within 2 ½ years of installing a roof, so they may not be there when you need them.
 - Did you know that roofing is involved in over 70% of construction litigation, but is less than 4% of construction costs?

Would you mind doing me a favor? Can you carry my clipboard and camera while I carry the ladder and measuring tape from my vehicle over to your house (for climbing roof, examination, measurements)?

(While on the roof – share what you're seeing and **why** it's important.)

4. *If they won't walk outside...*

(If they say "no" to walking around...)

How about this? While I am evaluating your roof system, would you please watch this video and just take a quick look through this notebook. This DVD, "Avoiding Roofing Disasters" demonstrates how you can avoid common mistakes and protect your home. That way, I'll be able to help you better understand your options when I come back inside. It is only about 10 minutes long. Sound good? Great!

5. *After measuring, back in the house*

(When you come in the house)

Can you show me where the opening to the attic is?

(They'll likely say something like: "why?" or "nobody else asked to see the attic")

Why? You're kidding. The other contractors didn't look in the attic with their flashlights? Wow, that's surprising. I wouldn't feel right about giving you a proposal without looking in the attic first. In probably 98 out of 100 homes it wouldn't make a difference – but – you wouldn't want to be one of those few homes where it did make a difference.

Here's why.

Picture a 10 year old boy who scraped his knee. You clean it out, and put a Band-Aid on it. Chances are you'll never see the Band Aid come off, and with long pants on, the kid won't show you the wound area again, right? Well, in some cases, not that often, if the wound wasn't cleaned out well, it can become very badly infected, and actually worse than the original scrape.

It's the same with a roof. You're replacing the roof, because there have been problems, or just because it's old. In all likelihood, there is not severe damage to the structure underneath the roof. BUT, if there is, and I don't find it before I re-roof your home, I could be just covering it up – and a structural problem that right now might be minor could fester and become severe – and that would result in a disaster. In five years or so, you might have to tear off the new roof, AND, replace the structure underneath. That's real expensive.

By the way, when we tear off your shingles before putting on your new ones – sometimes we see deck rot there that we don't see from underneath. That's why we always like to do a shingle tear off – and not just put shingles over existing shingles too. But, that deck rot from the top – doesn't always show underneath – and vice versa.

6. *Initially, at the kitchen or dining room table*

(assuming – you have required all foreman to read the GAF-Elk Pro Field Guide – and take the test)

(as you're talking- flip the pages of the book – it has a "wow factor" – because people realize roofing is more difficult than it appears)

See this Pro Field Guide. I shared with you that we are a specially GAF-Elk certified contractor. It's sort of like being selected for the National Football League (NFL). Only the best make it – but – even in the NFL – some teams are better than others – and we're the best of the best.

All of our foremen have to read this guide – and take a test. That's one of the ways we can assure that a quality installation of your home.

(Now, take out the Spanish Pro Field Guide version – and flip the pages)

And our Spanish speaking foreman have the same guide – and take the same test.

(takes away the objection - proactively – are the Spanish crews capable?)

7. Presenting At The Kitchen Table – Using Your Brochure

Many of my customers – even those that I know that have plenty of money – have purchased their roof on monthly payments. I've asked them why – and they told me – they'd rather use their money for something else.

It takes about 5 minutes for approval over the phone – and – to find out what the payments would be. And – if you go forward with it – there's basically no paperwork.

Frankly, I don't care either way – we don't make any money on the financing – it's something we provide as a convenience – and – this finance company ONLY provides financing to clients of specially certified contractors like us – because they know that due to the quality of our work, the loans are probably less risky for them.

Are you interested in making that call?

Alternative (My Favorite)

Add 2 ½ % to your selling price (your cost). Example – if the price (investment) was \$10k – make it \$10, 250. Share with the property owner (especially works well if they have money)...
“Your investment in this roof is \$10,250 or \$XX per month (always share the approx. monthly – just like cars – some believe they can't afford a \$40k BMW – but can afford one if its \$299/month)

. Our company has a special arrangement with Smart Money – if you invest in a roof from us – you don't have to make any payments for 6 months – and you owe no interest. So – pay it off if you want in six months – and – your essentially getting FREE MONEY totaling over \$10, 250 (the amount total)!



Note: not available in Canada

Reinforce:

- I'm just here to help...
- Whether you buy from me or not...
- It's easy to make mistakes: *Ask- did you know that...*

Contractor Mistakes

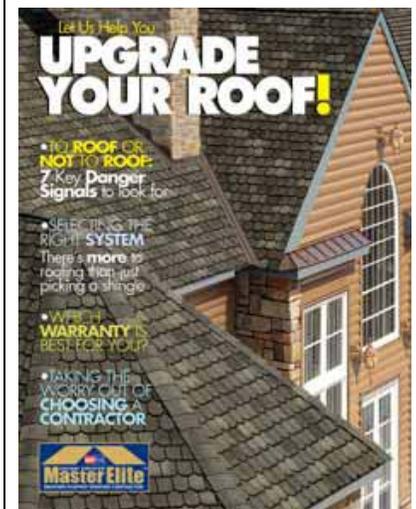
- Top 5 complaints – better biz bureau
- Involved 70% litigation – but only 4% construction costs
- 80% of contractors out of biz within 2 ½ years of installation – but most problems don't show up for 4-7 years

Manufacturer Mistakes

- Warranties can be misleading – and not worth that much
- Many are financially insecure – example, Globe went out of business in 2001; had issued \$5 billion consumer warranties in previous 10 years – not \$1 is worth anything

Homeowner Mistakes

- Ask real estate agents – a roof is 40% of the visual of your home – the right design and color can affect the re-sale value. A Lifetime designer shingle investment is typically under \$3k extra now – but you'll likely get more than that back when you sell – and you might as well enjoy it now!
- Many roof systems can affect a family's health, increasing allergies; increase energy bills – and cause more frequent house painting and wall papering – and MOST people have no idea it has anything to do with the roof.
- Whether you buy from me or not – you're going to be better off today – because you're going to learn how to avoid these mistakes.



Here's the situation with your roof:

- (Review the problems you found on their roof – and WHY it's a problem)
- (Review the things THEY said were problems – and reinforce WHY they said they were problems)



I have a few more questions – to make sure I can help provide you the best options that match your needs.

- (ask any more questions – you haven't had a chance to ask)

Do you have any more questions for me, before we continue?



Here are some shingle options...

Based on what you're shared with me, the best for resale of your home might be the _____ shingle.

While it's a little more money – it will come out to only about \$6 per week.

But the re-sale can be worth several thousand dollars – and – you'll enjoy it every day.

(Note: The difference between a \$150 per square and \$50 per square material difference over 30 years on a 30 square home is:

- $\$100 \times 30\text{sqs} = \$3,000$
- $3,000 / 30 \text{ years} = 300 / \text{year}$
- $300\$/\text{yr} / 365 \text{ days} = 82 \text{ cents a day}$
- $300\$/\text{yr} / 52 = \5.75 a week



(Assume you put the System Plus warranty as a Given)

(94 of all 100 contractors can't even provide you the warranty I've given you – even if they use GAF-ELK shingles. That's because my company is specially certified. And GAF-ELK is not just any roofing manufacturer. If you add the number 2 and number 3 roofing manufacturer in North America together – they're still not equal to GAF-ELK. That means more professionals in the business – architects, professional roofers, and builders – use GAF-ELK – by far – than any other material – because it's the best.

Now, here is what other contractors are not likely going to tell you about their warranty!

**Step 2
SELECT YOUR
WARRANTY**

	TYPICAL GAF-ELK Shingle Warranty	BETTER GAF-ELK System Warranty	BEST GAF-ELK System Plus Warranty
Material Defect Coverage*	100% Coverage Period No No No	15 yr + 50 yr Yes 25 yr + Lifetime	15 yr + 50 yr Yes 25 yr + Lifetime
Workmanship Coverage*	100% Coverage Period No No No	2 yr Yes No	15 yr + 20 yr Yes Yes
Problem Prevention	Exclusive 40-Point Factory Inspection? No No No	No No No	Yes Yes Yes
Peace Of Mind*	Warranty Transferable? Free Transfer? Good Housekeeping Protection?	May/No No No	Yes Yes Yes

Their Manufacturer Material Defect Coverage	What They Won't Tell You	What We're Providing You
<p>What's Covered...?</p> <p>(Assuming at least the System Plus is Standard in All Proposals)</p>	<p>They're only covering the shingle...</p> <ul style="list-style-type: none"> That means that if the cheap felt they use goes bad – and causes the roof system to become defective – you're probably out of luck... That means that if the ventilation they use goes bad – and causes the roof system to become defective – you're probably out of luck... That means, if the ice and water shield they use goes bad – and causes the roof system to become defective – you're probably out of luck... That means, that if the starter strips they use go bad – and causes the roof system to become defective – you're probably out of luck... 	<p>We use a totally integrated GAF-ELK system. That means if any part of the GAF-ELK system becomes defective – the entire Weather Stopper™ system is covered. The starter strip. The roof deck protection. The leak barrier. The shingles. The ventilation. The hip and ridge cap. It's comprehensive coverage.</p>
<p>The Labor Coverage for Material Defects...</p>	<p>Typically, ONLY 5 Years...</p>	<p>Ours is for the total number of years of the shingle warranty. So for example, if you have a Lifetime GAF-ELK shingle, it's 50 years of labor coverage! If you have a Timberline 30 – 'its 30 years of labor coverage. That's a HUGE difference.</p>
<p>How Many Years At 100% Coverage...</p>	<p>Typically, Only 5 Years... And the problem is most material defects show up in years 4 through 8!</p>	<p>Ours is for 12 years for most GAF-ELK shingles. But for the lifetime shingles – its 100% of the costs – for the full 50 years – it never prorates!</p>
<p>Transferability If You Sell Your Home</p>	<p>Typically, Only 10 Years... And sometimes, they charge.</p>	<p>Our GAF-ELK warranty transfers anytime – and there is never a charge. So, this special warranty can increase the value of your home when you sell it – too!</p>
<p>And, Is The Warranty Insured By Somebody Else?</p>	<p>I don't think anybody has insurance on their warranties. And, over 15 manufacturers have disappeared in the last 35 years. So – there is reason to be concerned.</p>	<p>GAF-ELK is financially, very, very strong. It sells more than 200% more roofing than its next biggest competitor. However, your GAF-ELK warranty is also the only one certified by the Good Housekeeping Institute. This is based on Good Housekeeping engineers reviewing GAF-ELK factories and reviewing their quality control processes.</p> <p>It's the best coverage – by far!</p>

One More Option – Golden Pledge

If your product is applied wrong by a contractor – you may be totally out of luck. After all, it is estimated that 80% of all contractor are out of business within 2 ½ years of installing your roof!

For only an extra \$_____, you can increase your warranty coverage to the very best that is available – no other manufacturer has anything that really can give you this peace of mind – it’s the Golden Pledge Warranty.

In fact, we estimate that less than one in a thousand homes with a new shingle roof has coverage from a manufacturer for application defects. And GAF-ELK has been in business since 1886 – so what’s the chance they’ll be here when you need them?

Here is what you’ll get in protection – in ADDITION to what I’ve already told you – and less than two out of every 100 contractors in North America is even allowed to offer this.

First, it not only covers material defects, but GAF-ELK actually provides coverage so that if we happen to make a mistake installing your roof, GAF-ELK stands behind us – you have a comprehensive application guarantee too. That means – for the next 15 years – if there is ANY problem due to either a material defect OR application defect – and if you purchase a GAF-ELK lifetime shingle – it will not only look better and possibly increase the resale value of your home, but the Golden Pledge protection is 100% for 20 years. And then, all of the other coverage I shared with you still is included after the 15 or 20 years.

The roof system I’m installing is totally integrated – it’s the Weather Stopper system. Frankly, if anybody in my family needed a roof – or one of my best friends needed a roof – this is what I’d put on their roof too. It’s the best protection. Here’s why.

A roof system is like life insurance. Since the roof is protecting everything in your home – and for most people, their home is their most important investment; it doesn’t make sense to invest in good protection. It’s also sort of like paint. If you’re going to paint your home – you might as well do use good quality – and do it right!

There are a few key components of the GAF-ELK Weather Stopper System.

**Step 3
SELECT YOUR
ACCESSORIES**

	"TYPICAL"	BETTER	BEST
Roof Deck Protection	<input type="checkbox"/> 15 lb. Felt	<input type="checkbox"/> Deck-A-Rose® Shingle-Mat® LeakBlock®	<input type="checkbox"/> Deck-A-Rose® Shingle-Mat® LeakBlock®
Leak Barrier	<input type="checkbox"/> None	<input type="checkbox"/> Weather Watch® StormGuard®	<input type="checkbox"/> Weather Watch® StormGuard®
Attic Ventilation	<input type="checkbox"/> Basic Roof Louvers	<input type="checkbox"/> Cobra® Exhaust Ventilation Master Flow® Exhaust Ventilation	<input type="checkbox"/> Cobra® Exhaust Ventilation Master Flow® Intake Ventilation
Pre-Cut Starter Strip	<input type="checkbox"/> Cut-Up Strip Shingles	<input type="checkbox"/> WeatherBlocker® Pro-Start® WeatherStrip®	<input type="checkbox"/> WeatherBlocker® Pro-Start® WeatherStrip®
Ridge Cap	<input type="checkbox"/> Cut-Up Strip Shingles	<input type="checkbox"/> Timberline® RidgeCap® Seal-A-Ridge® 2" Ridge	<input type="checkbox"/> Timberline® RidgeCap® Seal-A-Ridge® 2" Ridge
Skylights	<input type="checkbox"/> None	<input type="checkbox"/> HouseScope®	<input type="checkbox"/> HouseScope®



1. Most roofers use put cheap felt under your shingles. The problem with that is, when cheap felt gets wet, it can form a bubble – and can tear more easily. And sometimes the shingle forms a curl over the bubble. Now this doesn’t happen in 100 of 100 homes – but in a few homes, when you get a real strong wind driven rain – the kind that it looks like its blowing from your neighbors house – the wind can catch the curl of the shingle – and cause it to blow off – and because of the cheap felt – you don’t have that extra layer of protection protecting your home.

We use high quality Roof Deck Protection – so that it adds an extra insurance and layer of protection underneath the shingles.

2. All homes are built on dirt. This means that over time, whether it’s in 1 year or up to 7 years, the foundation of your home shifts. And when the home shifts – any place that the roof structure comes together – it can shift. Those areas where shifts occur are vulnerable and are where most roof leaks actually occur – and it happens underneath the shingles where you don’t see it. That’s why we install a special leak barrier in the vulnerable areas of the roof where we know shifts in the foundation can cause the roof structure to shift and cause leaks. We also install this leak barrier wherever ice damns are most likely to build up – to help prevent those problems. And this leak barrier has special properties – so that when we nail shingles through the leak barrier from above, it literally “self heals” itself around the nails – so it can’t leak around the nail holes!
3. We use GAF-ELK shingles – which is the most trusted roofing manufacturer in North America by professionals who deal with the problems of roofing every day, including architects, builders, and roofing professionals. In fact, if you take the second largest roofing manufacturer and the third largest roofing manufacturer, they still aren’t as big and haven’t earned as much trust from roofing construction professionals as GAF-ELK.

4. Ventilation is the most misunderstood – and one of the most important parts of the roof system for your home. Why? It’s estimated that 95 out of 100 homes don’t have enough ventilation – and don’t even achieve the building codes. Most roofing contractors don’t even know how to. Fifteen years ago – it wasn’t much of a problem. Why? Because people’s homes “leaked” air from the windows and siding and doors. But now, many people made their homes more energy efficient – their homes are “tight” – so the moist, warm air is now going up into the attic.

Here are the problems that can cause.

- First, you can put your family’s health at risk – and not know it has anything to do with the roof. For example, Asthma may be triggered by allergies. One of the most common causes of allergies is mold. The recipe for mold is moisture, warm air and organic material. If your home is now energy tight – and your attic doesn’t help the moist air escape through roof ventilation – you’ve got the recipe for potential mold.
 - Second, when you get only 2% moisture in the insulation in an attic, it drops the R value – or energy efficiency - of your insulation by about one-third. So what does that mean? Your heating and air conditioning bills go up. Your furnace and air conditioning equipment needs to be serviced more often – at cost – and, it has to be replaced sooner.
 - Third, if moisture gets into the walls – even a teeny bit – paint doesn’t stick as well – and wall paper doesn’t stick as well, and you may have to replace it due to peeling sooner.
5. The last major component is a nice hip and ridge cap – and many roofing contractors skimp here and just make one out of strip shingles. Here’s an analogy. If you buy a painting or a print – that you really like – and put it in a cheap frame – it will look just “ok” - but, if you put a painting in a really nice frame – it can really draw the colors out and make the art much more striking! It’s the same with your roof. Your roof is typically 40% of the visual effect of your home. By using a quality hip and ridge cap – it really frames the roof – and makes it much nicer. This can actually affect the re-sale value of your home – and – you’ll appreciate it more while you live here!

Bonus – Sell The Best

6. Your best option for the Roof Deck protection is Deck Armor. Its synthetic. Feel it. Try ripping it. Picture this as the extra protection – several months or years from now – when there’s a major storm and rain is threatening to drive itself under the shingles.
7. With ventilation – you can never have too much intake – you can have too much exhaust. Its like your body – if you try to exhaust more than you intake – it just won’t work. Your very best option is to also invest in a Solar Powered Intake Booster Vent. It further helps protect your family’s health – helps assure you’re not wasting money on excess energy bills and helps make sure you’ll get a full life from your investment in your roof system.

It would be a sincere privilege to do your home. Most of our business comes from referrals.

The owner of our company has told me – when I meet a customer that would make a great referral – here’s what I’m allowed to do. I can tell that you’re the type of person that if you’re frustrated with our work – everybody in the neighborhood will know – and we’ll likely never get more work around here – BUT – I can also tell that we do an EXCEPTIONAL job – you’re the type of person that will tell other people and we’ll get 4 or 5 more customers over the next few years – and that’s how we make our money.

So, here’s what I can do – I’ll write up the paperwork – and I can take \$150 off our normal pricing – if you allow us to leave our company sign up for 60 days after we complete your roof – and we’ll call that a marketing fee.

This will also allow me to get our crews scheduled – because we’re very busy – we get lots of referrals.

BUT – if you change your mind – and decide you WANT to use another contractor for any reason – just CALL me any time in the next 5 days – and I’ll just tear up your paperwork. Doesn’t that sound fair?

Thanks!

GAF-EIK HAS TAKEN THE WORRY OUT OF CHOOSING A ROOFING CONTRACTOR



The biggest obstacle to a successful roofing project is choosing the right contractor to do the work. To help make your decision easier, our company has joined an exclusive factory-certification program sponsored by GAF-EIK—North America’s largest roofing manufacturer.

Asking the right questions is the key to selecting the right contractor. To become a certified GAF-EIK Master Elite® roofing contractor, we had to show that we are:

- Fully licensed in our state (or local area) to perform roofing work*
- Adequately insured for your protection
- Have a proven reputation for providing quality roofing services throughout the community
- Committed to ongoing professional training to ensure quality installation

Because of GAF-EIK’s stringent standards, *only the top 5% of all roofing contractors have qualified as Master Elite® contractors!* Choosing us is your assurance that you’ll be dealing with a quality, reputable, and dependable professional contractor – not some “fly-by-nighter.”

*Applies in areas where licensing is available

Factory-Certified Installation
To ensure your total satisfaction, our company has been provided with extensive training materials developed by GAF-EIK’s technical experts—allowing us to stay current in the latest roof installation techniques. In fact, every one of our foremen and installers is trained using GAF-EIK’s Quality Assurance Roofing Educational Program.

Superior Protection
Most people think that a new roof is nothing more than just nailing up some shingles. We know better—so we recommend GAF-EIK’s Weather Stopper® Roofing Protection System. It gives you the best protection against a variety of all-too-common roofing problems. Plus, each component used in the system has earned the prestigious Good Housekeeping Seal!

“Worry-Free” And “Hassle-Free” Warranty Options

Because of our unique training and factory-certified status, roofs we install are eligible for special warranties—all backed by GAF-EIK’s financial clout as North America’s largest roofing manufacturer. After all, a warranty is only as good as the manufacturer that stands behind it. With a GAF-EIK roof, you know that you will be covered throughout the warranty period—without fail! Ask us about which warranty option would be right for your home.

Your Safest Choice
Don’t trust your biggest asset to just any contractor. As a factory-certified Master Elite® contractor, we’re your best and safest choice!

