

The Premier Roofing Dealer™ Program

Growing Your Roofing Business

GAF recognizes the critical importance of lumber dealers and their building products distributors in serving roofing contractors. We are committed to helping this channel build on its success.

Our Premier Roofing Dealers™ bring:

- Customized service
- Excellent local market knowledge
- Commitment to and understanding of contractor needs

GAF is committed to helping you grow your business through:

Advanced Quality – providing well-engineered, reliable, and innovative products that deliver superior performance

Industry Experience – Proven track record and the broadest portfolio of roofing solutions in the industry

Solutions Made Simple – Products and systems that work together to make your roofing sales seamless and simple

NOTE: Criteria for inclusion into the Premier Roofing Dealer™ program is that you will carry no more than 2 Roofing Shingle lines and GAF is number 1 in your lumber yard.



The Premier Roofing Dealer™ Program

Benefits and Commitments (contact your TM for details)

Co-Op Dollars	✓
Product Locator	✓
Direct Marketing	✓
Web & Social Media Assistance	✓
Digital Merchandising Monitors*	✓
Display Racks	✓
CARE Training Events*	✓
Concierge/Technical Hotline	✓
Coupon in National Magazine	✓
Welcome Kit	✓
Access to the GAF Storefront	✓

*Available upon proof of purchase of \$500,000 of GAF products.



Commitment

Company Name: _____

Contact Name: _____

Dealer/Branch Name: _____

Address: _____

City, State, Zip: _____

Email: _____

Website: _____

Phone: _____

Fax: _____

Estimated 2013 sales of GAF residential products: _____

In order to contact you with respect to offers from GAF and third parties that may be of interest to you, Dealer consents to receive faxes, emails, and phone calls from GAF and third parties.

- I DO NOT wish to be contacted by GAF or any third parties.

Co-op Dollars: you are eligible for either a ½% or ¼% of total residential GAF purchases up to \$5,000. The ½% is only available to exclusive GAF dealers (those dealers that only sell GAF-brand shingles). Invoices must be submitted for accrual of co-op dollars. Send invoices to: GAF, 1361 Alps Road, Wayne, NJ 07470, Building 11-2, Attn: Sales Administration

- I am an exclusive GAF dealer
 I am NOT an exclusive GAF dealer