

# Authorized™ Lumber Dealer Program

## Information Sheet / Form

Updated: 6/09



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

Announcing

# A Promotional Opportunity...

Now,  
GAF-Elk Corporation  
Authorized™ Lumber Dealers  
Can Receive A FREE Listing In

**GAF-Elk's  
Retailer/Lumber  
Dealer Locator  
Website  
Program...  
And  
Access Other  
Business  
Building Tools,  
Too!**

By participating in the GAF-Elk Retailer/Lumber Dealer Locator Website Program, contractors, builders, specifiers and property owners who are looking for retail locations can locate you on our website by simply entering their zip code!

## 1. Authorized™ Lumber Dealer Program

### Requirement:

Commitment to stock a minimum of 4 out of 9 product categories: GAF-Elk must be the number 1 or 2 brand stocked to qualify in each category.

### Benefits:

- 3 Priority listing on the GAF-Elk Retailer/Lumber Dealer Locator Program
- 3 Access to programs that help reinforce trust, close more sales, reduce cost, and increase capabilities such as:
  - Literature, DVD's, CD's, and classes to help you improve your roofing and selling abilities
  - Product displays, signs, and samples
  - Ford purchase program
  - Sprint® Nextel™ discount program
- 3 License to use the GAF-Elk Authorized™ Lumber Dealer logo in your advertising and promotional efforts.

## 2. Here's how the program works

### Step 1

Review your stocking plans with your local Territory Manager.

### Step 2

Fill out the Authorized™ Lumber Dealer Sign-Up Form (reverse side), indicating the product categories you will commit to stock and the counties in which you conduct 80% or more of your business.

### Step 3

Fax the signed form back to CCP in Wayne at (973) 628-3866.

### Step 4

GAF-Elk will list you on its Retailer/Lumber Dealer Locator Website and you will start receiving your job quotes.

**It's that easy!**

Contact your GAF-Elk Territory Manager for further details.





# Authorized™ Lumber Dealer Sign-Up Form

Dealer Name \_\_\_\_\_ Phone # \_\_\_\_\_ Fax # \_\_\_\_\_  
 Address \_\_\_\_\_ Cust. # \_\_\_\_\_ Territory # \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_ Website Link \_\_\_\_\_

Please indicate the product categories that you will stock to qualify as an Authorized™ Lumber Dealer. Requirement: GAF-Elk must be the Number 1 or Number 2 brand stocked in at least 4 out of the 9 product categories listed below.

## 1. Quality Strip Shingles

(Agree to GAF-Elk stocking requirement) Yes  No

*Example: Sentinel®, Royal Sovereign®, Marquis®, WeatherMax® shingles*

## 2. Quality Architectural Shingles

(Agree to GAF-Elk stocking requirement) Yes  No

*Timberline® Prestique 30 HD, Timberline® Natural Shadow™, Timberline® Prestique® 40 HD, Timberline® Prestique® Grandé™ HD, Timberline® Prestique® Lifetime HD, Prestique® Xtra™, Timberline® ArmorShield II™*

## 3. Designer Lifetime Shingles

(Agree to GAF-Elk stocking requirement) Yes  No

*Example: Slateline®, Country Mansion®, Grand Canyon™, Grand Sequoia®, Grand Slate™, Camelot®, Capstone® shingles*

## 4. Hip and Ridge Cap Shingles

(Agree to GAF-Elk stocking requirement) Yes  No

*Example: Timbertex®, Seal-A-Ridge®, Z® Ridge, Sequoia®/Canyon™ Ridge Caps, Vented Ridgecrest™, Ridglass®*

## 5. Starter Strip Shingles

(Agree to GAF-Elk stocking requirement) Yes  No

*Example: WeatherStop™, ProStart™, Sequoia®/Canyon™ Starter Strips, WeatherBlocker™*

## 6. Leak Barriers

(Agree to GAF-Elk stocking requirement) Yes  No

*Example: Weather Watch®, StormGuard®, UnderRoof™/UnderRoof™ 2 Tile Underlayment*

## 7. Roof Deck Protection

(Agree to GAF-Elk stocking requirement) Yes  No

*Example: Shingle-Mate®, Leatherback® Felt, Deck-Armor™*

## 8. Ventilation

(Agree to GAF-Elk stocking requirement) Yes  No

*Example: Master Flow®, Cobra® Exhaust Vent, Cobra® Ridge Runner™, Cobra® Rigid Vent 2™, Cobra® Rigid Vent 3™, Cobra® Snow Country™, Cobra® Snow Country Advanced™*

## 9. Skylights

(Agree to GAF-Elk stocking requirement) Yes  No

*Example: HeavenScape® Fixed, HeavenScape® Vented*

## Lumber Dealer Location Information

List the counties that you serve:

County	State	County	State
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**Note:** Not all products listed in a category are required, but GAF-Elk must have #1 or #2 share for total sales in that category.

The above-named Lumber Dealer agrees to stock the indicated product categories during the period of Jan.1, 2008 through Jan. 1, 2009 and maintain a #1 or #2 GAF-Elk share in exchange for a listing in the GAF-Elk's Retailer/Lumber Dealer Locator Website Program. Should this Lumber Dealer fail to stock the required product categories (through no fault of GAF-Elk), GAF-Elk will remove Lumber Dealer from the Lumber Dealer Locator. Lumber Dealer consents to receive faxes from GAF-Elk after registering in this program.

Branch Mgr. Approval (signature): \_\_\_\_\_  
 Print Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 GAF-Elk Territory Mgr: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Please fax this form to CCP in Wayne at (973) 628-3866