

AVOIDING ROOFING DISASTERS 2012

Personalized Video Reservation Form

Please complete the six steps below in order to reserve your place to personalize the Designing Spaces video!

Step	Action						
Step 1	Please Print Your Information Below: (All fields are required)						
	Your Name: _____ ME#: _____						
	Company Name: (as you want it pronounced on the video - indicate the syllable accent, phonetically spell, etc)						
	Street Address: _____						
	City: _____ ST: _____ Zip Code: _____						
	Contact person (for order questions/confirmation): Phone: _____ Fax: _____ Email: _____						
	I am a Wealth Builder attendee filming with Joann (Limited Availability - must register in advance)						
	Name of Person Attending: _____ Cell Phone: _____						
Step 2	Select Your Personalized Introduction and Closing... please see script page for standard choices						
	Your General Trading Area: (for example, "Central Ohio" or "Eastern Long Island")						
	The Year Your Company Began Doing Residential Roofing: _____						
Step 3	Provide an electronic copy of your company logo... please check appropriate box:						
	(Your logo will appear on screen while your company is introduced) I have an electronic file of my logo and will email to LOGO@gaf.com (Subject Line: DS Logo & Contractor name) I do not have a logo for my company; please type my company name in font. Name to appear on screen _____ Color: _____ Additional Info (Ph#, website, etc. 2 lines max) _____ (Please attach additional sheet if needed) _____ <i>Need a logo? Ask about LogoMojo! Send me info on LogoMojo at the email above</i>						
Step 4	Select DVD's and media file options						
	(not required for reorders filmed in 2011) → Personalization Fee - \$495.00						
	Media File for website - \$ 50.00						
	DVD's (Minimum order 1,000) 1,000 @ \$.50 ea - \$500.00						
	Total Due _____						
Step 5	Choose method of payment...						
	Check (Mail separately to: GAF, Attn: CCP Bldg. 11-1; 1361 Alps Road; Wayne, NJ 07470) GAFBUCKS (Subject to Verification) _____ Credit Card (complete below) Visa MasterCard Amex						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 40%;">Credit Card Number</td> <td style="width: 20%;">Expiration Date</td> <td style="width: 40%;">Your Signature</td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>	Credit Card Number	Expiration Date	Your Signature			
Credit Card Number	Expiration Date	Your Signature					
Step 6	Fax or email completed form and script selections to The Certified Contractor Program ...						
	Email: Logo@GAF.com Subject line: Attn: Lisa Nystrom – DS Video 2012 Fax 1-973-628-3799 Mail: GAF, Attn: CCP Bldg. 11-1; 1361 Alps Road; Wayne, NJ 07470 <p style="text-align: center;"><i>Reservation form, logs and payment information <u>MUST</u> be received by March 9, 2012</i></p>						

→ Contractor Name: _____ ME _____ → FAX: 973-628-3799 EMAIL: LNystrom@GAF.com

Suggested Introductions and Closings for Personalized Videos

Talent: Joanne Liebler

Check the box to indicate which introduction you prefer (or *write your own and attach it):

SELECT ONE OPENING

If you are appearing in your video select two.

____ “This informative video is being brought to you by [your company name], one of [your trading area]’s leading residential roofing contractor. Their *only* goal is to ensure that you make the *best* and *safest* choice in protecting your most *valuable* asset—your *home*. Recently I teamed up with the popular television program, Designing Spaces, to help property owners like you make educated roofing decisions. Let’s take a look.

____ “[Your company name] is pleased to provide you with this video as part of its ongoing effort to help homeowners like you make *informed* roofing decisions. What you are about to see is a recent appearance I made on the popular television program, Designing Spaces that can help you choose the best roofing options for you. Let’s take a look.”

____ “This informative video is being brought to you by [your company name], on of [your trading area]’s *leading* residential roofing company. Understanding what goes into a good roofing system, and what to look for in a roofing contractor, are *critical* for the protection of your *biggest asset*—your *home*. Recently I teamed up with the popular television program, Designing Spaces, to help property owners like you make educated roofing decisions. Let’s take a look.

____ “This informative roofing video is being brought to you by [your company name], a company *dedicated* to *quality* installation and *exceptional* value. In a moment, you will see a recent appearance I made on the popular television program Designing Spaces to help property owners like you make educated roofing decisions. As you watch the video, please keep in mind that [your company name]’s *only* goals are *total* customer satisfaction and *excellent* customer service at the *best* possible price.”

Check the box to indicate which closing you prefer (or *write your own and attach it):

SELECT ONE CLOSING

If you are appearing in your video select two.

____ “As you can see, choosing the right contractor is equally as important as using the right roofing system. Family owned and operated, [your company name] is on of [your trading area]’s *leading* residential roofing contractor. They’ve earned their status as a factory-certified GAF Master Elite Contractor based on their commitment to *quality* installation and *total* customer satisfaction. I know that [your company name] would be *privileged* to have you join *their* family of satisfied customers. Thanks for watching, and we hope your roofing decision is a *great* one!”

____ “As you can see, choosing the right contractor is equally as important as using the right roofing system. In the many years that they’ve served their community, [your company name] has had many of satisfied customers. It’s little wonder: they’re *fanatics* about quality workmanship and *total* customer satisfaction. Choosing the Golden Pledge Limited Warranty from [your company name] will give you *years* of worry-free protection for your new roofing system—and, it’s all backed by GAF, North America’s *largest* roofing manufacturer. So in closing, I know that [your company name] would be *privileged* to install *your* new roofing system. Thanks for watching.”

____ “As you can see, choosing the *right* roofing contractor to protect your home really isn’t all that difficult. As a factory-certified Master Elite Roofing Contractor, [your company name] is an excellent choice. And I know that they’d be *privileged* if you were to select them to install *your* new roofing system. Thanks for watching, and we hope your roofing decision is a *great* one!”

____ “As you can see, choosing the right contractor is equally as important as using the right roofing system. [Your company name] wants to make the installation of your new roofing system hassle-free. And I know that their *only* goal is your *total* satisfaction. In closing, [your company name] would be *privileged* if you selected them to install *your* new roofing system. Thanks for watching and we hope your roofing decision is a *great* one!”

____ “As you can see, choosing the right contractor is equally as important as using the right roofing system. You know, as a factory-certified, Master Elite Contractor, [your company name] is *committed* to *quality installation* and *total* customer satisfaction. You can *trust* [your company name] to provide you with a roofing system and warranty protection *worthy* of your home. And I know that they’re *committed* to making your roofing experience a great one. Thanks for watching.”

____ “As your local GAF Master Elite contractor, you can *depend* on [your company name] to provide the quality and trust you deserve for your new roof. I know that [your company name] would be *privileged* if you selected them to install *your* new roofing system. Thanks for watching.”

*Note: Provided such claims made in introduction and closing are factual and verifiable.