

Market Analysis Map
for Territory Managers

Information Sheet

Updated 7/11



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



MARKET ANALYSIS MAP FOR TERRITORY MANAGERS

Do you sometimes find it a hassle to identify the geographies where you've installed roofing systems, including the design and colors installed? Would having this information – even down to the street level, help you identify where to focus lead generation initiatives, and to use as a reference for prospective clients to view projects?

Now GAF helps with the new Market Analysis Map that allows you to quickly and easily view the location of every warranty that you have registered – including the critical project information you need.

That's Because the Market Analysis Map visually shows all of your installed roofing projects that include enhanced warranties. Further, you'll find the critical job information including product design, color, and install date. And since you can quickly access and download the information into Microsoft Excel, you can easily create product location lists and more efficiently create targeted lead generation promotions.

Therefore, with all of your enhanced warranty job information at your fingertips through the Market Analysis Map program, you will have the tools you need to identify marketing opportunities and project details that will help you close more sales.

Directions to Access:

Action	Screen shots
<p>Step 1: Log In to the Certified Contractor Zone (www.contractors.gaf.com)</p>	
<p>Step 2: Click “Market Analysis Map”</p> <p>Note: May take a few minutes to load.</p>	

Step 3: Map Functionality

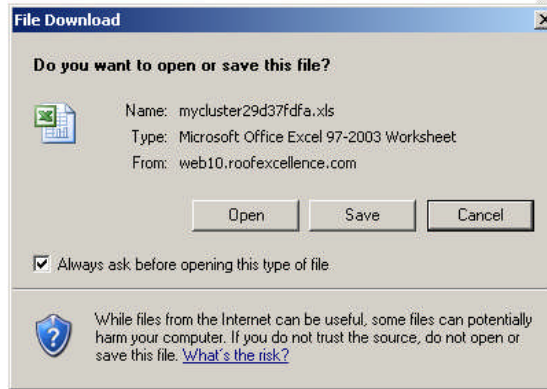
1. Contractor drop down – Either ‘All Contractors’ or drop down for individual contractors
2. Change ‘Date Range’ for warranties registered
3. Navigation – Zoom In / Out (All The Way To Street Level)
4. Balloons – Click the ‘Balloons’ to view a summary of the warranty
5. Warranty list – Click on link to see specific property on the map
6. Export warranty list to MS Excel
7. Map View – switch from map view to Satellite or Hybrid view

Step 4: Export to MS Excel:

When exporting to MS Excel, you will have the option to Open or Save the list. If you select Open (please note that this may take a few minutes) and get the listing displayed in the adjacent cell:

- a) highlight the entire page and copy
- b) open MS Excel – blank workbook
- c) Select ‘Paste’
- d) now, you can ‘sort’ and print the listing

Select to Open or Save the Warranty List in MS Excel



If you selected Open...