

# Market Analysis Map for Territory Managers

Information Sheet

Updated 7/11



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North America's Largest Roofing Manufacturer!™*



## MARKET ANALYSIS MAP FOR TERRITORY MANAGERS


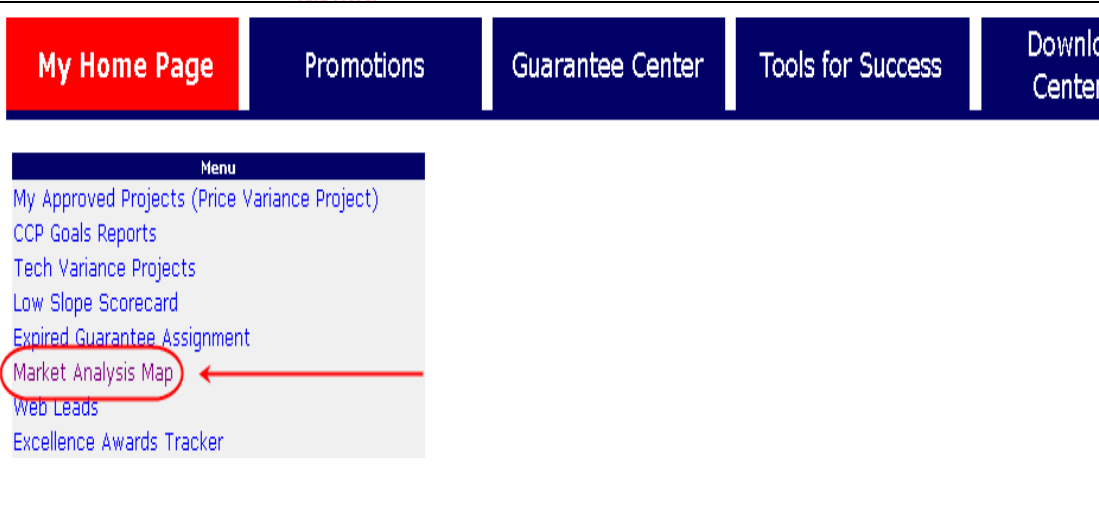
*Do you sometimes find it a hassle to identify the geographies where you've installed roofing systems, including the design and product installed? Would having this information – even down to the street level, help you identify where to focus lead generation initiatives, and to use as a reference for 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 guarantee 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 guarantees. Further, you'll find the critical job information including specs, squares, 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 guarantee 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><b>Note:</b> 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 guarantees registered
3. Navigation – Zoom In / Out (All The Way To Street Level)
4. Balloons – Click the ‘Balloons’ to view a summary of the guarantee
5. Guarantee list – Click on link to see specific property on the map
6. Export guarantee list to MS Excel
7. Map View – switch from map view to Satellite or Hybrid view

The screenshot shows the Certified Contractor Zone website interface. At the top left is the 'Certified Contractor ZONE' logo. Below it is a navigation bar. The main content area features a map of the New York City area with several blue and yellow balloons indicating warranty locations. To the right of the map is a list of warranty details, including contractor names and addresses. The interface includes a dropdown menu for 'Contractor' (set to '-ALL CONTRACTORS-'), a 'Warranty Registration Date Range' selector (set to 04/27/2008 to 10/24/2008), and a 'Map' button. A legend on the right side of the map lists various warranty types like 'Smart Choice System Plus', 'Golden Pledge', and 'GAF Notice of Award'. The 'Export to Microsoft™ Excel' link is also visible.

### 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 Guarantee List in MS Excel

The screenshot shows a 'File Download' dialog box with the following details:  
 Name: mycluster29d37fdfa.xls  
 Type: Microsoft Office Excel 97-2003 Worksheet  
 From: web10.roofexcellence.com  
 Buttons: Open, Save, Cancel  
 A checkbox is checked: 'Always ask before opening this type of file.'  
 A warning icon and text: 'While files from the Internet can be useful, some files can potentially harm your computer. If you do not trust the source, do not open or save this file. [What's the risk?](#)'

### If you selected Open...

The screenshot shows a Microsoft Internet Explorer browser window displaying a table of warranty data. The table has columns for Warranty No, Warranty Type, Contractor No, Contractor Name, Address, and City. The data is as follows:

Warranty No	Warranty Type	Contractor No	Contractor Name	Address	City
1					
2	350221 Golden Pledge	me08178	A.F. Callan & Co., Inc	Joseph T. Donohue Elementary School	Barnegat
3	348144 Smart Choice System Plus	me08178	A.F. Callan & Co., Inc	Firehouse	Oaklyn
4	367107 Golden Pledge	ME00302	Hynes Roofing & Siding	313 Golf Hills Road	Havertown
5	367099 Golden Pledge	ME00302	Hynes Roofing & Siding	1710 Hawthorne Avenue	Havertown
6	342884 Golden Pledge	ME00302	Hynes Roofing & Siding	423 Dove Lake Road	Gladwyne
7	342874 Golden Pledge	ME00302	Hynes Roofing & Siding	601 Valley View Road	Ardmore
8	342878 Golden Pledge	ME00302	Hynes Roofing & Siding	12 Valley View Lane	Newtown Square
9	334949 Golden Pledge	ME00302	Hynes Roofing & Siding	507 Sandy Bank Road	Media
10	342894 Golden Pledge	ME00302	Hynes Roofing & Siding	111 Allgates Drive	Haverford
11	342879 Golden Pledge	ME00302	Hynes Roofing & Siding	310 Cherry Lane	Wynnewood
12	342886 Golden Pledge	ME00302	Hynes Roofing & Siding	2728 Chestnut Avenue	Ardmore
13	337570 Smart Choice System Plus	ME00731	Sea Shore Construction	28 W. Yorkshire Ave.	Northfield
14	347893 Smart Choice System Plus	ME00731	Sea Shore Construction	5132 West Ave.	Ocean City
15	347917 Smart Choice System Plus	ME00731	Sea Shore Construction	121 Alder Ave.	Egg Harbor Township
16	347924 Smart Choice System Plus	ME00731	Sea Shore Construction	John Miller	Avalon
17	347923 Smart Choice System Plus	ME00731	Sea Shore Construction	1112 N. Lavender Ln	Absecon
18	347920 Smart Choice System Plus	ME00731	Sea Shore Construction	2037 Harbor Ave.	Ocean City
19	347916 Smart Choice System Plus	ME00731	Sea Shore Construction	68 Edgewater Dr.	Tuckerton
20	347918 Smart Choice System Plus	ME00731	Sea Shore Construction	7 Dorato Dr.	Egg Harbor Township
21	347908 Smart Choice System Plus	ME00731	Sea Shore Construction	405 49th St.	Ocean City
22	349960 Smart Choice System Plus	ME00731	Sea Shore Construction	415 N. Exeter Ave.	Margate City
23	347913 Smart Choice System Plus	ME00731	Sea Shore Construction	2325-27 Central Ave.	Ocean City
24	347906 Smart Choice System Plus	ME00731	Sea Shore Construction	710 North Harvard Ave.	Ventnor Heights