



Dear GAF Factory-Certified Contractor,

We understand how challenging it can be for you to reach out to prospective customers after a severe storm hits your area. The best way to overcome this challenge is to be prepared. By getting ready for storm season now and having storm response marketing materials on hand, you can **quickly and effectively market your services after severe weather has hit your target business area.**

GAF and SmartMail™ now offer Storm Response marketing materials to help you be well prepared in advance. Our professionally designed pieces allow you to follow up immediately after storms with GAF-branded materials that feature your company logo and contact information. Available materials include:

- **Customizable postcards and doorknob hangers** for advertising your storm recovery services
- **A customizable proposal folder** with a business card slot for use during your in-person storm response presentations
- **A customizable “10 Tips To Help Choose The Right Roofing Contractor” sell sheet**

With two ordering options, SmartMail™ makes it quick and easy for you to prepare both your company and the homeowners in your area should severe weather damage occur.

- **Direct Mail Feature** – This allows you to quickly reach hundreds of high potential customers via a targeted mailing list, without tying up funds on marketing literature inventory. A mailing list is provided **free** of charge with postcard purchase.
- **A La Carte Pricing** – This allows you to order the materials you want to keep in inventory for distribution on demand. Convenient quantity bundles are available.

Don't get caught unprepared and miss out on new business. By having a marketing plan in place and effective materials on hand to immediately distribute after severe weather hits, you'll be able to gain revenues as well as help those in your target area repair damage and get their homes back to normal as quickly as possible.

To get started, visit the SmartMail™ website at gaf.lexinet.net or call the SmartMail™ Team at 1-800-767-9559.

Best Regards,
GAF Certified Contractor Program