

Mid-Tier Contractor Conversion Program FAQs

The Mid-Tier Contractor Conversion Program is designed for a GAF Territory Manager to strategically target a specific contractor for conversion whose sales are in excess of \$3M per year or, who replaces in excess of 300 roofs per year or, who installs in excess of 9,000 squares. The threshold has been lowered to \$1.5M however the TM must send Vishal Laddha the following:

- Previous Year Revenue and Squares
- Current Year Expected Revenue and Squares
- % being converted to GAF
- Who the contractor is converting from
- Expected Growth Rate Year over Year

This program will not be marketed to our existing CE or ME contractors because they do not qualify for the program. The qualifying contractor is currently installing a competitor's product and is not currently enrolled in our contractor programs. If we have a GAF contractor who is only doing <15% GAF today, and is willing to convert close to 100% to GAF, we will consider them for the program, assuming they meet the criteria above as well.

Frequently Asked Questions:

Q: Will a presentation be made available?

A: No. This program is not to be communicated broadly to our existing contractors – they do not qualify. Share this program only with contractors that qualify and have been approved by your RSM and AVP.

Q: Can a contractor use the Co-Op funds to purchase enhanced warranties?

A: No. The Co-Op revenues are made available to rebrand the contractor's business.

Q: What can the contractor use the Co-Op revenues for?

A: Any marketing, advertising or branding initiative that displays the GAF brand in a positive position and that you have approved. Truck Wraps, Wearables, TV or Radio spots, brochures, signage, job signs are all acceptable.

Q: How are the Co-Op funds fulfilled?

A: The TM must fill out the "Mid-Tier Co-Op Marketing Form". The \$5,000 in \$1 to \$1 Match (COOP) for rebranding efforts for contractors enrolled in the program will be paid by check direct to the contractor after we receive proof of spend.

Q: Can I target a contractor that was previously in our program?

A: Possibly, if the qualified contractor has not been in our contractor program in the previous 12 months. If the contractor was previously in our program but has been out of our programs for over 12 months, they may qualify. If we have a GAF contractor who is only doing <15% GAF today, and is willing to convert close to 100% to GAF, we will consider them for the program, assuming they meet the criteria above as well.

Q: What do we provide in regard to the free website?

A: GAF will pay to have Mopro create a new website or enhance their existing website along with hosting for 1 year.

Q: What happens to the Mopro website after 1 year?

A: The contractor has the option to continue their partnership with Mopro at their own expense.

Q: What do we provide in regard to a free truck wrap?

A: We will pay for a custom truck wrap for one vehicle up to a full size, four door standard pickup truck.

Q: How does the contractor prove they have \$3M in annual sales?

A: We recognize that contractors will not share their financials with you. Do the best you can to secure from your distributors the number of homes they roofed, number of squares they purchased and estimate their annual sales. The \$3M threshold is based on total revenue - not how much the contractor spent at distribution. \$3M includes material, labor, and profit.

Q: Who do I send the agreement form to after it is signed?

A: The form can be signed electronically by all and emailed in to Vishal Laddha CCP.

Q: How do we calculate the Co-Op due the contractor?

A: Co-Op is \$1 paid by GAF when the contractor spends \$1. Hence if the contractor spends \$2000 on wearables, we will pay \$1000 and the contractor will pay \$1000.

Q: What's in it for GAF?

A: The contractor must agree to convert at least 50% of their roofing product purchases to GAF branded products.

Q: If a contractor joins as a CE, do they still need to pay the \$495 enrollment fee?

A: Yes, there are no modifications to the existing ME and CE agreements. This program is structured as an Addendum to our existing ME or CE agreements, all program benefits are captured within the Addendum.

Q: What is the approximate value of the Mopro Website?

A: The value of a custom website and one year of hosting is approximately \$1,200.

Q: What is the approximate value of the truck wrap?

A: The value of a custom truck wrap is approximately \$3,250.

Q: What calendar does this addendum run on?

A: This program runs concurrently with a new CE or ME agreement.

Q: There are no contractors this big in my market.

A: Not all markets will be able to take advantage of this conversion program. Due to the size of our financial investment in the contractor, a targeted contractor must generate a minimum amount of product sales for us to capture a return on the investment. If you have a contractor that may be smaller than the qualifications require, reach out to [Vishal Laddha](#) to discuss. On occasion, an exception may be made.

Q: Can any of the listed program benefits be converted into Co-Op dollars?

A: The other benefits, the truck wrap and website, can be exchanged for additional Co-Op. The truck wrap, which is valued at \$3,250 can be converted into \$2,000 in Co-Op funds. The website, valued at \$1,200, can be converted into \$500 in Co-Op funds.