



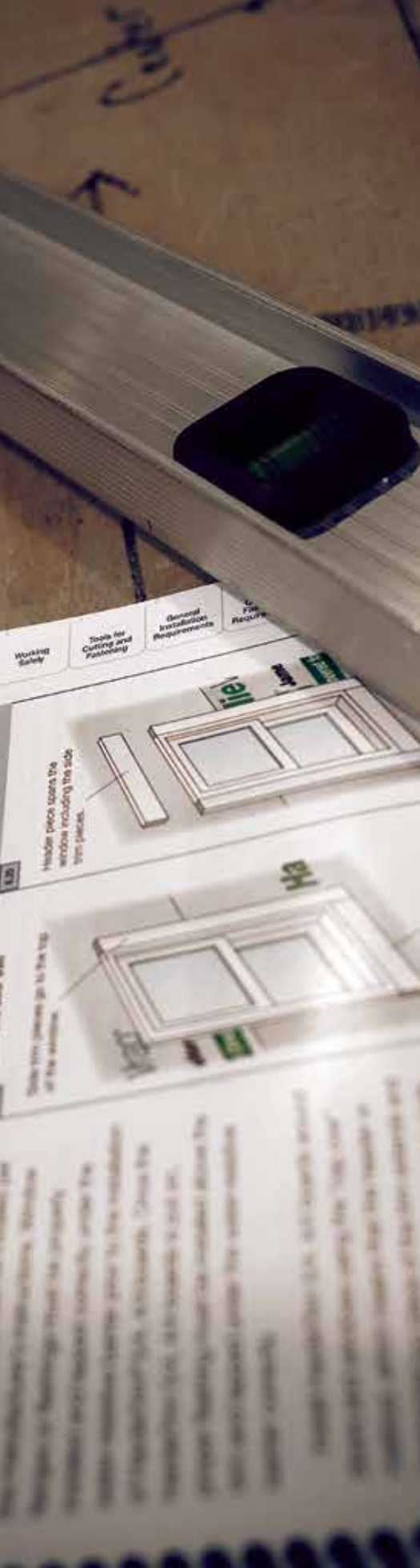
OUR BUSINESS IS BUILDING YOURS

Introducing the James Hardie Contractor Alliance™ Program



JamesHardie

Siding | Trim



WE BUILD confidence

You hold yourself to a high standard. We've created a new program to reward your commitment to craftsmanship and to help grow your business.

With the new **James Hardie Contractor Alliance™ program**, you'll gain access to the resources that can hone your skills and boost your marketing efforts. Top tier members of the program will enjoy a high-profile presence on our website's Contractor Locator, a tool designed to match prospective customers with local contractors. Every facet of this program is designed to help you stand out from the competition.

WE BUILD reputations

Just as you help customers reimagine their homes, our new **James Hardie Contractor Alliance program** can help you reimagine your potential by supporting your presence in the community.

- Gain a competitive edge by aligning with James Hardie and North America's #1 brand of siding
- Perfect your craft and maximize your business skills with exclusive training on everything from installation to in-home sales
- Enhance your reputation by giving your customers the ultimate in aesthetics and performance – James Hardie® siding and trim

WE BUILD solutions

James Hardie looks forward to growing with you. Our five membership levels offer solutions for a range of business sizes and reward increased participation with accruable benefits. Meet with a James Hardie representative to determine your participation level.

<p>Rewards</p> <hr/> <p>Participation in the HardieRewards™ program</p> <hr/> <p>Training opportunities</p> <hr/> <p>Beyond the Level eNewsletter</p>	<p>Rewards Plus</p> <hr/> <p>Members-only access to production, sales and marketing business solutions</p> <hr/> <p>Advanced training opportunities on installation best practices, job-site safety, lead generation and in-home sales</p> <hr/> <p>Plus, all the benefits of the Rewards Level</p>	<p>Rewards Advantage</p> <hr/> <p>Earn HardieRewards Milestones</p> <hr/> <p>Listing on the James Hardie Contractor Locator</p> <hr/> <p>Free GuildQuality Surveying</p> <hr/> <p>Plus, all the benefits of the Rewards Plus Level</p>	<p>Preferred</p> <hr/> <p>Preferred logo and membership card</p> <hr/> <p>Preferred placement on the Contractor Locator</p> <hr/> <p>Distinguish your business with Contractor Alliance Badges</p> <hr/> <p>10% Bonus points annually</p> <hr/> <p>Plus, all the benefits of the Rewards Advantage Level</p>	<p>Elite Preferred</p> <hr/> <p>Elite Preferred logo and membership card</p> <hr/> <p>Elite Preferred placement on the Contractor Locator</p> <hr/> <p>25% Bonus points annually</p> <hr/> <p>Plus, all the benefits of the Rewards Advantage Level</p>
--	---	--	--	---

WE BUILD status

As a valued member of the **James Hardie Contractor Alliance program**, the more you connect with us, the deeper our commitment to you. Start submitting your James Hardie re-side projects into the job tracker. We'll elevate your status so you can take advantage of even more benefits.

ELEVATE YOUR STATUS

- 1** Track Your Re-side Projects
- 2** Choose 100% HARDIE Products
- 3** Stay Connected with Online Training
- 4** Provide Top-Notch Service

Choose from three convenient methods for reporting your re-sides. To learn more about reporting options and the four steps above, visit HardieAlliance.com

WE BUILD opportunities

Join the industry's most comprehensive business development and loyalty program. We give you more ways to earn reward points and more ways to redeem them.

Earning HardieRewards™ Points is easy. Simply submit your re-side jobs and we'll automatically calculate the points earned based on the James Hardie products you purchased.

- Elite Preferred Contractors are eligible for 25% bonus points annually
- Preferred Contractors are eligible for 10% bonus points annually
- Top tier members can earn HardieRewards Milestones – bonus reward points for hitting specific volume targets throughout the year
- All members can earn additional HardieRewards Points for attending James Hardie events and completing online training sessions

Hundreds of ways to redeem your points

Job-site tools, co-branded apparel and merchandise, co-op marketing tools, traditional merchandise, show tickets, vacations and more.



*The average James Hardie re-side project (2,500 sq. ft.), using both ColorPlus® siding and HardieTrim® boards, will yield approximately 10,000 points (before membership level multipliers).

Logo & Membership Card

Use our logos and membership cards to promote your business.

Lead Generation

Elite Preferred, Preferred, and Rewards Advantage Contractors can receive consumer leads directly from jameshardie.com

Contractor Locator

Customized, local directory designed to match prospective re-side customers with our top tier program members.

Advanced Training

Online sessions sharpen your installation skills and provide tips on salesmanship, lead generation and marketing your business.



WE BUILD business

Start putting the program to work for you at HardieAlliance.com



Siding | Trim