

WHO PARTICIPATES

- o Provide Added Value to Homeowners
- o Create a Differentiated Experience
- o Close More Customer Projects





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other contractors.



Contractors that were awarded jobs discussed manufacturer certifications & warranties. (Only 32% of contractors practice)

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of Contractors that won projects discussed the importance of doing a quality job. (Only 54% of contractors practice)

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of job winning Contractors made the homeowner feel like they had options. (Only 45% of Contractors practice)

of Contractors that won jobs described the difference between themselves and

(Only 34% of contractors practice)







THE IMPORTANCE OF DOING **QUALITY WORK**

- What does quality mean to you? Ο
- How do you demonstrate it with homeowners? Ο
- Do you use this to explain price premium? Ο



homeowner feel like they had options (Only 45% of Contractors practice)



THE IMPORTANCE OF PROVIDING HOMEOWNERS **OPTIONS**

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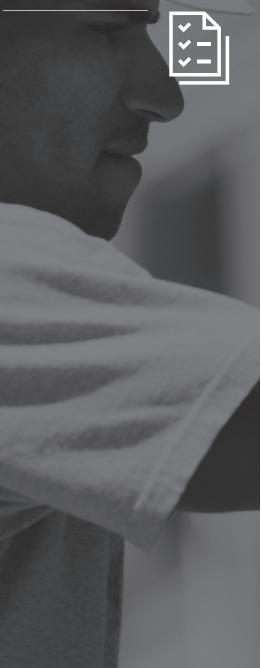
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- How do you help homeowners make good decisions?
- Do you use tools & digital content to help homeowners?
- Do you use an option like color to add choice within a single product line?



of Contractors that won jobs described the difference between themselves and other contractors.

(Only 34% of contractors practice)



THE IMPORTANCE OF SHOWING DIFFERENTIATION

- Have you researched your main competitors? 0
- Are there things you do that no one else does? Ο
- Do you point out things everyone does but many don't mention? 0



Contractors that were awarded jobs discussed manufacturer certifications & warranties. (Only 32% of contractors practice)

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THE IMPORTANCE OF CERTIFICATION, WARRANTIES & CODES

Do you highlight codes your product & install meets? Do you display training and certifications to show expertise? Do you show your manufacturing warranties to explain

why you use specific products?



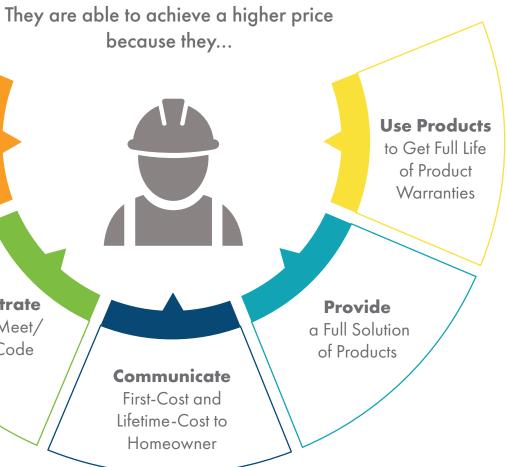
TO HOMEOWNERS

What does it mean to define value? What do homeowners value most?

GONTRAGTORS MORE WHEN THEY PROVIDE HOMEOWNERS VALUE THROUGH PARTICIPATING IN THE CRAFTSMAN SELECT PROGRAM.

Position Themselves as an Expert **Demonstrate** Ability to Meet/ Exceed Code







GREATE ADVOGATES THROUGH THE EXPERIENCE

Homeowners don't want to be "sold to" but want a consultation to determine the best solution for their home. By using QE roofing accessories, you can position:

- o Comprehensive Product Offering
- o Broadest Color and Product Offering
- o Demonstrate Product Expertise & Certification
- o Access to Tools & Resources to Help Homeowner
- o QE Lifetime Warranty



CLOSE MORE PROJECTS

Homeowners want a partner with expertise to help their home look amazing.

By becoming a Craftsman Select Partner, you will:

- o Gain Access to our PreQualified Customer Leads
- o Be Featured on Our Corporate Website
- o Gain Access to Direct Mailing
- o Have Access to Marketing Support Through Digital Media & Ads



E. $\binom{2}{2}$ Ę Ο PERFORMANCE





UP TO **10** PROJECTS

COMPLETE 15 PROJECTS

INCLUDES:

150 Custom Brochures Direct Mail Campaign Social Media / Email Shirts / Merch

250 Custom Brochures Direct Mail Campaign Social Media / Email Shirts / Merch

INCLUDES:

PLUS:

Warranty & Certification Truck Decals Listed on Website









COMPLETE

25 PROJECTS

CRAFTSMAN

SIDING SYSTEM

ELITE

SELECT

500 Custom Brochures Direct Mail Campaign Social Media / Email Shirts / Merch

PLUS:

Warranty & Certification Truck Decals Listed on Website

PLUS MORE:

Web Page Feature Social Media Feature Additional Shirts / Merch







PRODUCT WITH THE BEST WARRANTY

As a certified Craftsman Select Dealer you will be able to offer products with a Limited Lifetime Warranty!



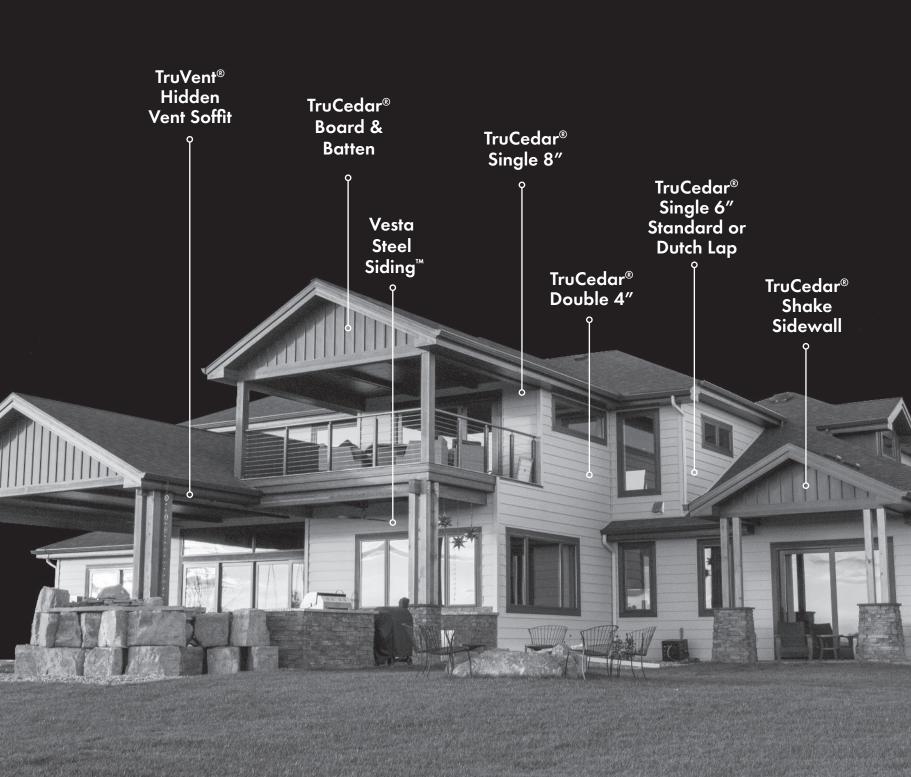


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