

## RESIDENTIAL PROGRAM GUIDELINES

These Program Guidelines are part of your Contractor Program Participation Agreement (“**Agreement**”) with GAF regarding your participation in the GAF Factory-Certified Roofing Contractor Program for residential roofing contractors (“**Program**”). You must at all times comply with the Program Guidelines that are applicable to the certifications specified in Exhibit A to your Agreement (“**Certifications**”). From time to time, GAF may update, some or all of, the Program Guidelines by posting an updated version. It is your responsibility to review the Program Guidelines periodically to ensure that you are familiar, and complying, with the most recent version. Capitalized terms used but not defined in the Program Guidelines will have the meanings set forth in your Agreement.

### I. Eligibility Requirements

To be eligible to participate, and to remain in good standing and continue to participate, in the Program, you must meet the following requirements:

Requirements*	GAF Certified® Contractor	GAF Master Elite® Contractor
Minimum years of business experience	3 yrs	7 yrs
All necessary and applicable licenses, insurances, and permits	X	X
\$1 Million in Liability Insurance*	X	X
Worker’s Compensation Insurance*	X	X
A rating of at least a B with your local Better Business Bureau	X	X
Google Reviews Average Star Rating	4.0	4.0

\* GAF Community Contractor Habitat for Humanity® Program (“**GAF Habitat Program**”) - To be eligible to participate in this GAF Habitat Program, you must (a) be a GAF Certified Contractor or a GAF Master Elite Contractor and be in good standing with the Program; and (b) meet all the requirements specified on the enrollment page when you sign up to participate in the GAF Habitat Program.

\*\* See your Agreement for further details regarding insurance requirements.

### II. Enhanced Warranties

You may only offer your customers the Enhanced Warranties for your Certifications as follows:

GAF Certified® & Master Elite® Contractors	GAF Master Elite® Contractors	GAF Master Elite® Contractors
 <p><b>SYSTEM PLUS LIMITED WARRANTY</b> <a href="#">SEE DETAILS</a></p>	 <p><b>SILVER PLEDGE LIMITED WARRANTY</b> <a href="#">SEE DETAILS</a></p>	 <p><b>GOLDEN PLEDGE LIMITED WARRANTY</b> <a href="#">SEE DETAILS</a></p>

SEE EXHIBIT A OF YOUR AGREEMENT FOR YOUR CERTIFICATIONS. YOU MAY ONLY OFFER YOUR CUSTOMERS THE ENHANCED WARRANTIES FOR YOUR CERTIFICATIONS AS INDICATED IN THE TABLE ABOVE.

### III. Enhanced Warranty Purchase

If you have a Master Elite certification, during each Contract Year, you must purchase Enhanced Warranties that total 120 points. For each Enhanced Warranty that you purchase, you will earn the following number of points:

Enhanced Warranty	Points Earned for each Enhanced Warranty Purchased
Golden Pledge	12 per 100 squares
Silver Pledge	4 per 100 squares
System Plus	2 per 100 squares

### IV. Code of Conduct

You must comply at all times with the following Code of Conduct:

#### General

At GAF and within our various Contractor Programs, we are committed to protecting what matters most through:

- Acting and behaving responsibly and with integrity
- Treating everyone we work with and for with mutual respect
- Maintaining a standard of excellence throughout our business

We expect these same values to be shared among all members of the GAF Certified Contractor Program, which require compliance with the law as well as ethical conduct. These values can be seen in the following areas and behaviors...

#### Professionalism

We expect our contractors to...

- Be **professional and courteous** to all customers, suppliers, and all others with whom we interact.
- Act with personal and professional **integrity, transparency, and honesty**
- Maintain a high level of **communication and responsiveness** when connecting with homeowners
- Commit to **educating and empowering** the homeowner in their decision-making process

#### Education

We expect our contractors to...

- Act as leaders in the industry through **continuing education/training** efforts and methods

**Certified Contractor/Neighborly Conduct**

We expect our contractors to...

- Treat other contractors with **dignity and respect** and will not defame a competing business

**Health and Safety**

We expect our contractors to...

- Provide **safe and healthy workplace** conditions in compliance with all applicable laws and regulations

**Conduct Commitment**

We expect our contractors to...

- Take appropriate steps to ensure that these value statements are communicated to employees and agents operating on the contractor’s behalf, including subcontractors

**V. Advertising**

It is very important that any information you provide and claims you make about your Certification(s) and GAF products, services and warranties are truthful, accurate and not misleading to consumers. We make this easy for you by providing a wide variety of GAF Content for your use.

If you choose to create your own content to promote your Certification(s) and GAF products, services and warranties in your Designated Territory, you must comply with the following requirements and the Brand Guidelines:

**Certifications**

You are authorized to make the following claims about your Certification(s):

<b>GAF Master Elite® Contractors</b>	<b>GAF Certified® Contractors</b>
<ul style="list-style-type: none"> <li>• GAF Master Elite Contractors are insured and licensed in states where licensing is required. <sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>• GAF Certified Contractors are insured and licensed in states where licensing is required. <sup>1</sup></li> </ul>
<ul style="list-style-type: none"> <li>• Only 2% of roofers in North America are invited to become GAF Master Elite Contractors. <sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Only 7% of roofers in North America are invited to become GAF Certified Contractors. <sup>1</sup></li> </ul>
<ul style="list-style-type: none"> <li>• GAF Master Elite Contractors are the only ones who can offer you GAF's</li> </ul>	<ul style="list-style-type: none"> <li>• GAF Certified Contractors can offer the <i>System Plus Limited Warranty</i>, increasing</li> </ul>

<p>strongest warranties, including enhanced warranties that provide workmanship coverage.<sup>2</sup></p>	<p>your non-prorated coverage period to 50 years (vs. typical 10 years) and including compensation for tear-off where necessary.<sup>2</sup></p>
<ul style="list-style-type: none"> <li>● GAF Master Elite Contractors can offer a 25-year StainGuard Plus Algae Protection Limited Warranty with 15 years of non-prorated coverage (vs. typical 10 years).<sup>3</sup></li> </ul>	<ul style="list-style-type: none"> <li>● GAF Certified Contractors can offer a 25-year StainGuard Plus Algae Protection Limited Warranty with 15 years of non-prorated coverage (vs. typical 10 years).<sup>3</sup></li> </ul>
<p><b>You must also include the following:</b></p> <p><sup>1</sup> Contractors enrolled in GAF certification programs are not employees or agents of GAF, and GAF does not control or otherwise supervise these independent businesses. Contractors may receive benefits, such as loyalty rewards points and discounts on marketing tools from GAF for participating in the program.</p> <p><sup>2</sup> See <i>Silver Pledge Limited Warranty</i> and <i>Golden Pledge Limited Warranty</i> for complete coverage and restrictions.</p> <p><sup>3</sup> Requires StainGuard Plus™-labeled shingles and ridge cap shingles be installed on <i>System Plus</i>, <i>Silver Pledge™</i> or <i>Golden Pledge® Limited Warranty</i> jobs in order to be eligible.</p>	<p><b>You must also include the following:</b></p> <p><sup>1</sup> Contractors enrolled in GAF certification programs are not employees or agents of GAF, and GAF does not control or otherwise supervise these independent businesses. Contractors may receive benefits, such as loyalty rewards points and discounts on marketing tools from GAF for participating in the program.</p> <p><sup>2</sup> See <i>System Plus Limited Warranty</i> for complete coverage and restrictions.</p> <p><sup>3</sup> Requires StainGuard Plus™-labeled shingles and ridge cap shingles be installed on <i>System Plus Limited Warranty</i> jobs in order to be eligible.</p>

**GAF Products, Services and Warranties**

Any claims you make or information that you provide about GAF products, services and warranties, such as product descriptions, product performance claims, warranty descriptions and similar information, must be obtained from then current GAF Content made available to you.

**Disclosures**

- Always indicate that you are a member of a GAF certification program by identifying your then current Certification(s). For example, you can state that your company is a GAF Master Elite Contractor or use the Certification badge that corresponds to your Certification(s) on your website, in print and digital materials and videos. In social media posts, include hashtags

#GAFMasterElite, #GAFCertified, as applicable prior to any links or other hashtags and make sure that the information is visible to viewers without any additional action across all devices.

- Always include the following disclosure: Contractors enrolled in GAF certification programs are not employees or agents of GAF, and GAF does not control or otherwise supervise these independent businesses. Contractors may receive benefits, such as loyalty rewards points and discounts on marketing tools from GAF for participating in the program and offering GAF enhanced warranties, which require the use of a minimum amount of GAF products.

## **VI. Training Guidelines**

**Training guidelines for** GAF Certified Contractors and GAF Master Elite Contractors are as follows:

- Minimum of three (3) employees per contract year must pass the Steep Slope Pro Field Guide test
- Each of these persons must achieve four (4) CARE credits per year
- A foreman who has passed the GAF Steep Slope Pro Field Guide test must supervise all Enhanced Warranty installation projects.