

RESIDENTIAL PROGRAM GUIDELINES

These Program Guidelines are part of your agreement (“**Agreement**”) with GAF regarding your participation in the GAF Residential Roofing Contractor Certification 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 Certified Plus™ Contractor	GAF Master Elite® Contractor
State licensed in state where principal place of business is located (if required)	X	X	X
\$1 Million in Liability Insurance*	X	X	X
Worker’s Compensation Insurance*	X	X	X

* See your Agreement for further details regarding insurance requirements.

In addition to the Eligibility Requirements described above GAF may also consider factors including, but not limited to, years of roofing experience, and customer reviews in determining whether you may participate in the Program.

II. Enhanced Warranties

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

GAF Certified™, GAF Certified Plus™, & GAF Master Elite® Contractors	GAF Certified Plus™ & GAF Master Elite® Contractors	GAF Master Elite® Contractors
 SYSTEM PLUS LIMITED WARRANTY SEE DETAILS	 SILVER PLEDGE LIMITED WARRANTY SEE DETAILS	 GOLDEN PLEDGE LIMITED WARRANTY SEE DETAILS

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. Master Elite Status Requirements

Starting January 1, 2025

In addition to the Eligibility Requirements listed above, Master Elite Contractors must meet the minimum renewal requirements listed below each year to be considered for renewal of their Master Elite certification status.**

	Rewards Squares*** (Shingles Only)	Warranty Squares (Silver & Golden Pledge)****	Learning Credits (See Section VI for information about earning credits)
Minimum requirements to maintain ME Status	1000	500	10

**Satisfaction of the criteria listed above is required but does not guarantee Master Elite status. Additional requirements and considerations apply. Consult your local Territory Manager for details.

***To count toward the Master Elite “Rewards Squares” requirement, you must submit proof of purchase for GAF Shingles to GAF Rewards by 1/31 of the year following the purchase date listed on the proof of purchase. This deadline is earlier than the 3/31 deadline for earning points, so be sure to submit by 1/31.

****To count toward the Master Elite “Warranty Squares” requirement, a warranty must be registered by 12/31 of the calendar year.

IV. 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. In addition, you must comply with our [Brand Guidelines](#):

Certifications

Below are examples of statements that you can make about your Certification(s):

GAF Master Elite® Contractors	GAF Certified Plus™ Contractors	GAF Certified™ Contractors
<ul style="list-style-type: none"> GAF Master Elite® Contractors are insured and licensed in states where they operate if licensing is required.¹ 	<ul style="list-style-type: none"> GAF Certified Plus™ Contractors are insured and licensed in states where they operate if licensing is required.¹ 	<ul style="list-style-type: none"> GAF Certified™ Contractors are insured and licensed in states where they operate if licensing is required.¹
<ul style="list-style-type: none"> Only 2% of roofers in North America are invited to become GAF Master Elite Contractors.¹ 	<ul style="list-style-type: none"> Only a select group of roofers in North America are invited to become GAF Certified Plus™ Contractors.¹ 	<ul style="list-style-type: none"> Only 7% of roofers in North America are invited to become GAF Certified™ Contractors.¹
<ul style="list-style-type: none"> GAF Master Elite® Contractors are the only ones who can offer 	<ul style="list-style-type: none"> GAF Certified Plus™ Contractors can offer you 	<ul style="list-style-type: none"> GAF Certified™ Contractors can offer you the System Plus

<p>you the Golden Pledge®, one of GAF's strongest warranties, which includes 25 - 30 years of workmanship coverage on qualifying roofing systems.²</p>	<p>certain enhanced warranties, including the Silver Pledge Limited Warranty, which provides 10 years of workmanship coverage on qualifying roofing systems.²</p>	<p>Limited Warranty on qualifying roofing systems, which provides a 50 year non-prorated coverage period for single family detached homes.²</p>
<p>You must also include the following:</p> <p>¹ 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. Your dealings with a Contractor, and any services they provide to you, are subject to the Contractor Terms of Use. Visit www.gaf.com/gaf-contractor-terms-of-use for details</p> <p>² Visit gaf.com/warranties for complete coverage and restrictions and gaf.com/lrs for qualifying GAF products.</p>	<p>You must also include the following:</p> <p>¹ 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. Your dealings with a Contractor, and any services they provide to you, are subject to the Contractor Terms of Use. Visit www.gaf.com/gaf-contractor-terms-of-use for details</p> <p>² Visit gaf.com/warranties for complete coverage and restrictions and gaf.com/lrs for qualifying GAF products.</p>	<p>You must also include the following:</p> <p>¹ 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. Your dealings with a Contractor, and any services they provide to you, are subject to the Contractor Terms of Use. Visit www.gaf.com/gaf-contractor-terms-of-use for details</p> <p>² Visit gaf.com/warranties for complete coverage and restrictions and gaf.com/lrs for qualifying GAF products.</p>

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, and #GAFCertifiedPlus 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. Your dealings with a Contractor, and any services they provide

to you, are subject to the Contractor Terms of Use. Visit www.gaf.com/gaf-contractor-terms-of-use for details

V. Learning Credits

You may earn learning credits virtually or in-person as described below.

How to earn learning credits

Virtual path	Learning Portal path On demand Learning Paths available on residential, commercial, and sales topics worth varying credit amounts. Pro Field Guide 3 credits per completion	Webinars Expert Value Speaker Series In-Home Selling Latinos In Roofing CARE Installation Storm Restoration 3 credits per completion
	In-person path	Live CARE training In-person training Up to 1 day: 3 credits Over 1 day: 10 credits Private crew training 1 owner or manager must enroll: 10 credits

VI. General Code of Conduct

You must comply at all times with the following Code of Conduct set forth below. You agree to take appropriate steps to ensure that these value statements are communicated to employees and agents operating on the contractor's behalf, including subcontractors

1. 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

GAF is committed to acting honestly, ethically, and in accordance with applicable law when conducting business, and we expect these same values to be shared among all members of the 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

2. **Bribery, Corruption and Sanction laws.**

You must comply with applicable laws, such as but not limited to the United States Foreign Corruption Practices Act (“FCPA”) and the UK Bribery Act of 2010, and must not offer, promise, give, request, or accept a bribe. You are prohibited from conferring impermissible payments or illegal benefits upon any business partner, public authority, or You to obtain an outcome favorable to themselves or to GAF. While unsolicited nominal gifts and business amenities may be exchanged, such gifts are not permitted where they are intended to influence business decisions or induce any party to act contrary to law.

3. **Conflicts of Interest.**

You should disclose any conflict of interest to GAF as soon as the You are aware of the conflict of interest. A conflict of interest exists when the nature of the work to be performed under a contract or purchase agreement may give you an unfair competitive advantage or when You have other interests that may impair its objectivity.

4. **Antitrust, Fair Competition, and Trade**

You must comply with all applicable antitrust and competition laws, and follow the principles of fair and open competition, any rules regarding the exchange of commercially sensitive information such as pricing, pricing strategies, terms and conditions, or market analysis. You must also adhere to applicable trade controls and export, re-export, import laws and regulations, and sanctions.

5. **Conflict minerals**

For any materials you supply to GAF or its affiliates, You must ensure that products or materials supplied to GAF do not contain metals derived from minerals or their derivatives originating from conflict regions that directly or indirectly influence, finance, or benefit armed groups and cause or encourage human rights abuses.

6. **DEI, Human Rights, and Labor**

You should treat everyone with dignity and respect at all times, and should respect and support human rights in accordance with local, national, and international standards, such as the UN Guiding Principles on Business and Human Rights.

7. Inclusion and Diversity

You should provide an equitable, diverse, and inclusive working environment, and work diligently to eliminate barriers that prevent the full participation of any groups. You shall not discriminate or harass anyone on the basis of race, color, religion, sex, age, caste, ethnicity, national origin, genetic information, marital status, disability or medical condition (as defined by applicable law), pregnancy, childbirth or related medical condition, gender identity or expression, sexual orientation, veteran status, or any other category protected by law. You shall comply with the Equal Employment Opportunity and, to the extent applicable, Affirmative Action regulations if in the United States or equivalent legislation outside the United States.

8. Child labor and Compulsory Labor

Child labor and all forms of compulsory labor shall not be permitted in any capacity, including forced labor, slavery, and trafficking. You must comply with all applicable modern slavery laws and regulations. You also shall not employ anyone under the minimum age as permitted by law in the jurisdictions in which the You operate, or under the minimum ages set forth under the International Labour Organization's Minimum Age Convention for the type of work being performed, whichever is greatest. All work performed by workers of you must be voluntary and workers shall have the right to leave employment at any time, under their own volition.

9. Freedom of Association

10. You should establish favorable employment conditions, maintain effective employee communication, and provide a method for employees to raise grievances without fear of retribution. You shall respect employees' legal rights to organize, unionize, and collectively bargain, and shall not retaliate against employees who engage in these protected activities.

11. Minimum Wage and Benefits

You must meet the requirements as set by local laws and regulations related to the payment of wages, overtime hours, piece rates, and other elements of compensation, and provide legally mandated benefits where applicable.

12. Environment, Health and Safety

GAF places the safety and well-being of its employees, contractors and partners first. In addition to committing to continuous improvement of its health and safety management system and performance, GAF also considers the long term impact of its business on the health of the planet, and operates in a manner that respects the environment and makes sustainability a priority.

13. Occupational Health and Safety

You must comply with all applicable safety and health laws and regulations, and should otherwise adopt proper procedures and controls to provide safe and healthy working conditions for all employees and contractors including documented health and safety policies (including, without limitation, as pertains to appropriate personal protective equipment, which shall be provided or paid for by Supplier) as well as plans and procedures for emergency situations in the workplace. Such plans and procedures should be available in the primary language of all employees.

14. Product Safety

You shall comply with product safety regulations and product labeling guidelines, and should clearly communicate product handling instructions and requirements by providing all necessary safety information for all hazardous substances in their products where required to do so, including product information and safety data sheets.

15. Environmental permits and reporting

You must have required environmental permits and registrations in place and kept current in accordance with local laws and regulations.

16. Pollution prevention and resource efficiency

You shall have applicable and appropriate pollution prevention controls in place to regulate emissions and discharges of emissions. You should monitor their use of natural resources including water, fossil fuels and minerals, and should consider practices to reduce the environmental impact of the products they sell us.

17. Business continuity

You should have appropriate business continuity plans in place for any operations that support GAF's business, in order to maintain resiliency in responding to a disruption of operations. Such plans should include disaster recovery, crisis management and preventative measures to avoid and mitigate risks associated with a disruption of operations.

18. Information security

GAF expects all You to act in a manner that will safeguard data shared with the Supplier, to protect GAF's confidential and proprietary information, and to comply with all applicable data security and data protection laws. If you experiences a data security breach, it must be reported to GAF within 24 hours of learning of the breach, unless the Supplier's contract with GAF requires a shorter notice period.

19. Intellectual property and business information

You should protect GAF's confidential information which includes, but is not limited to, confidential business information, strategic plans, financial data, technical and business information, information regarding our employees, intellectual property, patents, and trademarks.