

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 Master Elite® Contractor
All necessary and applicable licenses, insurances, and permits	X	X
\$1 Million in Liability Insurance*	X	X
Worker’s Compensation Insurance*	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, credit rating and overall standing with the Better Business Bureau 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 Master Elite® Contractors	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. 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 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

If you choose to create your own advertising and marketing materials relating to your Certification(s) and GAF products and services that you sell, the claims you make about your Certification(s) and GAF products and services must be truthful, accurate and not misleading to consumers and must comply with the Trademark Use and [Brand Guidelines](#)

Below are examples of claims you can use in your materials.

Certifications

GAF Master Elite® Contractors	GAF Certified™ Contractors
<ul style="list-style-type: none"> • GAF Master Elite® Contractors are insured and licensed in states where they operate if required¹ 	<ul style="list-style-type: none"> • GAF Certified™ Contractors are insured and licensed in states where they operate if required.¹
<ul style="list-style-type: none"> • Only an exclusive group of roofers in North America are GAF Master Elite® Contractors.¹ 	<ul style="list-style-type: none"> • Only a select group of roofers in North America are GAF Certified™ Contractors.¹
<ul style="list-style-type: none"> • GAF Master Elite® Contractors are the only ones who can offer you GAF's strongest warranties, including enhanced warranties that provide workmanship coverage.² 	<ul style="list-style-type: none"> • GAF Certified™ Contractors can offer you the <i>System Plus Limited Warranty</i>, increasing your non-prorated coverage period to 50 years (vs. typical 10 years) and including compensation for tear-off where necessary.²
<ul style="list-style-type: none"> • GAF Master Elite® Contractors can offer both the 30-year StainGuard Plus PRO™ and 25-year StainGuard Plus™ Algae Protection Limited Warranties with 15 years of non-prorated coverage (vs. typical 10 years).³ 	<ul style="list-style-type: none"> • GAF Certified™ Contractors can offer both the 30-year StainGuard Plus PRO™ and 25-year StainGuard Plus™ Algae Protection Limited Warranties with 15 years of non-prorated coverage (vs. typical 10 years).³
<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>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 See <i>System Plus Limited Warranty</i>, <i>Silver Pledge Limited Warranty</i> and <i>Golden Pledge Limited Warranty</i> for complete coverage and restrictions.</p> <p>³ Requires StainGuard Plus PRO™ or 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>² See <i>System Plus Limited Warranty</i> for complete coverage and restrictions.</p> <p>³ Requires StainGuard Plus PRO™ or StainGuard Plus™-labeled shingles and ridge cap shingles be installed on <i>System Plus Limited Warranty</i> jobs in order to be eligible.</p>
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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 the current, published GAF content provided 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. 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

VI. Training Guidelines

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

- Minimum of three (3) employees per contract year should pass the Steep Slope Pro Field Guide test
- Each of these persons should 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