

GAF

Partner Programs

Residential 2025



Tools For Success

GAF can help you surpass your goals through the power of partnership.

GAF

We protect what matters most™



The power of partnership

As a contractor, you know better than anyone the importance of selecting the right tools — and the right people — for the job. As a valued member of our contractor certification program, GAF is proud to bring you access to our growing array of innovative digital products and platforms, in-person learning experiences, and real expert advice. We understand your goals change over time, and we're ready to help meet and exceed them.

That's the power of partnership.



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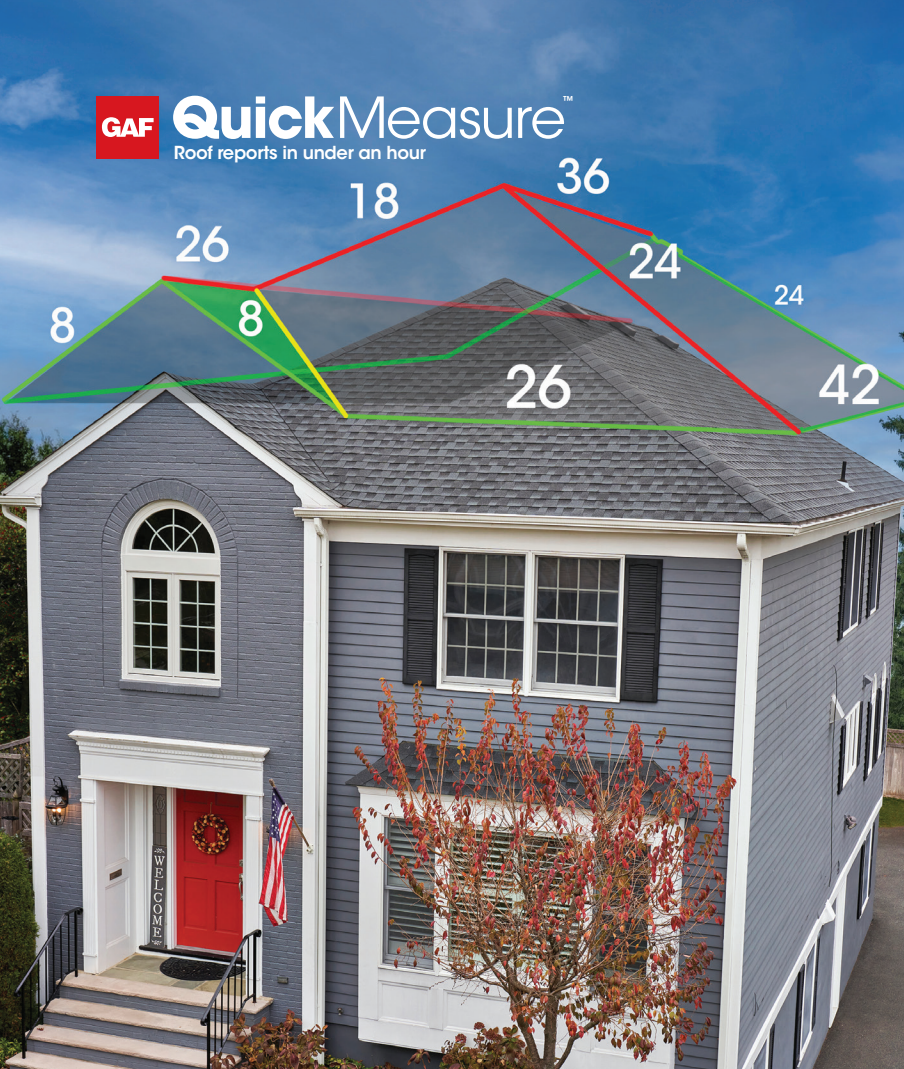
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GAF QuickMeasure™
Roof reports in under an hour

Measurements, 3D renderings & more in under an hour

The power of GAF QuickMeasure™ reports

Get a GAF QuickMeasure™ report for single-family homes in under an hour,* for \$20 or less.† For multi-family and commercial buildings, get a report in under 24 hours,* for \$60 or less per building.†

Arrive prepared for every appointment. Each roof measurement report includes:

- Interactive, editable 3D rendering
- Past views to show how the roof may have changed over time
- Bill of materials including attic ventilation (for single-family homes)

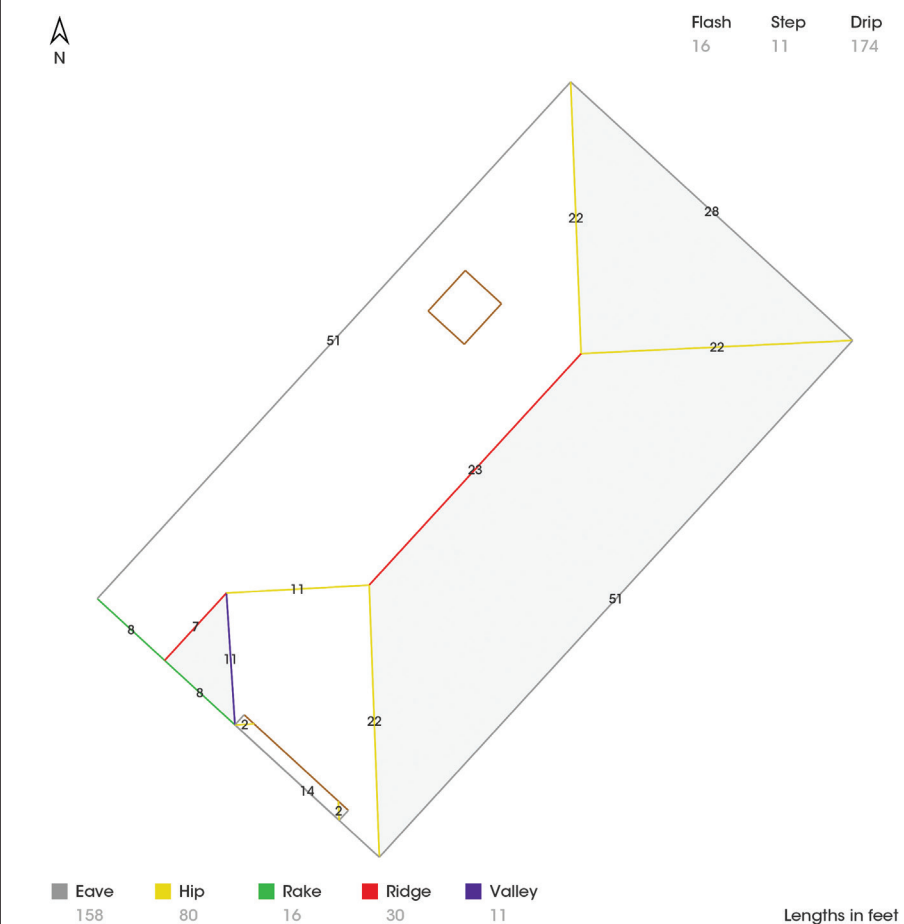
Add local building codes and hail and wind history for only \$10.

No hidden fees. No subscriptions. No GAF Certification required to purchase. Anyone can easily order a report from our website, app, or one of our many integration partners.



Find out more at
gaf.com/QuickMeasure

*Terms and restrictions apply. Visit gaf.com/quickmeasure for details.
†Price varies based on report type and contractor certification level with GAF.



GAF ScopeConnect™
Take the pain out of insurance work

Roof insurance restoration work made simple

The power of GAF ScopeConnect™

The GAF ScopeConnect™ service is a simple, turnkey service offering a complete insurance scope of work in an industry-standard format in less than 24 hours* for just \$99. Whether you're new to insurance restoration work, or want to make it easier to do more, GAF ScopeConnect™ offers an opportunity to expand your business with a service that's as easy-to-use as it is affordable.

- Receive a complete scope of work written using Xactimate or Symbility estimating software
- Made available in PDF format and .ESX if prepared using Xactimate or PDF format and .XML if prepared using Symbility software.
- Estimates are written by Symbility-trained and Xactimate-certified estimators
- Local building codes considered in preparation of estimate
- No GAF certification required to purchase
- Ability for a contractor to upload their company information and logo for a personalized estimate

Add local building codes and hail and wind history for only \$10.



Find out more at
gaf.com/ScopeConnect

*Terms and restrictions apply. Visit FAQ at gaf.com/ScopeConnect for details.

Turn 2D building plans into a 3D rendering

The power of GAF Takeoff™ reports

GAF Takeoff™ eliminates guesswork by bringing your blueprint to life with the data you need about a roof. Upload a PDF file and receive your single-family home roof report within two hours.* Reports for multi-family roofs are available in under 24 hours.*

Each roof measurement report includes:

- Detailed roof measurements
- Bill of materials
- 3D roof rendering prepared directly from the architectural plans
- DXF file for importing in CAD programs

No hidden fees. No subscriptions. No GAF Certification required to purchase.



Find out more at
gaf.com/Takeoff

*Terms and restrictions apply. Visit gaf.com/Takeoff for details.

Be first to the door after the storm

The power of GAF WeatherHub

When severe weather hits your area, be prepared to serve your customers with this easy-to-use, all-in-one weather tool.*

- **Address-specific reports:** Help you arrive prepared with a report for the storm event of your choice. Reports include 3-year hail and wind weather history as well as a QR code with NOAA hail verification.
- **Overlay and filter swaths:** When canvassing a particular area, you can overlay hail and wind swaths and add tornado warnings and sightings as filters for your desired severity.
- **Geofencing:** Once you've identified your general area of interest, you can now leverage the geofencing technology to assess how many homes are in the area impacted by the storm.
- **Enhanced Warranty notifications:** GAF Master Elite®, Certified Plus™ and Certified™ contractors with a WeatherHub subscription will receive an email notification when a roof for which they registered an enhanced GAF warranty is in an area that recently experienced 60 mph or greater winds and/or 1+ inch size hail.†



Find out more at **gaf.com/WeatherHub**.
For questions or to schedule a demo contact **WeatherHub@gaf.com**

*Paid annual subscription required. Terms and restrictions apply.
†Additional details, terms, and restrictions apply. Visit gaf.com/WeatherHub for details.

Revolutionizing in-home selling

The power of the GAF Present™ tool*

A new presentation tool that empowers your sales teams to effortlessly deliver interactive and impactful presentations. Designed with in-home selling in mind, this innovative platform combines advanced technology, dynamic content, and an intuitive interface to engage clients, streamline presentations, and close more deals.

- **Interactive presentations:** Personalize presentations for every homeowner.
- **Up-to-date content templates:** A library of dynamically updated templates enables quick customization and deployment of relevant content.
- **Data-driven analytics:** Provides insights on presentation performance and content usage to better support sales teams.
- **Advanced user experience:** Engaging graphics and narrative flow help drive comprehension and help increase close rates.
- **Offline functionality:** Work seamlessly without internet access.
- **Designed for mobility:** Fully optimized for presenting across devices, including laptops, tablets, and smartphones.
- **Focused product content:** Tailor product options to the project, including warranties, roofing technologies, shingles, and accessories.
- **Effortless onboarding experience:** Its intuitive design empowers you to create professional, engaging presentations from the start.



Find out more at
gaf.com/Present

*Paid subscription required. Terms and conditions apply.

Take your business to new heights

The power of GAF and ServiceTitan

As the preferred CRM partner of GAF, ServiceTitan is poised to help roofing contractors bring their businesses to new heights.

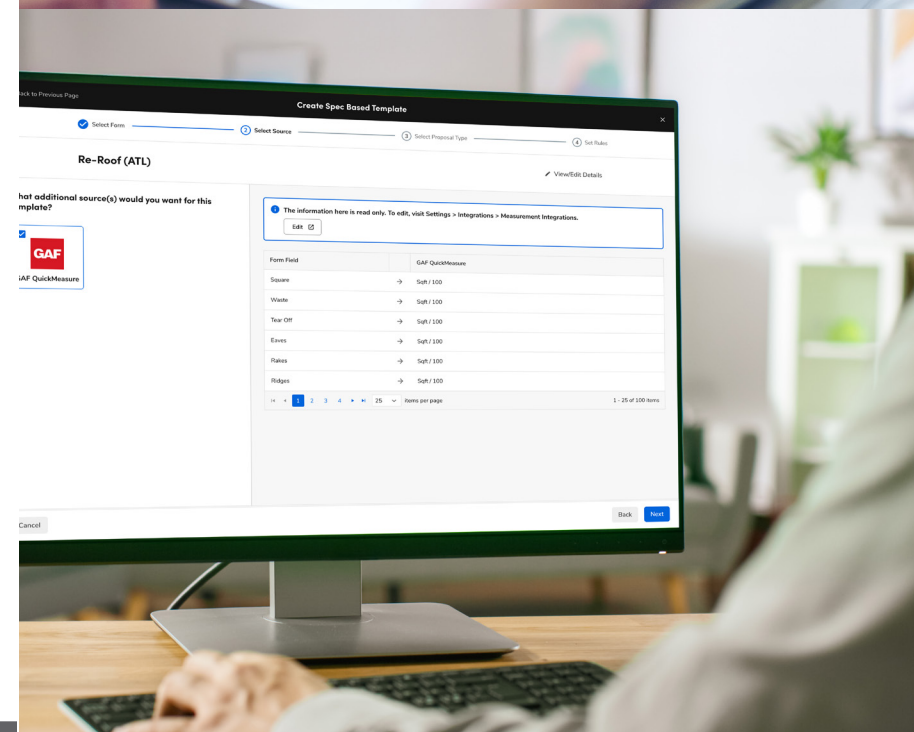
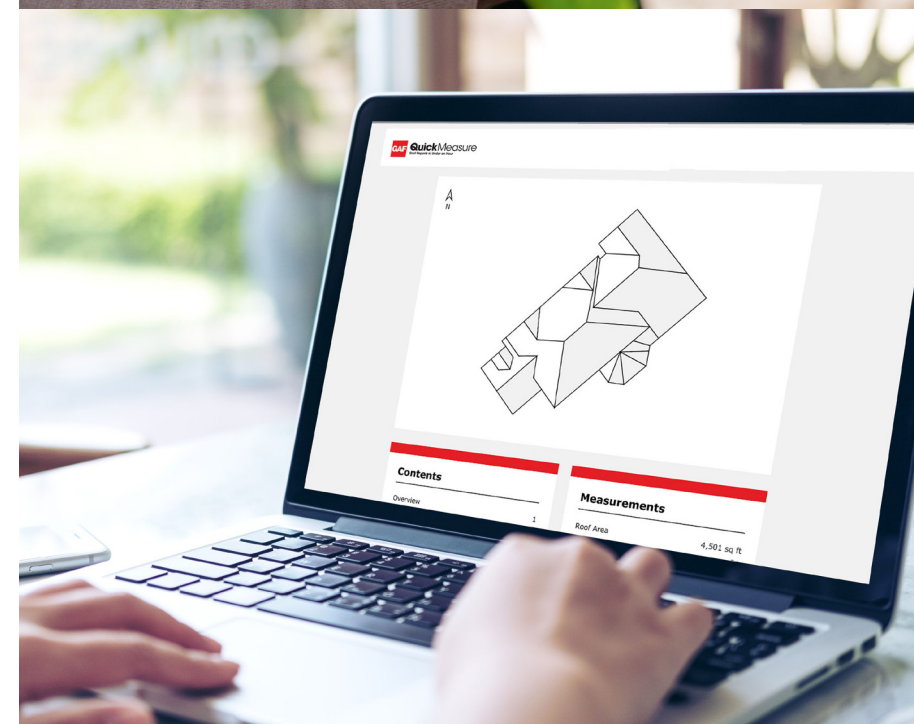
From lead generation to ordering GAF QuickMeasure™ reports, to custom dashboards, and every step in between, streamline processes and deliver exceptional experiences to your customers.

- **Tools for efficiency:** Phone system tie-ins, mobile apps for field teams, and customized reporting enable managers and owners to operate with improved efficiency and achieve new levels of success.
- **GAF QuickMeasure™ integration:** GAF QuickMeasure™ now integrated into ServiceTitan, allowing customers to order GAF QuickMeasure™ reports right from the platform. Accurate measurements will be fed directly into templates to create estimates in just a few clicks.
- **Exclusive offer:** As a benefit of the GAF & ServiceTitan partnership, eligible GAF Master Elite® Contractors receive 3% back in GAF Rewards Points on Qualifying ServiceTitan® Core Exteriors Subscription Fees.*



To learn more and get a demo of the platform, visit **ServiceTitan.com/GAF**

*Points only accrue while you are a GAF Master Elite® Contractor, a GAF Rewards Member, and a ServiceTitan Core Exteriors Subscriber and only as of the date that you submit a Subscription Point Rebate Form. Offer is subject to terms. Visit servicetitan.com/gaf for details, full terms, and Subscription Point Rebate Form.



Get paid faster

The power of GAF SmartMoney*

Getting paid quickly means a lot to a growing business. It helps your cash flow, payroll, and credit. Now you can accept any form of payment with GAF SmartMoney, the complete paperless payment solution. GAF SmartMoney integrates financing options from multiple lenders, including GreenSky®, to help you grow your business, get paid faster, and take on more jobs.

- Funds accessible in as little as 24 hours
- Offer pay-over-time options to homeowners and get approvals as fast as 60 seconds
- Schedule and track billings and receivables through one simple dashboard

"On-the-spot approvals make it easier for homeowners to buy, and there's no wait-around time to getting paid."

— Kane Rockow, Co-owner, Rock and Tait Exteriors LLC.



Find out more at
gaf.com/SmartMoney

*GAF does not provide financing, and any loan or other financing programs by GAF are provided directly by licensed and regulated third-party financial organizations unaffiliated with GAF. GAF SmartMoney is offered and serviced by Payzer, LLC, d/b/a Payzer, which is not affiliated with GAF and financed by lenders which are also not affiliated with GAF.

A loyalty program that works as hard as you do

The power of GAF Rewards*

You've been good to us, we want to be even better to you. That means a GAF Rewards program that's easy to manage, with dedicated customer service, and rewards you really want. Redeem the points you earn for GAF QuickMeasure™ reports, name-brand merchandise, retailer gift cards, GAF swag, GAF enhanced warranties,** and a Reloadable GAF Rewards Prepaid Card you can use for just about anything you choose.

Every qualifying GAF purchase brings you closer to great rewards.

Step 1: Purchase

Purchase qualifying GAF shingles and accessories. The list of qualifying products is available at gaf.com/rewards for the U.S. and gaf.ca/rewards for Canada.

Step 2: Submit

Submit your proofs of purchase. There are three convenient ways to submit: online upload, by mail, auto-submit through your authorized distributor.

Step 3: Redeem

Redeem your points for smaller purchases or save them up for something big like new equipment, a party for your crew, or a vacation.



Find out more at
gaf.com/Rewards

* Terms and conditions apply. Visit gaf.com/rewards for the U.S. and gaf.ca/rewards for Canada.

**Available for contractors certified with GAF.



Today's dedication.



Tomorrow's reward.

How contractors do business with GAF

The power of the GAF Partner PortalSM

The GAF Partner PortalSM is your one-stop business resource whether you're in the office or on the road. Through a single login, you have visibility into what's new, quick access to many popular programs and services, and easy-to-find links to get you where you want to go.

- Log in on the go by computer, tablet, or smartphone
- Manage account info and user access with 24/7 self-service options
- Register warranties, manage jobs, and upload documents directly to and from the Portal
- Access training resources and support needs from one point of entry
- Visit your GAF Rewards personalized platform to track points, submit proofs of purchase, redeem points for rewards, and more
- Shop the GAF Online Store

To log in or sign up, please visit **gaf.com** and click GAF Partner Portal at the top of the page.

Show your commitment to quality craftsmanship

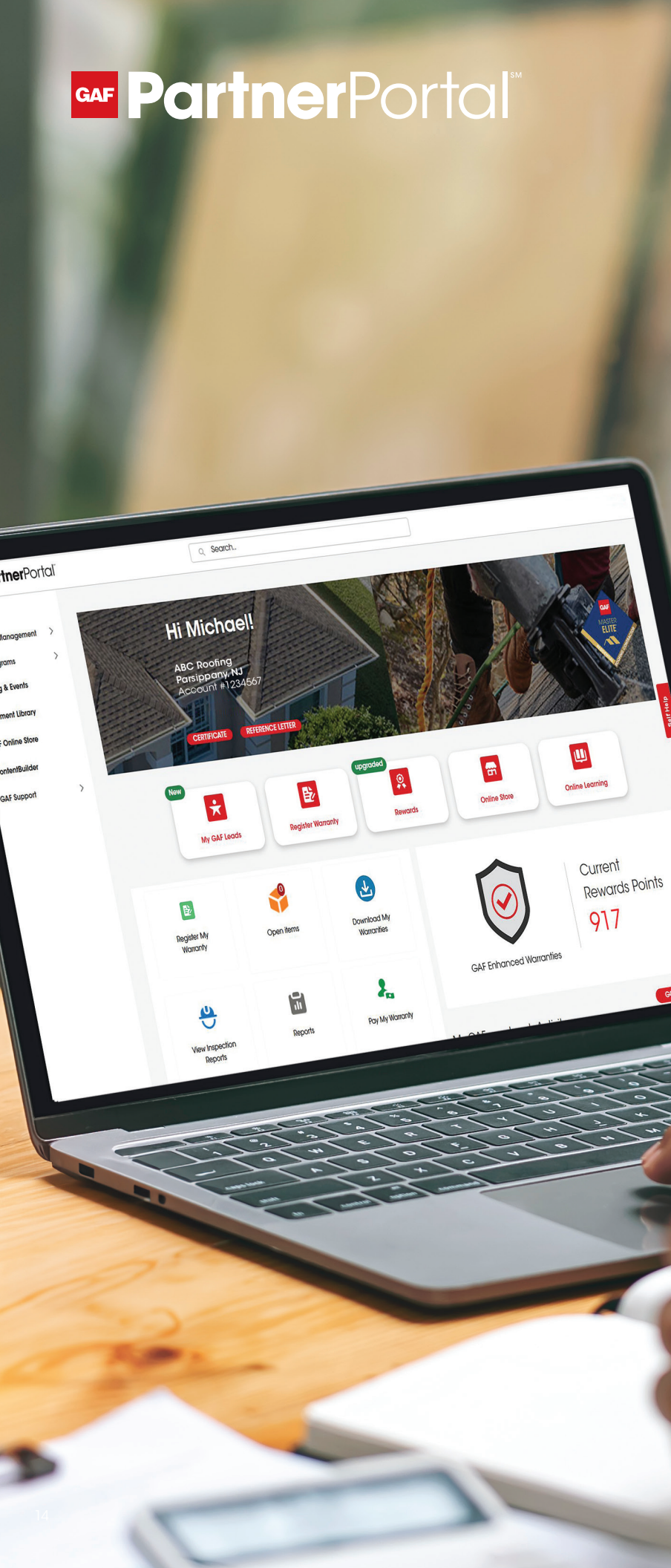
The power of the GAF Online Store

Wherever you go, on the job or during your downtime, sporting GAF swag shows you only work with the best. Whether it's GAF-branded or co-branded with your company's logo, we're proud to have your team repping our team. Find clothing, bags, work gear, as well as GAF informational literature like product catalogs and brochures all at the GAF Online Store.

Our intuitive merchandise platform makes ordering simple with real-time availability and shipping details, on-the-spot virtual proofs, and the attentive customer support you expect from GAF.



Log on to the GAF Partner PortalSM and click on the GAF Online Store tab to start shopping.



GAF Warranties

Industry-leading coverage

The power of GAF enhanced warranties*

Your customers know that a new roof is a big investment. Offering a strong warranty can go a long way toward demonstrating your quality difference and setting you apart from the competition.

Backed by North America's largest manufacturer of roofing products, GAF enhanced warranties are among the strongest in the roofing industry and can only be offered by contractors certified by GAF.

Register enhanced warranties through the GAF Partner PortalSM. GAF Rewards Points can be redeemed for GAF enhanced warranties.



Find out more at
gaf.com/Warranty

*Terms, restrictions, and product purchase requirements apply.

GAF StormRestoration

Training and resources to help you navigate the storm

The power of learning designed for greater proficiency

Whether you're familiar with Storm Restoration or just getting started, GAF CARE offers Storm Restoration training for help with mastering this side of the roofing industry. Here, you'll find live and on-demand learning developed by experts with real-world insurance experience. With storm season getting longer and more unpredictable than ever before, attend GAF Storm Restoration training for the information and skills you need to stay ahead.



Visit the Storm Restoration training page on the GAF Learning Portal at
gaf.com/StormTraining



Giving future roofers a foundation

The power of GAF Roofing Academy*

GAF Roofing Academy students learn from the best. Our powerhouse instructors will teach the skills needed to start an entry level position in roofing. With practical hands-on and in-classroom training, students graduate as qualified entry-level roofers.



Find out more at
gaf.com/RoofingAcademy

*Terms and conditions apply.



Expert training for every skill level

The power of GAF CARE Training

To thrive in this industry, it's not enough to build roofs. You need to build hands-on skills, product knowledge, business expertise, and much more.

That's why GAF CARE offers a wide range of learning opportunities, to help you build your business.

GAF CARE offers hands-on, in-person training as well as virtual and on-demand courses for any stage of your career.



Start learning with GAF, visit
gaf.com/CARE. Questions?
Contact us at **CARE@gaf.com**

GAF LearningPortal



Learning on your schedule

The power of GAF Learning Portal*

The GAF Learning Portal offers access to live training webinars, in-person training, or choose from hundreds of on-demand videos and courses to view. The GAF Learning Portal has training available for every skill level.



Explore all GAF training opportunities at gaf.com/Learning.
Contact us at CARE@gaf.com

*Terms and conditions apply.

Training to help transform your business

The power of GAF Expert Value Speaker Series

Choose from a wide range of business-building courses, led by experienced, seasoned roofing pros, ready to deliver focused, in-depth seminars on the topics that matter to you and your employees.



To schedule or attend GAF Expert Value Speaker Series, reach out to your GAF Territory Manager.



GAF ExpertValue
Speaker Series

GAF LatinosInRoofing



Community of Latino roofing professionals

The power of GAF Latinos In Roofing

The vision of GAF Latinos In Roofing (LIR) is to grow and nurture a community of Spanish-speaking contractors and installers by providing guidance, resources, and support.

Beyond helping develop product knowledge and business acumen, Latinos In Roofing makes cultural connections with everyone from first-generation contractors to legacy business owners, understanding the passion for this work and approach to entrepreneurship.

What makes GAF Latinos In Roofing unique:

- Training in installation, business development, sales, succession planning, expansion, and more
- Networking opportunities with contractors of diverse backgrounds and similar cultural approach
- Access to a Spanish-speaking GAF team and all GAF products, tools, and services in Spanish
- Priority access to dedicated summits, trainings and expos connecting hundreds of Latinos In Roofing professionals



Learn more about GAF Latinos In Roofing, visit gaf.com/LIR

Support your community, differentiate your business

The power of GAF Community Contractor Program

Contractors certified by GAF are invited to be part of the GAF Community Contractor Program to help people in need in the communities where they live and work. The concept is simple: you donate your time, and GAF will donate approved materials.

There are a few ways to participate:

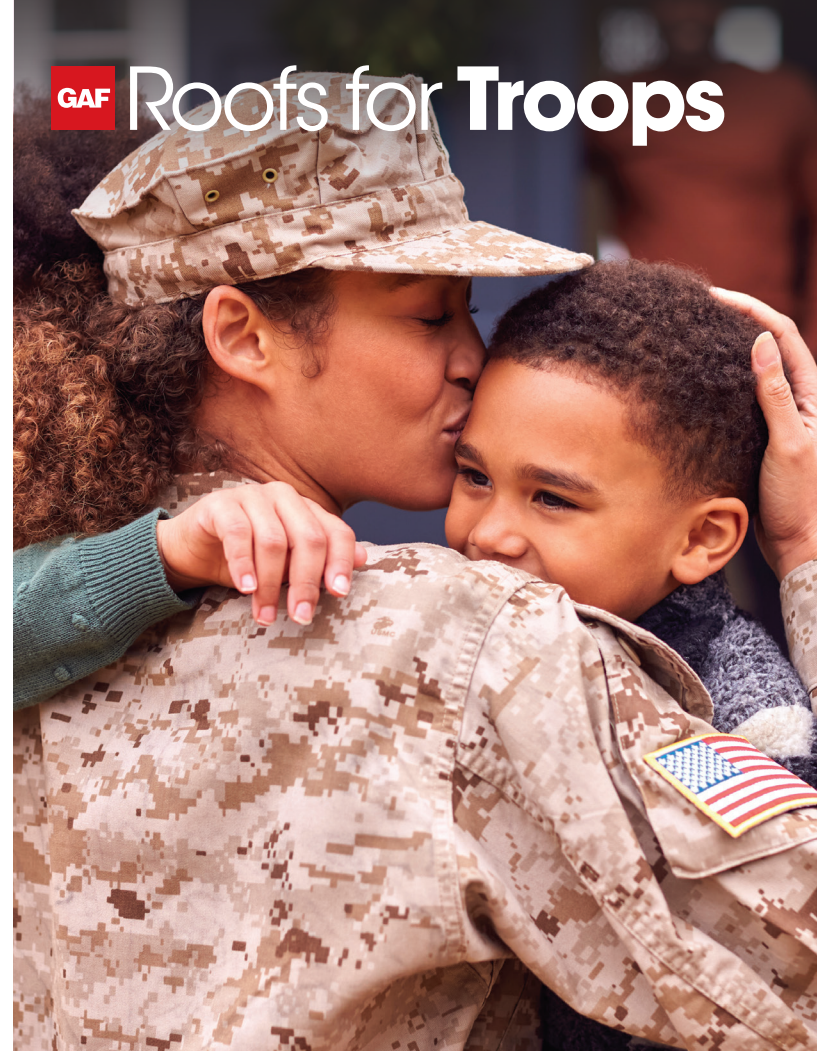
- Partner with your local Habitat For Humanity affiliate to provide a professional roofing installation for a home in your area
- Work with a 501(c)(3) nonprofit in our Affordable Housing Reroof Program or our Roofs For Heroes Program



Find out more at
gaf.com/Community-Contractor

*Terms and conditions apply.

GAF Roofs for Troops



A promotion that gives back

The power of GAF Roofs for Troops

GAF is pleased to offer your customers who are active or veteran U.S. military service members a \$250 rebate when they install a qualifying GAF roofing system on their home and purchase an Enhanced Warranty.



Find out more, including terms and conditions, and qualifying products, at **GAFRoofsForTroops.com**

Find out about GAF Events

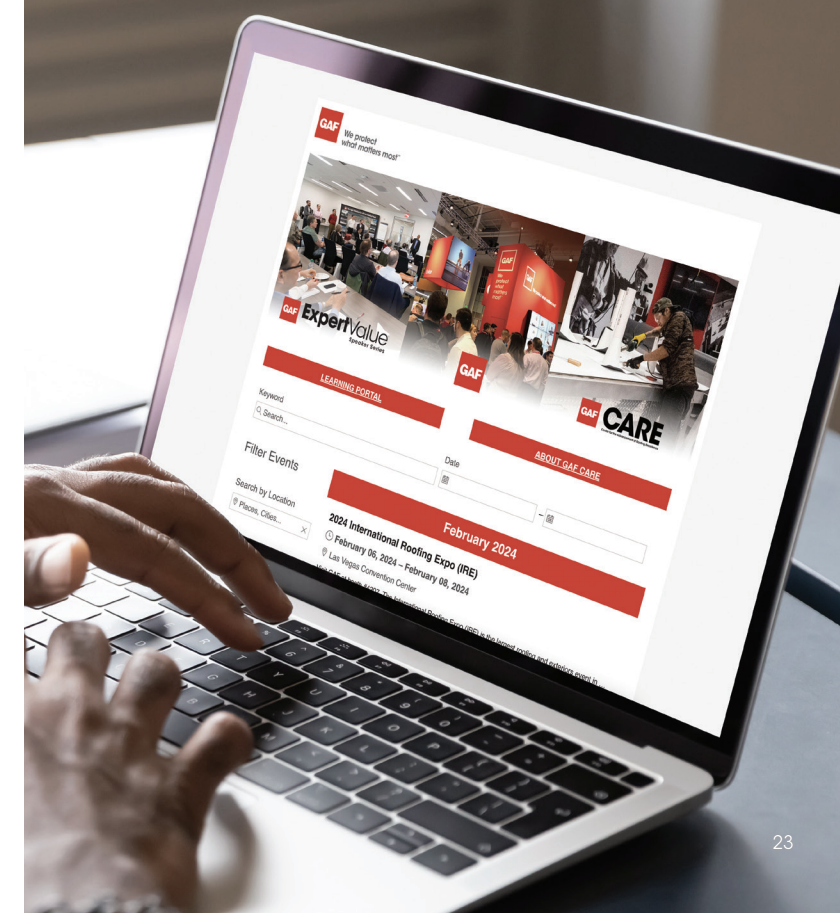
The power of the GAF Events Calendar

The GAF Events Calendar lets you search and register for trade shows, special industry events, and more, on one easy-to-use platform.



Find an event near you
by visiting **gaf.com/Events**

GAF Events



Go beyond for your customers and business



Timberline UHDZ® is our premium laminate shingle

Featuring our patented Dual Shadow Line, LayerLock® Technology and the StrikeZone® Nailing Area, heavier weight, 30-year StainGuard Plus PRO™ Limited Warranty against blue-green algae discoloration, and the opportunity for Master Elite®** contractors to offer 30 years of workmanship coverage, Timberline UHDZ® shingles go beyond any GAF shingle you've been able to offer to date. Visit gaf.com/uhdz

A **standard** INDUSTRIES COMPANY

We protect what matters most™



* 30-year StainGuard Plus PRO™ Algae Protection Limited Warranty against blue-green algae discoloration is available only on products sold in packages bearing the StainGuard Plus PRO™ logo. See *GAF Shingle & Accessory Limited Warranty* for complete coverage and restrictions, and qualifying products.

** 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 gaf.com/gaf-contractor-terms-of-use for details.

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