

A FORTIFIED Roof™ and GAF products — the perfect combination

FORTIFIED™ Roof with GAF Products courtesy
of Habitat for Humanity of Tuscaloosa, AL



Weather has become increasingly severe year after year. After decades of studying weather-related damage, the Insurance Institute for Business & Home Safety (IBHS) developed the FORTIFIED™ program — a voluntary construction and re-roofing program designed to help protect homes against specific types of severe weather, such as high winds, hail, and hurricanes.

At GAF, we are committed to helping you protect your home, so we are happy to introduce customers to the FORTIFIED™ program.

What is a FORTIFIED Roof™?

A FORTIFIED Roof™ is the first designation level in the FORTIFIED™ program¹ and focuses on strengthening the roof.

To be eligible for a FORTIFIED Roof™ designation, a FORTIFIED™-certified roofing contractor must use products that meet specific standards and install the roof in accordance with the applicable FORTIFIED™ Standard and manufacturer's installation instructions. A Certified FORTIFIED™ Evaluator must then independently verify that all requirements are satisfied before IBHS will award a 5-year designation.

Potential Savings & Incentives

In some states, homeowners with a FORTIFIED Roof™ designation may qualify for insurance discounts, grants, or other incentives.²

GAF & IBHS Strategic Alliance

GAF and IBHS have formed a strategic alliance to help make FORTIFIED™ Roofs more accessible to homeowners nationwide. Through this partnership, GAF is deploying its training expertise to help GAF Master Elite® Roofing Contractors³ meet the requirements to become FORTIFIED™ Certified⁴ and easily identify GAF products that meet FORTIFIED™ Standards.⁵ FORTIFIED™ Certified GAF Master Elite® Contractors who meet certain requirements, may have the opportunity to offer a more streamlined FORTIFIED™ designation process. The FORTIFIED Roof™ warranty addendum for Golden Pledge® or President's Club Limited Warranty⁶ offers increased coverage and reinforces GAF's commitment to durable, resilient roofing solutions.

About IBHS

The Insurance Institute for Business & Home Safety (IBHS) is an independent, nonprofit, scientific research and communications organization supported solely by property insurers and reinsurers. IBHS's building safety research leads to real-world solutions for home and business owners, helping to create more resilient communities. Learn more at ibhs.org.

About GAF

More homes and businesses in the U.S. are protected by a GAF roof than by any other product. We are the leading roofing manufacturer in North America, with plants strategically located across the U.S. Our Center for the Advancement of Roofing Excellence (GAF CARE) and GAF Roofing Academy have trained more than a quarter-million roofers throughout North America.

How GAF can help

GAF offers a variety of roofing products that meet the criteria of the FORTIFIED™ program.⁵ In addition, homeowners who have a designated FORTIFIED Roof™¹ installed by a GAF Master Elite® Contractor that is Fortified Certified⁴ and purchase a Golden Pledge® or President's Club Limited Warranty are eligible for additional benefits provided by the FORTIFIED Addendum to the Golden Pledge® or President's Club Limited Warranty.⁶ To locate a GAF Master Elite® contractor, visit gaf.com/contractor. To find a FORTIFIED Certified roofer, visit fortifiedproviders.com.

¹ Eligibility criteria, terms, and restrictions apply. See current FORTIFIED Home™ Standard available at fortifiedhome.org for details. U.S. only.

² Insurance discounts, grants, and other incentives are not guaranteed and may vary if available. For more information, visit fortifiedhome.org/incentives.

³ 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.

⁴ FORTIFIED™ certification is a program of IBHS. Eligibility requirements, terms, and restrictions apply. For details, visit fortifiedhome.org/how-to-become-fortified-certified/

⁵ For information about the GAF and IBHS alliance and GAF products that can be used to comply with certain FORTIFIED™ requirements, visit gaf.com/fortified. Even if GAF products meet certain FORTIFIED™ requirements or are used in a FORTIFIED™ designated roof, GAF products are covered by GAF's limited warranties, which provide your sole and exclusive remedy for any covered issues arising out of or related to qualifying GAF products. See gaf.com/warranties for details.

⁶ Eligibility requirements, terms and restrictions apply to the *Golden Pledge® Limited Warranty*, *President's Club Limited Warranty*, and FORTIFIED™ addendum. See gaf.com/warranties for details.

We protect what matters most™

