

GAF CARE



Build skills. Build experience. Build careers in roofing.

GAF is in the business of building commercial and residential roofs. GAF's Center for the Advancement of Roofing Excellence, CARE, is in the business of building careers in the commercial and residential roofing industry. GAF CARE classes help train installers, technicians, salespeople, managers, and much more.

GAF CARE — Building careers in roofing

GAF CARE offers a wide range of learning opportunities, including hands-on, in-person, virtual, and on-demand product and systems training. We partner with the roofing community to coordinate training for all facets of the industry (field to office) and all levels of individual development (beginner to expert).

Learning Portal:

Access live webinars or in-person training, or choose from hundreds of on-demand courses to view on your schedule.

gaf.com/Learning

Roofing Academy:

We train new generations of roofing professionals by combining classroom and hands-on training to teach skills for entry-level roofing positions. Partner with the Roofing Academy as if it were a free onboarding program for new installers that also provides instant access to pretrained, qualified applicants eager to begin their roofing careers.

gaf.com/RoofingAcademy

Expert Value Speaker Series:

Discuss business best practices with industry professionals and gain new strategic insights on a wide range of topics, including: Business Operations, Financing, Insurance, Restoration, Marketing, Sales Leadership.

Latinos In Roofing:

This community of Spanish-speaking roofing contractors and installers helps you celebrate your heritage through mutual support, guidance, and resources.

gaf.com/LatinosInRoofing

Commercial Training Topics:

Estimating — Learn the details of job estimating, including costs, materials, labor, and other key factors.

Trailer training — GAF can deliver the classroom experience to your location, when you need it, where you need it.

Estimating FLOW — Formulate Links for Optimal Workflow. This class is designed to help estimators learn how to break down walls and build better communication between estimating and production, helping you make your jobs more profitable.

Foreman FLOW — Foresight, Leadership, and Operational Wisdom. This class helps train future foremen or superintendents to lead a job site of any size or complexity.

Residential Training Topics:

Installation — Learn proper product installation, including installing the GAF residential roofing system, and general roofing best practices.

Ventilation — Understand how ventilation works and its importance for installing a balanced system.

Product knowledge — Gain a deeper understanding of the wide variety of GAF roofing solutions.

In-Home Selling & Business Acumen

Offerings created to help you run a stronger business include In-Home Sales, 52 Weeks of Engaging Sales Meetings, Phone Etiquette, Financial Statement Basics, and more.

Storm Restoration

Information to help you navigate the storm restoration and insurance claim process to grow within the wind and hail markets, including interacting with carriers and homeowners, and working in Xactimate® and Cotality™ (Symbility).

gaf.com/StormTraining



For questions or more information, contact
CARE@gaf.com or go to gaf.com/CARE

We protect what matters most™

