



## An Opportunity For Green Roofers To Demonstrate Their Credentials And Close More Sales

The Certified Green Roofer Program is an exclusive designation that recognizes your “green” roofing business.

The GAF Certified Green Roofer designation recognizes steep slope roofing contractors who are environmental leaders. Developed in consultation with the USGBC (developers of the LEED® standard, and acknowledged leaders of the green building movement), this desirable credential enhances your positioning as an environmentally responsible contractor.

### Who Is Eligible For This Designation?

- Members of GAF’s Master Elite and Certified Contractor Programs.

### What Do You Need To Do?

- Commit to the overall sustainability of your roofing business
- Commit to recycling shingles\*
- Complete online education course covering Asphalt Shingles and the Green Home
- Complete additional requirements as listed at [contractors.gaf.com](http://contractors.gaf.com)

### Benefits To You:

- **Differentiate Your Business...** promote your green credentials with membership card, certificate, and designation (which will also be visible on the Contractor Locator at [gaf.com](http://gaf.com))
- **Improve close rates....** in the rapidly growing green marketplace
- **80% off Enhanced Listing...** on USGBC’s GreenHomeGuide.com, which receives more than 60,000 unique visitors a month, funneling upscale leads to your business
- **Generate Press Coverage...** using our press release template
- **Track results...** ... document your recycling activities with a customized Recycling Activity Report

### How to Get Started:

**Step 1: Log on...** to [contractors.gaf.com](http://contractors.gaf.com), complete all steps and fulfill requirements

**Step 2: Receive...** designations, promotional materials and website listing from GAF

**Step 3: Complete...** asphalt shingle recycling report, available on the Certified Contractor Zone, on a quarterly basis

See login page for full requirements. GAF reserves the right to accept or reject, at its sole discretion, applications for the Certified Green Roofer designation, and to change the requirements at any time.

\*Shingle recycling is verified by uploading load slips or weigh tickets. GAF reserves the right to audit shingle recycling activities. If a viable recycling option is not yet available in your region, you pledge to begin recycling when it does become available, conduct the remainder of your business in an environmentally friendly manner, and complete the other requirements of the certification.

