

## 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 Certified Plus™ Contractor	GAF Master Elite® Contractor
State license in states where company operates (if required)	X	X	X
\$1 Million in Liability Insurance*	X	X	X
Worker’s Compensation Insurance*	X	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, and customer reviews 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 Certified Plus™, & GAF Master Elite® Contractors	GAF Certified Plus™ & GAF Master Elite® Contractors	GAF Master Elite® Contractors
 <b>SYSTEM PLUS LIMITED WARRANTY</b> <a href="#">SEE DETAILS</a>	 <b>SILVER PLEDGE LIMITED WARRANTY</b> <a href="#">SEE DETAILS</a>	 <b>GOLDEN PLEDGE LIMITED WARRANTY</b> <a href="#">SEE DETAILS</a>

**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. Master Elite Status Requirements

Starting January 1, 2025

Master Elite Contractors must fulfill the below requirements each year to maintain their Master Elite certification status.

	Rewards Squares (Shingles Only)	Warranty Squares (Silver & Golden Pledge, President's Club & ArmorPledge Limited Warranties)	Learning Credits (See Section VI for information about earning credits)
Requirements to maintain ME Status	1000	500	10

### 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**

It is very important that any information you provide and claims you make about your Certification(s) and GAF products, services and warranties are truthful, accurate and not misleading to consumers. In addition, you must comply with our [Brand Guidelines](#):

### **Certifications**

Below are examples of statements that you can make about your Certification(s):

<b>GAF Master Elite® Contractors</b>	<b>GAF Certified Plus™ Contractors</b>	<b>GAF Certified™ Contractors</b>
<ul style="list-style-type: none"><li>• GAF Master Elite® Contractors are insured and licensed in states where they operate if licensing is required.<sup>1</sup></li></ul>	<ul style="list-style-type: none"><li>• GAF Certified Plus™ Contractors are insured and licensed in states where they operate if licensing is required.<sup>1</sup></li></ul>	<ul style="list-style-type: none"><li>• GAF Certified™ Contractors are insured and licensed in states where they operate if licensing is required.<sup>1</sup></li></ul>
<ul style="list-style-type: none"><li>• Only 2% of roofers in North America are invited to become GAF Master Elite Contractors.<sup>1</sup></li></ul>	<ul style="list-style-type: none"><li>• Only a select group of roofers in North America are invited to become GAF Certified Plus™ Contractors.<sup>1</sup></li></ul>	<ul style="list-style-type: none"><li>• Only 7% of roofers in North America are invited to become GAF Certified™ Contractors.<sup>1</sup></li></ul>
<ul style="list-style-type: none"><li>• GAF Master Elite® Contractors are the only ones who can offer you the Golden Pledge®, one of GAF's strongest warranties, which includes 25 - 30 years of workmanship coverage on qualifying roofing systems.<sup>2</sup></li></ul>	<ul style="list-style-type: none"><li>• GAF Certified Plus™ Contractors can offer you certain enhanced warranties, including the Silver Pledge Limited Warranty, which provides 10 years of workmanship coverage on qualifying roofing systems.<sup>2</sup></li></ul>	<ul style="list-style-type: none"><li>• GAF Certified™ Contractors can offer you the System Plus Limited Warranty on qualifying roofing systems, which provides a 50 year non-prorated coverage period for single family detached homes.<sup>2</sup></li></ul>
<b>You must also include the following:</b>  <sup>1</sup> Contractors enrolled in GAF certification programs are not employees or agents of GAF, and GAF does not control or otherwise	<b>You must also include the following:</b>  <sup>1</sup> Contractors enrolled in GAF certification programs are not employees or agents of GAF, and GAF does not control or otherwise	<b>You must also include the following:</b>  <sup>1</sup> Contractors enrolled in GAF certification programs are not employees or agents of GAF, and GAF does not control or otherwise

<p>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 <a href="http://www.gaf.com/gaf-contractor-terms-of-use">www.gaf.com/gaf-contractor-terms-of-use</a> for details</p> <p><sup>2</sup> Visit <a href="http://gaf.com/warranties">gaf.com/warranties</a> for complete coverage and restrictions and <a href="http://gaf.com/lrs">gaf.com/lrs</a> for qualifying GAF products.</p>	<p>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 <a href="http://www.gaf.com/gaf-contractor-terms-of-use">www.gaf.com/gaf-contractor-terms-of-use</a> for details</p> <p><sup>2</sup> Visit <a href="http://gaf.com/warranties">gaf.com/warranties</a> for complete coverage and restrictions and <a href="http://gaf.com/lrs">gaf.com/lrs</a> for qualifying GAF products.</p>	<p>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 <a href="http://www.gaf.com/gaf-contractor-terms-of-use">www.gaf.com/gaf-contractor-terms-of-use</a> for details</p> <p><sup>2</sup> Visit <a href="http://gaf.com/warranties">gaf.com/warranties</a> for complete coverage and restrictions and <a href="http://gaf.com/lrs">gaf.com/lrs</a> for qualifying GAF products.</p>
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## **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, and #GAFCertifiedPlus 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](http://www.gaf.com/gaf-contractor-terms-of-use) for details

## **VI. Learning Credits**

You may earn learning credits virtually or in-person as described below.

# How to earn learning credits

Virtual path	<b>Learning Portal path</b>  <b>On demand</b> 101- to 401-level learning path options: 10 credits  <b>Pro Field Guide</b> 3 credits per completion	<b>Webinars</b>  <b>Expert Value Speaker Series</b> <b>In-Home Selling</b> <b>Latinos in Roofing</b> <b>CARE Installation</b> <b>Storm Restoration</b> 3 credits per completion
	<b>Live CARE training</b>  <b>In-person training</b> Up to 1 day: 3 credits Over 1 day: 10 credits  <b>Private crew training</b> 1 owner or manager must enroll: 10 credits	<b>GAF Roofing Academy hiring</b>  <b>Hire a GAF Roofing Academy graduate</b> 10 credits each graduate
In-person path		<b>Expos</b>  <b>Regional expos</b> 3 credits per enrolled attendee  <b>WealthBuilder</b> 10 credits per enrolled attendee