

2012 PROGRAM GUIDE + APPLICATION



PUT YOUR BUSINESS
IN THE LEAD.

2012
MASTIC
ELITE
CONTRACTOR

GIVE YOURSELF THE MASTIC ADVANTAGE.

You've already set your business apart by using Mastic products. Let us help you stand out even more with our **Mastic Elite Contractor Program**.

Our marketing programs offer qualified contractors like you the proven, professional tools and support that give you the edge in today's marketplace.

- Exclusive Sales Builder Closing Tools
- Dreamhome Professional Visualizer
- LeadBuilder Customer Leads
- Neighborhood Marketing Kit
- LinkBuilder Connection to Mastic.com
- Contractor Shop Online Store
- Bonus Rewards in Red, White + Home
- Reduced Cost for Same-As-Cash Program
- Dedicated Customer Service



SIDE WITH MASTIC, AND PUT YOUR BUSINESS IN THE LEAD.



TAKE THE LEADS.

As the industry leader in exterior solutions, Mastic gets a lot of attention. Each month thousands of homeowners visit Mastic.com. Many want to connect with the right contractors for their projects — contractors they can rely on to deliver quality products and a complete exterior solution.

As a **Mastic Elite Contractor**, you can harness the reach and power of one of the industry's most popular websites to build your business. You are certified by the industry leader. And your company will appear at the top of search results on the Find-a-Contractor page at Mastic.com and in responses from our national call center. Homeowners gain exposure to your business — and will know that you are a **Mastic Elite Contractor**.



JUMP TO THE TOP OF THEIR LIST AT MASTIC.COM

PUT MORE TOOLS IN YOUR TOOLBOX.

The **Mastic Elite Contractor** program is about much more than customer leads. We also offer best-in-class, exclusive closing tools; lead generation programs; and training that can strengthen your sales pitch and build your skills. As a **Mastic Elite Contractor**, you'll be able to offer your customers exclusive benefits that enhance your service and set you apart from your competition.



Dreamhome Professional:

FREE access to the remodeling industry's premier closing tool.

Every piece of Mastic product literature invites homeowners to visit the Mastic website and experience *The Designed Exterior Studio*, our exclusive home exterior visualizer, which invites homeowners to see what Mastic products look like on a set of 20 stock house styles.

This easy-to-use tool helps homeowners see what's possible — and enables them to play with color and texture combinations that can really set a home apart.

As a **Mastic Elite Contractor**, you can take your homeowners a step further with a subscription to Mastic Dreamhome Professional — an in-home digital demonstration tool that lets you show homeowners

how Mastic products can transform **their** home into a dream home. This tool enables you to create a realistic rendering of their home that shows how Mastic products can pair with windows, roofing and doors to create a beautiful, designed exterior that reflects the homeowner's style and taste.

Studies show that homeowners are more likely to choose a contractor who can show them visually what their project will look like over a

contractor who cannot. With Dreamhome Professional, you immediately set your business apart, and your profile on Mastic.com will prominently tell homeowners that you can show them how their home can become their "Dreamhome"

right before their eyes.

To learn more contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/ contractor.

ELITE EXCLUSIVE

As a Mastic Elite Contractor, your subscription to Mastic Dreamhome Professional is **FREE** as long as you qualify as an Elite Contractor — a **\$480** annual value!



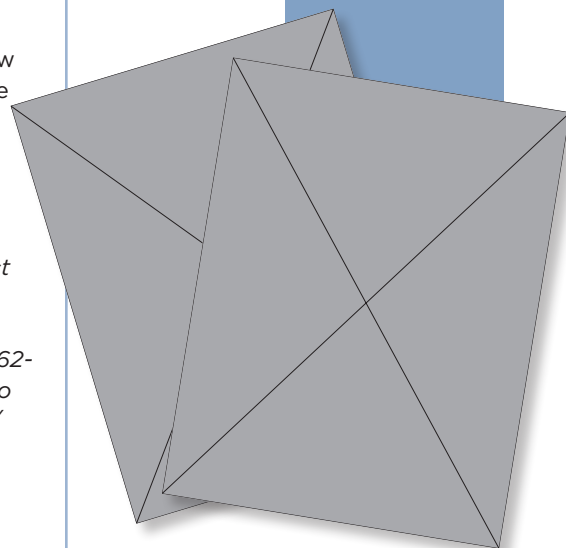
Reduced costs in other Mastic programs:

Mastic Elite Contractors can take advantage of the Ply Gem Same-As-Cash program at a reduced cost — get a rebate of 50% of the initial program enrollment fee after you are approved. That's a savings of nearly \$250!

To learn more contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/ contractor.

2012 REBATE

Add to your arsenal of sales tools and take advantage of a **\$250** program cost rebate.





SALESBUILDER TOOLS: Tools to help you close the deal.

As a **Mastic Elite Contractor**, you can offer exclusive closing tools no one can match.



Structure® Home Insulation System™ Marketing Rebate

Your customers are invited to participate in an exclusive Mastic-funded marketing opportunity. Homeowners who install Structure® Home Insulation System™ are invited to submit “before” and “after” photos of their home — and are rewarded with a \$100 cash gift card direct from Mastic. And Mastic will send another \$150 gift card if the homeowner agrees to track their utility bill savings for one year.

The best part: there is nothing you need to do except give homeowners the 2012 **Mastic Elite Contractor Services Brochure**, available from your distributor or online at mastic.com/contractor.

AN EASY \$250 SALES INCENTIVE

Rewards that are easy for you to offer and simple for your customers to enjoy.



It's easy:

- Install Structure® Home Insulation System™ on a project. Structure® must cover at least 50% of the home's exterior walls.
- Give homeowners the 2012 **Mastic Elite Contractor Services Brochure**, available from your distributor or online at mastic.com/contractor.
- Homeowner completes the form and submits before and after photos of their home; Mastic sends \$100 gift card.
- Homeowner completes the “Structure® Energy Savings Worksheet” for 12 consecutive months and submits it to Mastic; Mastic sends \$150 gift card.
- Your completed job — identified with your company name — may be featured on Mastic.com.

To learn more contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/contractor.



Double the Lifetime Warranty

When you install Structure® Home Insulation System™, Quest®, Cedar Discovery®, or Carvedwood®44®, you are eligible to register the home for a Transferable Limited Lifetime Warranty — or a “double” lifetime warranty. This benefit, exclusively offered through **Mastic Elite Contractors**, allows the home's second owner to be eligible for the same 100% coverage, non-prorated warranty enjoyed by the first homeowner.

To learn more contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/contractor.

ELITE
EXCLUSIVE





LeadBuilder:

When homeowners ask YOU for an appointment.

Setting appointments has never been this easy. Our LeadBuilder tool provides you with a link to install on your website that invites homeowners to submit digital photos of their homes before you meet with them — giving you the opportunity to prepare “before” and “after” photos using Dreamhome Professional to transform their home and bolster your in-home sales presentation.

As a **Mastic Elite Contractor**, the cost of this key LeadBuilder service is only \$5/month.

The regular price for this service is \$60 per year, but as a **Mastic Elite Contractor**, the service is FREE.

To learn more contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/contractor.

FREE FOR
MASTIC ELITE
CONTRACTORS



Neighborhood Marketing Program:

Guaranteed to double your leads or your money back.

This exclusive, simple 5-step marketing program is guaranteed to double the number of leads you receive from every completed job.

As a **Mastic Elite Contractor**, you can purchase a complete Neighborhood Marketing Program personalized with your business information and delivered to you just days after you close your next job.

This 5-step program includes:

- **50 pre-install door hangers** — for canvassing the neighborhood around your next job before you start your project.
- **50 pre-install postcards** — we mail your postcard to the 50 homes closest to your sold project that match the same demographic profile as your sold home.
- **50 post-install door hangers** — for canvassing the neighborhood around your next job after your project is complete.

- **50 post-install postcards** — you choose the offer you want to send to generate the leads you are looking for, and we mail the postcard for you.
- **Job-site yard sign for 30 days** — identify your work site with your own yard signs, or purchase a “**Mastic Elite Contractor**” yard sign at Mastic.com/contractor.

Log in to your **Mastic Elite Contractor** secured website at Mastic.com/contractor and download the free white paper on this guaranteed lead generation program. All you have

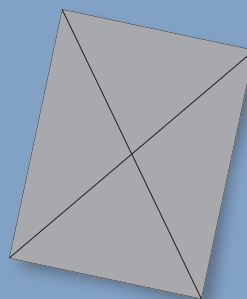
to do is order the kit — offered for only \$99 to **Mastic Elite Contractors**. Regular kit price is \$149.

This powerful marketing campaign is guaranteed to double the leads from your next job — or Mastic will refund the \$99 purchase price.

To learn more contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/contractor.

DISCOUNTED & GUARANTEED

Double the leads from your next job — or Mastic will refund your \$99 purchase price, already discounted from the regular \$149 cost.



FREE WHITE PAPER

Download FREE from your **Mastic Elite Contractor** secured website at Mastic.com/contractor

EVEN MORE TOOLS FOR YOUR TOOLBOX.



Contractor Shop:

Access personalized marketing materials.

The Mastic Contractor Shop is available online to **Mastic Elite Contractors** 24 hours a day, 7 days a week, giving you access to all of the customized and personalized marketing materials you need — including job site signs for as low as \$15. Order personalized shirts and apparel, customized marketing materials, and more — available exclusively to **Mastic Elite Contractors**.

To learn more contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/contractor.



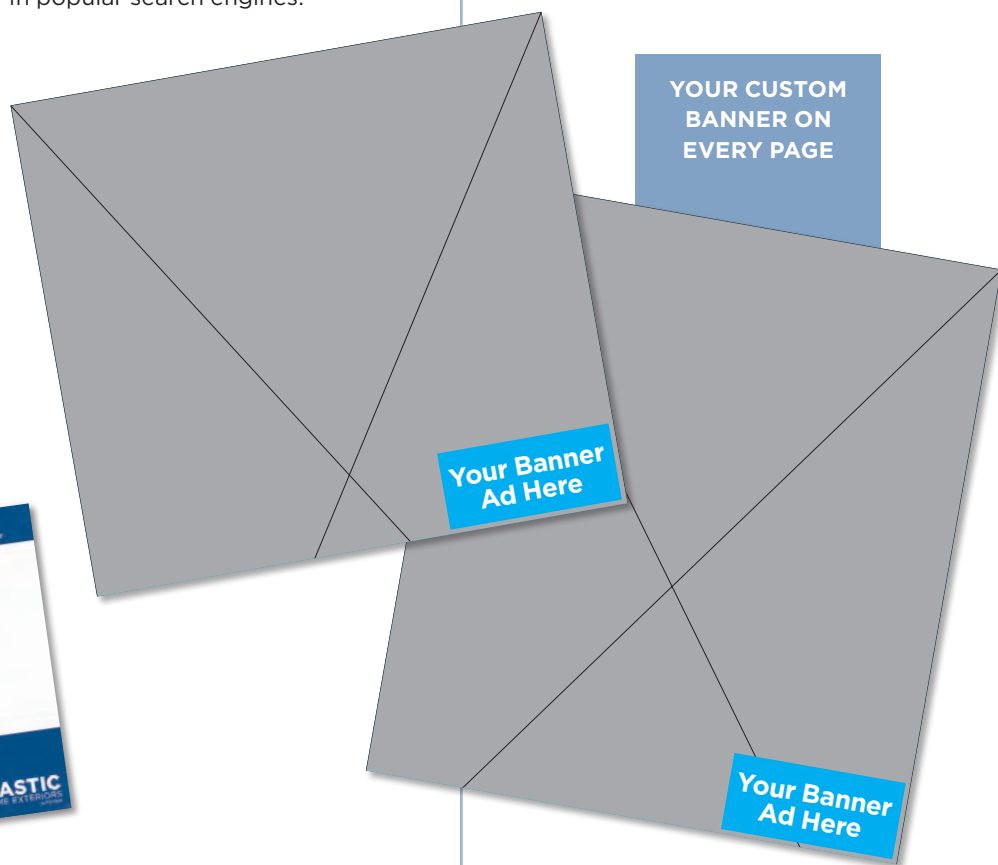
LinkBuilder:

Connect to one of the industry's highest-traffic websites.

As a **Mastic Elite Contractor**, you are able to add a link to Mastic.com from your website — connecting your business site to one of the industry's highest-traffic websites, which in turn builds your website's online prominence. This link will help your site's "search engine optimization," which means your company name will show up higher in popular search engines.

When you use LinkBuilder to connect to mastic.com, your free, custom designed, banner ad stays on-screen the entire time a homeowner is visiting the Mastic site through your link. This ensures that your company always stays top-of-mind with your homeowner, and **your guest will never see** the "Find a Contractor" function on the Mastic site.

To learn more contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/contractor.



TOOLS THAT GIVE YOU THE ADVANTAGE.



Bonus rewards in other Mastic programs.

As a **Mastic Elite Contractor** you'll automatically receive an additional 10% reward when you purchase qualifying products in the Red, White & Home program.

Red, White & Home supports the efforts of Homes for Our Troops to build accessible housing for severely wounded American veterans. When you participate you will not only earn the program's \$50 incentive with each qualified purchase, you also qualify for a bonus 10% in rewards.

You choose how to leverage Red, White & Home for your business from two options:

1. **Select the rebate card option and use the rewards to invest back in your company.** The \$50 reward cards (plus 10% Elite Contractor bonus) are yours to use as you see fit.
2. **Or, use the program as a free sales promotion to build your business.** You may decide that potential customers will

feel that supporting Homes For Our Troops is a strong incentive for choosing your company over your competitors. Mastic provides you with free promotion materials and the rewards (including the 10% Elite Contractor bonus) are passed on directly to Homes For Our Troops.

The bonus rewards are automatic. Just ask your distributor for a redemption form, or download one from the **Mastic Elite Contractor** secure website at mastic.com/contractor. You can also call Program Headquarters at 1-800-962-6973 to have redemption forms sent directly to you.

**10%
BONUS**

To learn more contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/contractor.



Dedicated Customer Service.

Every element of the **Mastic Elite Contractor** program can be coordinated and implemented with the help of your dedicated Mastic program headquarters coordinator. They can help you access your benefits — and build your business.

To learn more contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/contractor.



Learn more in the Solutions Catalog

Learn more about these and other

tools in the *2012 Solutions Catalog*. To get a copy contact your Mastic salesperson, call 1-800-962-6973 or go to mastic.com/contractor.

As you can see, membership has its rewards.

Get started today.

EMAIL: contractor@masticsidinginfo.com

PHONE: 1-800-962-6973

FAX: 1-866-656-1900

MAIL: 5500 Brooktree Road, Suite 200
Wexford, PA 15090



YOUR MASTIC ELITE CONTRACTOR PROGRAM KIT

TOOLS TO HELP YOU MAKE THE MOST OF BEING A **MASTIC ELITE CONTRACTOR**, AND PUT YOUR BUSINESS IN THE LEAD.



When your **Mastic Elite Contractor** application is approved, Mastic will send you a program kit with all of the tools you need to take full advantage of your new certification.

IN EACH KIT YOU'LL FIND:

- **Mastic Elite Contractor Program Guide**
- **2012 Mastic Solutions Catalog**
- **Free Name Tag Order Form**
- **Free Business Cards**
- **Framed Certificate**
- **Elite Contractor Presentation Folders**
- **Dreamhome Information**
- **Free Mastic Contractor Literature**
 - *Design Palettes Homeowner Design Tools*
 - *I Support Homes for Our Troops*
 - *Consumer Guide to Picking the Right Contractor*
 - *How to Manage Your BBB Report*
 - *Building to Make a Difference. How Mastic Can Help You Meet Your Sustainable Goals*
 - *Mastic Home Exteriors Warranties + Use and Care Guide*



YOU'RE INVITED TO SIDE WITH THE BEST.

Becoming a Mastic Elite Contractor isn't for everyone. In fact, only a small percentage of all contractors can qualify.

TO QUALIFY FOR THE ELITE PROGRAM YOU MUST:

- ☐ Have at least one VSI-Certified Installer on staff
- ☐ Pass at least two Mastic training courses in each two-year period (on line or in person)
- ☐ Have at least five years' experience in business selling and installing vinyl siding
- ☐ Have a BBB score of 90% or better
- ☐ Demonstrate a commitment to make reasonable and prompt efforts to address customer concerns
- ☐ Have current liability insurance
- ☐ Have a current license or registration (where required)
- ☐ Make the majority of siding purchases with Mastic
- ☐ Attend product orientation training with your Mastic Sales Manager
- ☐ Have the approval of the Mastic Regional Sales Manager



FREE TOOLS. FREE ADVANTAGES.



Complete this registration form and send it to:

**Mastic Elite Contractor
Program Headquarters
5500 Brooktree Road, Suite 200
Wexford, PA 15090**

Or fax to: 866-656-1900

ELITE LEVEL MINIMUM QUALIFICATIONS

- At least one VSI-Certified Installer on staff
- Pass at least two Mastic training courses in each two-year period (online or in person)
- At least five years' experience in business selling and installing vinyl siding
- Have a BBB score of 90% or better
- Demonstrate a commitment to make reasonable and prompt efforts to address customer concerns
- Current liability insurance
- Current license or registration (where required)
- Majority of siding purchases made with Mastic
- Attend product orientation training with Mastic Sales Manager
- Approval of Mastic Regional Sales Manager



mastic.com

2012 MASTIC ELITE CONTRACTOR ENROLLMENT APPLICATION

☐ New application ☐ Update my information

ALL INFORMATION IS REQUIRED.

1 INFO ABOUT YOU

Your Name

()

Cell Phone

Your Email

()

Office Phone

2 INFO ABOUT YOUR BUSINESS

BUSINESS TYPE (check one): ☐ Corporation ☐ Sole Proprietor ☐ Partnership ☐ LLC Year started _____

PLEASE INDICATE YOUR COMPANY'S PRIMARY BUSINESS (check one):

☐ Siding/Specialty Contractor ☐ Remodeler ☐ Builder ☐ Other _____

Who is your primary distributor for Mastic products?

Distributor's Address (street)

City

State

ZIP Code

APPROXIMATE NUMBER OF VINYL SIDING SQUARES PURCHASED ANNUALLY (check one):

☐ Less than 200 squares ☐ 200-349 squares ☐ 350-499 squares ☐ 500-749 squares ☐ 750+ squares

APPROXIMATE NUMBER OF MASTIC SQUARES PURCHASED IN THE PREVIOUS 12 MONTHS (check one):

☐ Less than 200 squares ☐ 200-349 squares ☐ 350-499 squares ☐ 500-749 squares ☐ 750+ squares

BRAND(S) OF VINYL SIDING USED IN THE PAST YEAR (check all that apply):

☐ ABTCO

☐ Crane

☐ Napco

☐ Variform

☐ Alsie

☐ Gentek

☐ Norandex

☐ Wolverine

☐ AlSCO

☐ Georgia-Pacific

☐ Owens Corning

☐ Other(s)

☐ Certainteed

☐ Mastic

☐ Royal

3 INFO FOR MASTIC.COM

Business Name

Date

Business Address (street)

City

State

ZIP Code

()

Email (used for customer inquiries)

Phone

()

Website

Fax

WHAT MASTIC PRODUCTS DO YOU INSTALL? (check all that apply):

☐ Siding

☐ Soffit/Fascia

☐ Designer Accents

☐ Ply Gem Stone

☐ Trim Sheet/Trim Coil

☐ Rain Removal

☐ Leaf Relief® by Ply Gem

☐ Gutter Warrior® by Ply Gem

☐ Other _____

DREAMHOME PROFESSIONAL CERTIFIED ☐ YES ☐ NO

PLEASE PROVIDE A COPY OF THE FOLLOWING:

☐ Proof of current liability insurance

☐ Contractor license if required by state

Applicant Signature

Title

Date

NOTES:

Return this form with required documents to Mastic Contractor Program Headquarters, 5500 Brooktree Road, Suite 200, Wexford, PA 15090

By participating, you agree that you will notify Mastic at 800-962-6973 if there are any changes to your business or BBB file that would adversely affect your certification level.

Mastic Home Exteriors reserves the right to audit Mastic Elite Contractor purchase history, insurance coverage, Better Business Bureau status and other business practices as we see fit to ensure appropriate conduct and adherence to program requirements and expectations.

Mastic Home Exteriors reserves the right to modify or change the program at any time.

Mastic Home Exteriors may discontinue certification at any time for any firm.

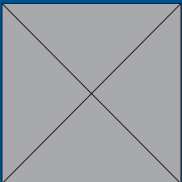
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GET THE MASTIC ADVANTAGE.



PLY GEM SIDING GROUP
2600 GRAND BLVD. SUITE 900
KANSAS CITY, MO 64108
800 962 6973

www.mastic.com



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