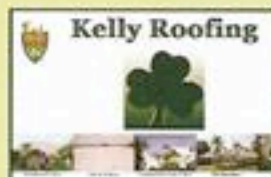


## Your own on-line store front

Prospective customers in your area responding to Elk's national advertising program will find you listed as a Peak Performance Contractor at [www.elkcorp.com](http://www.elkcorp.com). Also we will provide assistance in developing your own web page which homeowners will be linked to from your listing on the Elk site.



## Build in value for your customers and increase your profits.

As an Elk Peak Performance Contractor, you will be authorized to offer your customers limited warranty upgrades. For a modest cost to the homeowner, the Umbrella Coverage can be increased to 10 or 15 years, which increases the potential payback value in the event of a manufacturing defect that affects the performance of the shingle. Many successful Peak Performance Contractors include these upgrades in all their bids as a competitive advantage, generating additional profits.



### For example:

Sell ten 15-year warranty upgrades  
x \$50 rebate per upgrade = \$500 profit

ELK Limited Warranty Coverage Upgrades		
	Everest Level	Rainier Level
<b>10-Year Umbrella Coverage Upgrade</b>		
Jobs up to 100 sqs: \$100 cost to homeowner – contractor earns a \$25 per job rebate	✓	✓
Jobs over 100 sqs: \$3.33 per square cost to homeowner – contractor earns \$.83 per square rebate		
<b>15-Year Umbrella Coverage Upgrade</b>		
Jobs up to 100 sqs: \$150 cost to homeowner – contractor earns a \$50 per job rebate	✓	
Jobs over 100 sqs: \$5.00 per square cost to homeowner – contractor earns \$1.67 per square rebate		

Standard Umbrella Coverage for all Prestique® and Raised Profile™ products are 5 years of non-prorated coverage for shingles and application labor in the event of a manufacturing defect that affects performance (10 years for Capstone®). See terms of Elk Umbrella Coverage Limited Warranty Upgrade certificate for details.



*Differentiate yourself from the competition; offer your customers a BETTER warranty option. Give them the option of choosing either of Elk's 10-year and/or 15-year Umbrella Coverage Upgrades.*

Warranty Components	Elk Peak Performance Warranty Upgrades		Elk Limited Warranty Coverage		Elk Competitor
	15-Year Umbrella Coverage Upgrade	10-Year Umbrella Coverage Upgrade	Full-System	Standard	Stacked
Covers defects in materials or manufacturing workmanship	✓	✓	✓	✓	✓*
Current replacement costs	✓	✓	✓	✓	✓**
Normal method of compensation	Check***	Check***	Check***	Check***	Material***
Transferability	✓†	✓†	✓†	✓†	✓†
Prorated material & labor after initial coverage	✓	✓	✓	✓	
Non-prorated material	15 Years	10 Years	7 Years	5 Years	5 to 7 Years
Non-prorated labor	15 Years	10 Years	7 Years	5 Years	5 to 7 Years
Tear-off & disposal	✓	✓			
Customer satisfaction accountability survey	✓	✓			

\* Transfer fee and other conditions apply. Only one transfer per warranty.

\*\* Review specific manufacturer coverage, as some warranties cover manufacturer's defects ONLY with extensive restrictions.

\*\*\* Review specific manufacturer coverage, as some warranties that state maximum financial liability per square if claim made or provide settlement based on original cost only.

††† Several manufacturers provide replacement material only. Elk most often provides a claim compensation check, which allows the homeowner more choice. Elk may compensate with material at its option under certain circumstances.

(See limited warranties at [www.elkcorp.com](http://www.elkcorp.com) for details. This is only a summary and does not alter the terms and conditions of Elk's limited warranties.)

# Elk Contractor Spotlight

As a young man just out of high school, Ken Kelly took over his father's business after his father suffered a debilitating accident. In the following eleven years Ken has successfully grown his business in Florida. Ken shares his thoughts on the business today:

## How did you get in the business?

A few weeks after I graduated from high school my father slipped off a roof and crushed both his wrists. I took over the family business and have been at it ever since. That was in June of 1993.

## What is your formula for success?

Roofing is a business, not a trade. We separate ourselves from the competition by being professional and different.

## How has your status as an Elk Peak Performance<sup>SM</sup> Contractor helped you in your business?

By including an extended, factory-backed warranty on every project our customers can never compare "apples to apples." Kelly Roofing is always the better bid.

## What makes you loyal to the Elk brand?

Our local rep, Arty Vazquez, believed in us from the beginning. Since becoming a Peak Performance Contractor, our business has grown from four employees to fifty-two. Elk is innovative, classy, and always the highest quality. I couldn't ask for a better partner in business today.

## You're a top seller of our Prestique Grandé shingles.

### What do you like about this product?

It's different! Our customers choose Prestique Grandé because of its look. We choose Prestique Grandé because

## You mentioned that you didn't think shingles were a failure-driven buy product. How do you market yourself differently?

We sell a look, a system, a solution. Shingles just happen to be a part of that. By choosing Kelly Roofing, customers know they are not making a "mistake."

This is more important than price, timing, or type of materials. There is a huge risk involved when choosing a roofing contractor. We provide the security.

## How have you "weathered the storms" in Florida this year?

Storms are bad for business. With material shortages, unlivable conditions, and insurance issues it's very difficult to offer good service. This will reflect poorly on the industry for many years to come in our area.

## What is the biggest challenge facing the roofing business today?

As an industry, we must all come together to change our image to the public. Roofers are professionals; we need to all act as professionals. This will open the door to charging higher prices, attracting quality employees, and allowing for better materials.

## You're known for your innovative marketing.

### What's your secret?

We are a sales company. Without the sale, there is no company. We have two very talented, highly trained salesmen who live the business. Our leads are generated by Yellow Pages, direct mail, vehicle signs, articles, job-site signs, word of mouth, referral program, parades, newspaper ads, newsletters, and many more. The point is, we dominate top-of-mind awareness in our area. We won't win every job, but at least we get to bid.

**What makes you loyal to the Elk brand?**

Our local rep, Arty Vazquez, believed in us from the beginning. Since becoming a Peak Performance Contractor, our business has grown from four employees to fifty-two. Elk is innovative, classy, and always the highest quality. I couldn't ask for a better partner in business today.

**You're a top seller of our Prestique Grandé shingles.**

**What do you like about this product?**

It's different! Our customers choose Prestique Grandé because of its look. We choose Prestique Grandé because when Kelly Roofing installs one, we know others on the street will want it. And it's quicker to install than other shingles. One man can install about three squares an hour of Grandé, compared to two squares an hour with other shingles.

**What's your secret?**

We are a sales company. Without the sale, there is no company. We have two very talented, highly trained salesmen who live the business. Our leads are generated by Yellow Pages, direct mail, vehicle signs, articles, job-site signs, word of mouth, referral program, parades, newspaper ads, newsletters, and many more. The point is, we dominate top-of-mind awareness in our area. We won't win every job, but at least we get to bid.

Kenneth Kelly  
PRESIDENT  
KELLY ROOFING  
NAPLES, FL