



***“Your Best And Safest Choice”***  
***Quality You Can Trust Since 1886***

Mark R. Lenzer, Director  
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Kelly Roofing LLC  
465 Production Blvd.  
Naples, FL 34104

To our friends at Kelly Roofing:

As you know, it is GAF's goal to be the 'Best and Safest Choice' for property owners when it comes to choosing a roofing system for their home or commercial property. By meeting the professional qualifications and committing to the superior standards to become certified, you have distinguished Kelly Roofing as one of the leading professional roofing contractors in the country, as evidenced by the following certifications and awards:

Current Certification Status:

- GAF-Elk Master Elite™ Contractor – Kelly Roofing has earned the special certified status of Master Elite™ and is qualified to issue enhanced GAF-Elk warranties, including the Weather Stopper® Golden Pledge® Ltd. Warranty (coverage period up to 20 years in length – most GAF-Elk Shingles or 50 years for GAF-Elk “Lifetime” Shingles\*).
- GAF Master Roofing Contractor – Kelly Roofing has earned the prestigious Master Roofing Contractor status, specializing in the following commercial sub-categories: Single Ply Systems, Restoration Systems. Kelly Roofing is eligible to obtain a GAF Materials Corporation Diamond Pledge™ (NDL) Guarantee for up to 20 years in length providing that all of GAFMC's application and specification requirements are met and procedures are followed.
- GAF-Elk Certified SlateCrafter™ Specialist – Kelly Roofing has achieved the status of Certified SlateCrafter™ Specialist for GAF-Elk Corporation (Residential Roofing Products Division) and is authorized to offer the TruSlate™ Ultimate Pledge™ Ltd. Warranty.
- GAF Authorized™ Decorative Stone Installer – Kelly Roofing has achieved the certified status as an Authorized™ Decorative Stone Installer for GAF Materials Corporation and is authorized to offer the CanyonRock™ Stone Systems Plus™ Ltd. Warranty.

Awards:

- 2008 Excellence Awards - As a 2008 Master Elite™ Excellence Award winner, Kelly Roofing is confirmed as a double award winner for the titles: **Consumer Protection Excellence** and **Installation Excellence**. This achievement proves

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\* 50 year coverage period for “Lifetime” Shingles applies only to single family detached residences; for all other structures, coverage is 20 years.

that you are truly “the best of the best” and that you are committed to quality and service:

- You have won the **Consumer Protection Excellence** Award because you installed and registered a minimum of 100 enhanced system warranties in the calendar year 2008.
- You have won the **Installation Excellence** Award because you installed a minimum of 15 Golden Pledge® Ltd. Warranty jobs that received a perfect score of “10” in the calendar year of 2008.
- 2007 Excellence Awards - As a 2007 Master Elite™ Excellence Award winner, Kelly Roofing is awarded the title of: **Training Excellence**. This achievement proves that you are truly “the best of the best” and that you are committed to quality and service:
  - You have won the **Training Excellence** Award because a minimum of 10 of your employees either passed a Pro Field Guide test or attended a CARE seminar in the calendar year 2007.

In addition, Ken Kelly, President of Kelly Roofing, was a featured speaker at the 2009 GAF Wealth Builder Conference: *"How Can You Improve...What You Don't Measure?" Building a Business Dashboard to Improve Your Results.*

Ken, we appreciate your support of GAF and our steep slope and low slope roofing systems and we look forward to the opportunity to continue to earn your loyalty. Please don't hesitate to share these outstanding achievements with your customers and employees—it is something to be proud of. If you have any feedback on GAF or the Certification Program, please give me a call...

Regards,

A handwritten signature in black ink, appearing to read "Mark Lenzer". The signature is fluid and cursive, with a large loop at the end.

Mark Lenzer  
Director, Certification Programs and Services  
GAF Materials Corporation