OneRoof OneCompany™ — Low-Slope Options
Brochure For Steep-Slope Contractors
(COMGN259)

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ATTENTION RESIDENTIAL ROOFING CONTRACTORS

RAISE YOUR BUSINESS’S BOTTOM LINE. GO LOW!
Right now, potential customers in your neighborhood are looking for someone they can trust to meet their low-slope roofing needs. That someone should be you! It’s never been easier to successfully incorporate low-slope roofing into your steep-slope business—and GAF is dedicated to helping you tap into this burgeoning market.

Even if you’ve previously avoided venturing into the low-slope business, we’ll show you why getting started now—with top-quality products, training, and support from North America’s largest roofing manufacturer—is a smart move for both you and your company. **Only GAF offers you:**

**Innovative Products...**
We offer a comprehensive line of cutting-edge, award-winning steep- and low-slope products and systems—so you can serve any customer’s roofing needs!

**Expert Training...**
Through CARE (the Center for the Advancement of Roofing Excellence), GAF provides access to top-notch training in every aspect of low-slope roofing.

**Business-Building Tools...**
From our mobile apps to digital merchandising to customer-focused materials, GAF helps you grow your new business every step of the way.

**Complete Support...**
With over 250 GAF Sales Reps, our ROOF-411 Hotline, and our online resources, all the help you need is just a phone call or a click away.

**One-Stop “Shopping”...**
We make it easy to consolidate your steep- and low-slope purchases through a GAF distributor, which makes for fewer hassles (and fewer invoices)!

**The Best Warranties...**
GAF is the only manufacturer with a variety of warranty & guarantee options covering residential and commercial properties with combined-slope roofing. Plus, we offer the only guarantee that covers a notorious problem area: the physical transition between a low- and steep-slope roof—so you can separate yourself even further from your competition.
Q. My business has always been residential — low slope is a whole different ballgame. How am I going to get my people trained?

A. We have you covered! GAF has teamed up with CARE to ensure that you’ll have access to top-notch training in every aspect of low-slope roofing. CARE offers professional, nonbiased educational programs and hands-on training courses to members of the roofing industry at various locations across the country, as well as recorded “Live Cam” events of training sessions that you can watch at your convenience. They also offer free online webinars and how-to videos on proper installation of the latest roofing technologies. So no matter where your business is located, you and your employees can learn what you need to know, when you need to know it!

Q. If my crew is going to start taking on low-slope jobs, they have to know all the OSHA safety requirements. Who’s going to teach them?

A. We know that having a safe working environment for your employees is paramount when you begin handling commercial jobs. So GAF has teamed up with the National Roofing Contractors Association (NRCA) and the Western States Roofing Contractors Association to provide the resources you’ll need. Our contractors have access to educational webinars and documents that train your people thoroughly on OSHA standards, provided by the NRCA and Western States. Plus, we offer downloadable “Tool Box Talks” and, for a minimal cost, a low-slope safety kit that includes key items such as eye wash, a fire extinguisher, and a first-aid kit.

Q. What if I don’t have the right equipment? Won’t it be expensive?

A. Would it surprise you to know that more than half of our contractors lacked the necessary equipment to install low-slope roofing when they signed on? But that wasn’t a problem—thanks to our vendor partners Hapco, Inc. and OMG Roofing Products. No matter the type of roof or size of the job, Hapco and OMG offer a wide range of commercial roofing equipment, from hot-air tools and automatic welders to generators and money-saving specialty kits. Plus, as a GAF contractor, you receive exclusive discount pricing. This will help even the most cost-conscious contractor to get his commercial business up and running!

*September 2014 study conducted by Marketing Decisions and commissioned by GAF.
Q. Won’t it take a while to get paid for commercial jobs? I can’t afford to have my cash tied up.

A. We know your business doesn’t have the luxury of waiting on payments. That’s where Contractor’s Financial Services comes in. Regardless of your customer’s terms of payment, CFS accelerates the process so that you can be paid in just 24 to 48 hours—and for only a 4.5% fee.* So you won’t have to worry about stoppages in your cash flow; instead, you’ll enhance your ability to bid on additional jobs and reinvest in materials for your next opportunity!

Q. I’m not comfortable estimating these types of materials. How do I know I’m pricing the job right?

A. Correctly estimating the amount of materials you’ll need when preparing to bid on a job is critical to ensuring that you get the proper return. So GAF has launched a suite of web-based apps designed to simplify the process and help you perform the right calculations, including:

- TOPCOAT® Coating Estimator
- EverGuard® TPO Estimator
- Fastener Calculator
- And Many More!

Whether you need to know how much EverGuard® TPO you’ll need for a job or how to determine the life-cycle cost of a particular roof, our calculators give you the ability to accurately estimate material amounts and prepare bids that are not only competitive but also designed to help you grow your business.

Q. If I expand my business, I’ll need to promote it—but I don’t have a lot of time or resources for that. So what do I do?

A. It’s no surprise that if you’re not on the web—or if you are, but you’re not taking full advantage of its capabilities—you’re losing out on business. Believe it or not, 30% of commercial contractors don’t even have a website, and 45% of those who do think their site does a poor job of promoting their business.** Thanks to our vendor partner Surefire Social™ GAF contractors can have a professional site created—or their existing site upgraded—with proven, pre-developed plug-and-play content. This leading Internet marketing solutions company builds and customizes your site to meet your specific business needs, delivering a user-responsive, lead-generating site that’s tailored to bring you a continuous flow of prospective clients. So you can keep your focus on your work—while your site promotes your business successfully 24/7.

REMEMBER:

If you’re installing only steep-slope roofs, you’re missing out on a lucrative business opportunity!

Contact your GAF Territory Manager today to get started in low-slope roofing—and never bypass potential profits again!

*Subject to CFS approval process. **September 2014 study conducted by Marketing Decisions and commissioned by GAF.