



Master Contractor

2024 Program Details



ELEVATE MASTER CONTRACTOR

Elevate Master Contractors are known for their high quality workmanship and commitment to long-term roofing system performance. The Elevate Master Contractor program recognizes and rewards these outstanding contractors. This year, members will earn one of the following designations:

MASTER CONTRACTOR

This highly regarded group is comprised of our top 250 contractors based on the quality of their work, number of jobs, product mix, and volume of warranted square feet. They have mastered quality commercial roofing solutions while driving significant Elevate business. These contractors exemplify the hard work, determination and entrepreneurial leadership that define Elevate.

PRESIDENT'S CLUB

The top 25 Master Contractors will earn the most esteemed designation in the commercial roofing industry: President's Club. This was established to recognize contractors who significantly exceed the minimum requirements needed to qualify for Master Contractor.



BENEFITS

Master Contractors will receive the following benefits:

Premier Elevate Contractor Listing –

Master Contractors receive a premier listing on Elevate's website. The listing includes a special Master Contractor designation, making it easier for building owners and roofing professionals to easily identify Elevate Master Contractors. To see what this looks like, check out [Find A Contractor](#) on our website.

Exclusive Red Shield Rewards – Master Contractors have exclusive access to high-value roofing tools in their Elevate Rewards catalog.

Co-Op Advertising – To help you grow your business, Holcim Building Envelope will credit you for 50% of your investment (up to your co-op limit) in approved advertising through internet, e-communications, print advertising, direct mail, wearable and premium items, ad words and other directories, and collateral support for events. Co-Op guidelines and logos are easily accessed in the Elevate Master Contractor Dashboard.

Premium Trip – The top 175 Master Contractors and a guest are invited to join the Holcim Building Envelope executive team on an all-inclusive premium trip to celebrate their Master Contractor status, while gaining exposure to a range of business updates - from product news to industry trends. The experience includes dining, excursions, entertainment and more at a unique resort destination.

Elevate Master Contractor Truck Discount –

Master Contractors are eligible to receive an Elevate exclusive discount on the invoice price of Ford trucks.

Online Training – Our Building Products University (BPU) online education program provides an introduction to various roof and building envelope topics. Visit our website for more information or see how to sign up for bpuonline.com in this [flyer](#).

In-Person Training – Elevate offers hands-on, in-person training for those who are directly responsible for quality roof installations. Training is available at your location through your local Elevate Field Technical Rep. To request training, see the training page on our [website](#).

President's Club members enjoy all the rewards of Master Contractor plus:

Additional Co-Op Funds – An increased amount of funds available for you to advertise and grow your business.

Early entrance to the premium, all-inclusive trip.

* Available at participating locations

PLATINUM COUNCIL

The Elevate Platinum Council is designed to reward contractors who demonstrate outstanding performance over an extended period of time. Award recipients will be those who earn the most Master Contractor Quality Points for the 2023 and 2024 Master Contractor terms. In recognition of the Elevate Platinum Council Award, members will be rewarded with a luxury trip for the owner and a guest in 2025.

EARNING MASTER CONTRACTOR QUALITY POINTS

All Elevate Red Shield™ licensed contractors are automatically eligible for the Master Contractor program. Elevate will award Master Contractor status to the top roofing contractors who accumulate the most Master Contractor Quality Points during the program year. Throughout the year, contractors earn quality points for the installation of Elevate RubberGard™ EPDM, UltraPly™ TPO, PVC, PVC KEE, Asphalt, and Metal Roof Systems. All systems must be in our PIN system with a Request for Inspection (RFI) Date on or before November, 3 2023 to qualify towards your 2024 quality points.

Program Qualifications - A contractor must complete a minimum of eight (8) Red Shield warranted jobs during the term and be in good financial standing with Elevate to be eligible for Master Contractor status. In addition to qualify for Master Contractor you must meet the Quality Impact Rating (QIR) Requirements.

Point Structure - Total Master Contractor Quality Points will be calculated as demonstrated in the chart and example below. Using this formula, contractors can earn a maximum 13 points per square foot for Elevate Red Shield warranted projects.

Growth Points - Contractors who increase their total warranted square footage by 10% or more over the previous year will be awarded year-end Master Contractor point bonus of 20% of their current year Master Contractor base points.

Red Shield Warranted System Type	Full System	Elevate Preferred Insulation*	Full Tear Off	Premium System (Platinum, UltraWhite, SBS Premium, Max, Fleeceback, Adhered TPO/EPDM/PVC, Metal Edge†)	Self Adhered EPDM or TPO (FullForce, UltraPly TPO SA and Flex SA)	Max Points Per Square Foot	PVC Bonus Points ^Δ
Single-Ply EPDM / TPO / PVC, Asphalt APP / SBS, BUR, Metal Roofing Panels	3	5	1	3	4	13	350K

* Includes: ISOGARD™, ISO 95+™ Tapered, Composite Insulations, HailGard™, ISOGARD™ HD Cover Board, RESISTA™.

Δ 175,000 Bonus Points for 1st warranted PVC project min. 10,000 sq. ft. Additional 175,000 Bonus Points for 3 PVC warranted projects.

† Manufactured Metal Edge / Coping

Calculation Example:

300,000

WARRANTED SQUARE FEET

x

9

TOTAL POINT VALUE BASED ON CHART ABOVE

=

2,700,000

BASE MASTER CONTRACTOR POINTS

RECOGNIZING QUALITY

Elevate recognizes two categories of quality contractors—Inner Circle of Quality and Partner in Quality. The rating system to achieve these designations is based on each company’s annual Quality Impact Rating (QIR).

The QIR Score is computed using the total cost and number of warrantable repair incidents occurring on Elevate roofs over the last three years; divided by the total square footage of Elevate roofs under warranty. The Cost portion of The QIR Score is weighed at 60%, the Incident portion of the QIR Score is weighed at 40%.

The QIR Score is calculated for all Elevate contractors who currently have at least 1 million square feet of Elevate roofs under active warranties, and Elevate will recognize those contractors who achieve the highest levels of roofing quality in the 2024 Master Contractor Program year.

Quality
Impact
Rating
(QIR)

=

3 year Claim Cost

Total Square Feet
under Warranty
(in thousands)

x 60%

+

3 year Incidents

Total Square Feet
under Warranty
(in millions)

x 40%

The following awards will be presented to Elevate contractors who meet the QIR criteria for the year ending prior to the award:

INNER CIRCLE OF QUALITY

CRITERIA:

- 1 Install an average for 40 warranted roofs over the last 5 years.
- 2 Maintain at least 2 million square feet under warranty.
- 3 Meet the annual QIR Requirement.
- 4 Achieve Master Contractor status.

BENEFITS:

- Contractors who earn this quality level will receive the following:
- Recipients will earn a 15% bonus for quality points earned the year they hold the distinction.
 - Achievement is mentioned in the Master Contractor Spec Letter and on our website.
 - **YEAR ONE** -Q Award
 - **YEAR TWO** -Engraved Q medallion every year after first for display with Q award.

PARTNER IN QUALITY

CRITERIA:

- 1 Install an average of 40 warranted roofs over the last 5 years.
- 2 Maintain at least 1 million square feet under warranty.
- 3 Meet the annual QIR Requirement.

BENEFITS:

- Contractors who earn this quality level will receive the following:
- Recipients will earn 15% bonus for quality points earned the year they hold the distinction.
 - Achievement is mentioned on our website.
 - Partner in Quality Plaque.





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