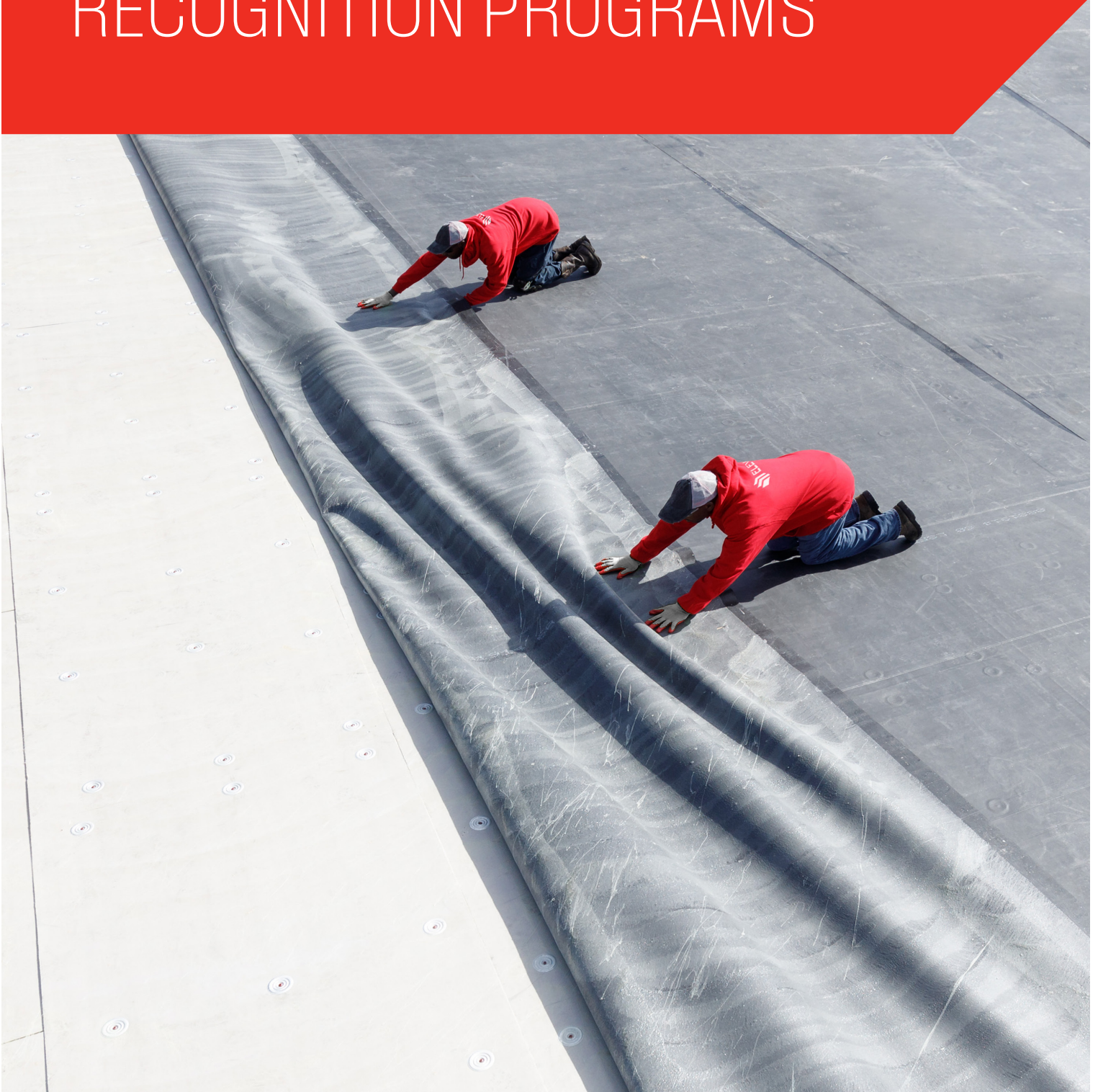




2025

CONTRACTOR RECOGNITION PROGRAMS



CONTRACTOR RECOGNITION PROGRAMS

Elevate Red Shield Contractors are known for their high-quality workmanship and commitment to long-term roofing system performance. The Elevate Recognition Programs are designed to celebrate and reward these top contractors. Pending qualifications contractors can participate in all of the following programs:

ANNUAL RECOGNITION PROGRAMS



MASTER CONTRACTOR

This program has become one of the industry's most coveted and revered awards. 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. These contractors exemplify the hard work, determination and entrepreneurial leadership that define Elevate.

All 250 Master Contractors will be invited on the awards trip!



PRESIDENT'S CLUB

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



NEW ELEVATE CHAMPIONS

The top 5 qualifying contractors will earn the title Elevate Champion! This program is an individualized experience that will allow you to give back to your team. As an Elevate Champion you will choose from a personalized summit for your top leaders, or a larger appreciation event for your employees.

PRODUCT CATEGORY RECOGNITION PROGRAM



SA PRO

This program is designed to reward contractors who install the most warranted square feet of Elevate Self-Adhered (SA) systems. Our top 30 contractors in this category are awarded a premium trip for an employee and their guest. Elevate SA Products are easier and faster to install than traditional adhered systems, enabling contractors to get on and off the roof faster.

BI-ANNUAL RECOGNITION PROGRAM



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 2023 and 2024 combined, and will be rewarded with a luxury trip for the owner and a guest in 2025.

PROGRAM BENEFITS

	NEW ELEVATE CHAMPIONS	PLATINUM COUNCIL	PRESIDENTS CLUB	MASTER CONTRACTOR	SA PRO
Exclusive Customized Experience for your company and employees	●				
Branded Gear and Swag for your company and team	●				
Bi-Annual Luxury Trip with a plus one		●			
Annual Premium Trip with a plus one			●	●	●
In-Person Training*	●	●	●	●	●
Online Training*	●	●	●	●	●
Priority Listing on Website	●	●	●	●	●
Exclusive Reward Items available on Elevate Rewards	●	●	●	●	
Co-Op Advertising Funding	●	●	●	●	
Ford New Truck Purchase Discount	●	●	●	●	
Additional Co-Op Advertising Funding	●	●	●		
Extended Stay and Events at Master Contractor Trip**	●	●	●		

* Available to all Elevate Licensed Applicators

** Must qualify as a Master Contractor

For full program terms and conditions, please visit [Elevate Recognition Awards](#).

PROGRAM BENEFITS [EXPLAINED]

Priority Listing on Website – All Elevate Recognition Program winners receive a premier listing on Elevate’s website. The listing includes a special award designation, making it easier for building owners and roofing consultants to easily identify our award winning contractors.

To see what this looks like, check out [Find A Contractor](#) on our website.

Exclusive Elevate Rewards – Master Contractor, President’s Club, Platinum Council, and Elevate Champions have exclusive access to high-value roofing tools in their Elevate Rewards catalog. You can access your awards dashboard at www.elevaterewards.com.

Co-Op Advertising – To help you grow your business, Elevate will credit you 75% of your investment (up to your co-op limit) in approved internet, e-communications, and/or print advertising. Elevate will credit you for 50% of your investment (up to your co-op limit) for Elevate branded merchandise items.

Premium Trip – For designated programs, the qualifying contractors and a guest are invited to join the Elevate team on an all-inclusive premium trip to celebrate their achievements while gaining exposure to a range of business updates -from product news to industry trends. The experiences include dining, excursions, entertainment and more.

Platinum Council Luxury Trip –

Award recipients will be those who earn the most Master Contractor QualityPoints 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.

Ford New Truck Purchase Discount –

Contractors who reach Master Contractor, President’s Club, Platinum Council, or Elevate Champions are eligible to receive an Elevate exclusive discount on the invoice price of Ford trucks.

Exclusive Customized Team Experience –


For Elevate Champions, this creates a way for our Contractors to give back to their team and employees that work so hard all year! We will offer a Leadership Summit or an event that would allow for a larger portion of your team (i.e.. a sporting event or a concert). Each Elevate Champion will take part in choosing the event that means the most to their organization!

ADDITIONAL BENEFITS

Available to all Elevate Licensed Contractors

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](#).



PROGRAM REQUIREMENTS

ANNUAL RECOGNITION PROGRAMS - Requirements met during program year [Nov 2023 - Nov 2024]

MASTER CONTRACTOR (MC)

- **New Requirement: minimum 4.5 million MC Quality Points earned during the program year**
- Minimum 6 warranted projects
- Minimum 1M square feet under active warranty
- Meet Quality Impact Rating (QIR) Requirement - QIR can not exceed 2x the national average
- The top 250 contractors who meet these requirements will earn the Master Contractor designation.

PRESIDENT'S CLUB (PC)

- **New Requirement: minimum 32.5 million MC Quality Points earned during the program year**
- The top 25 Master Contractors who meet or pass this threshold will earn entrance into President's Club.

NEW ELEVATE CHAMPIONS (EC)

- A minimum of 65 million MC Quality Points earned during the program year is needed to qualify
- The top 5 Master Contractors who meet or pass this threshold will earn the title of Elevate Champion.

PRODUCT CATEGORY RECOGNITION PROGRAM

SA PRO (SA)

- Minimum of 200K warranted square feet of Elevate self-adhered systems installed during the program year
- Minimum of 4 warranted projects
- 10% YOY growth in SA Product Categories
- Once requirements are met, the top 30 contractors with the most warranted square feet of Elevate self-adhered systems, will achieve SA PRO

BI-ANNUAL RECOGNITION PROGRAM - Requirements met over two Master Contractor years [Nov 2022 - Nov 2024]

PLATINUM COUNCIL (PL)

- Awarded to our top performing contractors over a 2 year Master Contractor Program time period. Contractors who have the highest 2 year total in MC Quality Points are considered for Platinum Council.

EARNING MASTER CONTRACTOR QUALITY POINTS

Master Contractor, Presidents Club, Platinum Council and Elevate Champions are ranked using MC Quality Points. **Once the program requirements are met** we rank the qualifying contractors by amount of MC Quality Points from high to low.

Throughout the year, contractors earn quality points for the installation of Elevate RubberGard™ EPDM, UltraPly™ TPO, PVC, Asphalt, and Metal Roof Systems. For our 2025 programs, all systems must be in PIN with a **Request for Inspection (RFI) Date on or before November 8, 2024, to count towards your 2025 quality points.** This determines the final standings of the programs.

MC QUALITY POINT STRUCTURE

Total MC 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 a year-end 20% bonus of their current year base points.

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

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

† Manufactured Metal Edge / Coping

Quality Point Calculation Example*

$$\begin{array}{rcccl}
 300,000 & & 9 & & 2,700,000 \\
 \hline
 \text{WARRANTED SQUARE FEET} & \times & \text{TOTAL POINT VALUE BASED ON CHART ABOVE} & = & \text{BASE MASTER CONTRACTOR POINTS}
 \end{array}$$

*Elevate Rewards points are calculated by dividing your quality points by 10,000.

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, and Elevate will recognize those contractors who achieve the highest levels of roofing quality in the 2025 Master Contractor Program year.

$$\text{Quality Impact Rating (QIR)} = \left[\frac{\text{3 year Claim Cost}}{\text{Total Square Feet under Warranty (in millions)}} \times 60\% \right] + \left[\frac{\text{3 year Incidents}}{\text{Total Square Feet under Warranty (in millions)}} \times 40\% \right]$$

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 of MC Quality Points 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 a 15% bonus of MC Quality Points the year they hold the distinction.
- Achievement is mentioned in contractor letter and on our website
- Partner in Quality Plaque.





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