

2018 Atlas Pro™ Plus



PROTECTS

Contractor Program Guide

Welcome to the Atlas Pro™ Plus Program

The Atlas Pro™ Plus Contractor Program is designed to help professional roofing contractors like you build your business, your brand and your bottom line. It gives you access to the tools and resources to showcase your expertise, increase your visibility and close more jobs.




Every time you install a Signature Select® Roofing System or Atlas shingles featuring Scotchgard™ Protector, you get one step closer to moving up through the reward levels – Silver, Gold and Platinum.

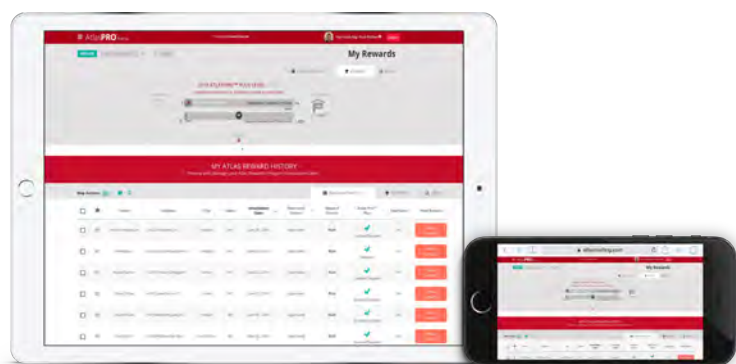
Start Earning Atlas Bucks▲ Today!

Along with rewards such as t-shirts and hats, you'll receive Atlas Bucks as you progress through the levels. They can be used in the shopping cart to purchase items such as EagleView® reports, co-branded literature, promotional products, and technology devices.

We wish you success as a valued Atlas Pro™ Plus participant and look forward to serving you and your customers for years to come. If you have any questions about the Atlas Pro™ Plus Program, contact your Atlas sales representative today.

Annual Requirements*

Signature Select® Roofing Systems**	or	Atlas Shingle Squares Featuring Scotchgard™ Protector
15		1,500
50		4,000
100		10,000



Start earning rewards today at AtlasRoofing.com/Pro

* Annual requirements for level achievement are tracked through job, warranty and reward submissions/approvals in your Atlas Pro Contractor account.

Scotchgard and the Scotchgard Protector logo, including the plaid design and 3M logo, are all trademarks of 3M.

** Refer to the Atlas Signature Select® Limited Warranty for all system and coverage requirements.

▲ Atlas Bucks can be redeemed for Atlas Pro™ Plus shopping cart purchases only. Atlas Bucks cannot be redeemed for gift cards, cash or Atlas credit. Atlas Bucks have no cash value. Atlas is not responsible for any Atlas Bucks not redeemed by any expiration date hereon. Failure to use Atlas Bucks by any expiration date herein shall result in forfeiture of such Atlas Bucks.

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Benefits and Rewards



Atlas Pro™ Plus Level Introductory Kits

	1 Framed	5 Unframed	5 Unframed
Atlas Pro™ Plus Program Certificate (Framed/Unframed)	1 Framed	5 Unframed	5 Unframed
Atlas Pro™ Plus Polo Shirts - Pro™ Plus on Sleeve, Your Company Logo on Chest	2	4	6
Atlas Pro™ Plus Project Folders (25/Pkg)	1	2	2
Signature Select® System Folders (Red) - Co-Branded (25/Pkg)	1	—	—
Asphalt Life™ Hat	1	—	—
Asphalt Life™ T-Shirt	1	—	—
Asphalt Life™ Decal - White Large	1	—	—
Atlas Pro™ Plus Jacket (Under Armour®)	—	1	—
Atlas Logo Wood/Brass Knife	—	1	—
Atlas Pro™ Plus Selling Folders - Co-Branded (25/Pkg)	—	2	2

Atlas Pro™ Plus Additional Benefits and Atlas Bucks³

Atlas Bucks Available Items	\$150.00	\$500.00	\$1,000.00
EagleView® Reports	0	0	0
Yard Signs (12/ctn Co-Branded)	0	0	0
Door Hangers / Business Cards (Co-Branded)	0	0	0
Sample Carrier Bag With New Selling Boards	0	0	0
Apple® Products - iPad®, iPad Pro®, Apple Watch®, Apple TV® ¹	0	0	0
Testimonial High Performance - Action Waterproof Camera w/ Wi-Fi featuring 1080p, 2" Screen	0	0	0
Home Show & Event Tools: Co-Branded Tent , Table Skirt, Pull Up Banner, Vinyl Banner	0	0	0
Atlas Pro™ Plus Selling Folders - Co-Branded (25/Pkg)	0	0	Unlimited Free
Atlas Pro™ Plus Project Folders (25/Pkg)	0	Unlimited Free	Unlimited Free

Digital Assets

Atlas Pro™ Plus Level Certificate (Available on Contractor Control Panel)	✓	✓	✓
Atlas Pro™ Plus Level Logo (Available on Contractor Control Panel)	✓	✓	✓
Scotchgard™ Shingles Sales Specialist Program Access	✓	✓	✓
AtlasRoofing.com "Find A Contractor Listing" to gain Homeowner Leads and Backlinking Benefits	✓	Premium Listing	Premium Listing
ProAPP™ and RoofSwap!™ for iOS® and Android™ with Training from an Atlas Representative ¹²	✓	✓	✓
Shopping Cart for Free Shipping of Marketing Collateral and Samples for your Entire Sales Team	✓	✓	✓
Job Registration with Warranty Management Tools	✓	✓	✓
Atlas Web Injector with Design Tools for your Website	✓	✓	✓
Project Management and Estimating Software	✓	✓	✓
Testimonials & Job Locater Selling Tool	✓	✓	✓

AtlasRoofing.com/Pro

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² Android is a trademark of Google Inc.

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