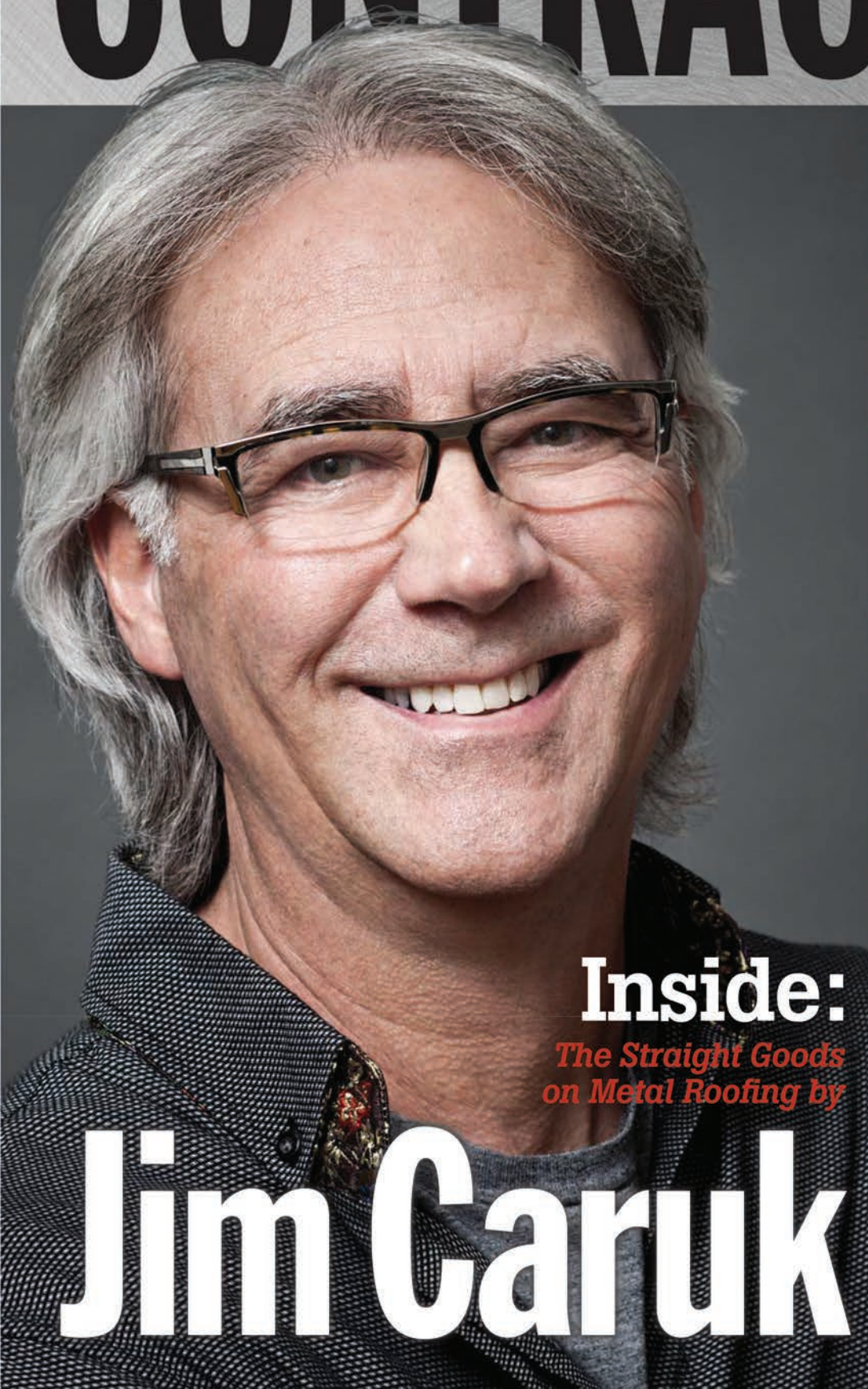


vicwest | **Metal Roofing** **CONTRACTOR**



Inside:

*The Straight Goods
on Metal Roofing by*

Jim Caruk

- *Better Business Partner*
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The Straight Goods on Metal Roofing

"Which roofing material is best? It depends on who you ask. If you talk to someone who is only qualified to install traditional shingles, you can pretty much guess the answer. But as an independent contractor I often recommend Vicwest Metal Roofing. Sure it costs a bit more but then it outlasts other materials by a long shot. Vicwest's Residential Metal Roofing Collection has a broad range of styles and colours so that the roof actually becomes an important architectural feature of the home's design. That's a combination you can't beat. I like that."

Jim Caruk

*Contractor and Host of
Real Renos and Builder Boss*

YOUR BETTER BUSINESS PARTNER!

As a professional contractor you have a hard enough job staying ahead of the competition. So you're always on the lookout for *Better* ways to improve business, right? Like *Better* roofing options. *Better* ways to sell. *Better* supplier support. *Better* profits. Most of all, a *Better* night's sleep.



vicwest



Well now there's a *Better* way; Introducing ***Vicwest's Partner Program***. Vicwest has manufacturing and distribution partners from coast to coast. We are the number one choice for metal roofing among Canada's Top Building Supply Retailers. When it comes to products, accessories, practical advice, training, marketing and technical support, we'll be there when you need us.

Vicwest Building Products. Building for Tomorrow.

Read on and discover how partnering with Vicwest will make business a whole lot easier for you.



TAKE YOUR BUSINESS TO THE NEXT LEVEL

About Vicwest

Pretty much anywhere you travel in North America, you'll find Vicwest metal roofing and cladding. After all, for well over a hundred years we've been producing metal building products which furnish the places where we live, work and play. So you can be confident in the fact that we will be here for the next century researching and developing even more innovative and category leading products. It's what we do, but we couldn't do it without you: the builders and contractors who recommend and use our products. And that is why we are committed to help you build your business, because building your business, drives ours. As your business partners we promise to stand behind our products, continue to develop new and better ones, and be there for you when you need us.

TAP INTO A HUGE GROWTH MARKET!

Metal roofing has surged in popularity due to its long lifecycle, aesthetic appeal and inherent green-friendly characteristics... not to mention its energy savings and outstanding weather resistance. *(Increasingly violent storms due to climate change have increased consumer awareness of the superior performance and value of metal roofing dramatically).*



Today the demand is so overwhelming that our industry is facing a shortage of skilled, qualified metal roofing installers to meet consumer demand.

PARTNER WITH A MARKET LEADER

Our Platformed Partner Program has been developed to help contractors grow and excel in today's competitive marketplace. It is exclusive to companies who best represent Vicwest's products and brand. This is your chance to grow your business in a market that's thirsty for reputable, professional and skilled installers.

When you join the exclusive **Vicwest Partner Program**, you open the door to a world of benefits designed to help your business succeed and prosper. What's more, you'll be joining a support network backed by extensive product knowledge plus a recognized brand name with a solid reputation for premium quality products.

To Qualify in the Partner Program:

- A minimum of two year's operating under the same business name
- In good standing with the Better Business Bureau with no open or active issues
- Hold at least \$1,000,000 in general liability insurance
- Carry all required provincial licensing and insurance
- A dedication to superior customer service and professional craftsmanship

Enrollment is fast and FREE and entitles you to the following:



Level 1: VICWEST PARTNER



- Lead generation – Searched by over 300,000 users looking for residential products your company will become listed on our "Find an Installer" locator on vicwest.com indicating that you are a **"Partner"** of the Program
- A contractor start up kit- complete with quote folders, literature, job site signs, samples and installation manuals
- Invitations to Exclusive Partner events including; product and installation training sessions, open houses, demo days, shows, appreciation events
- A web banner for your website recognizing your level of partnership with Vicwest
- Up-to-date news and contractor tips from Vicwest's quarterly newsletter
- The opportunity to grow to a PartnerPlus status upon successful completion of our Vicwest University Training

WHEN YOU DO WELL, WE DO WELL

Once enrolled as a Partner in the Program, contractors who meet the eligibility requirements may be invited by a Vicwest Sales Manager to become a Partner Plus member. But the program doesn't end there. As your business grows, you'll have the opportunity to advance to the Preferred Partner level with higher standards and even greater benefits for your company.

Level 2: PARTNER PLUS



Vicwest Partner Plus contractors are selected by invitation by their

Vicwest sales representative for their commitment to service, reliability and unparalleled craftsmanship.

Each Partner Plus contractor must meet the Partner Program criteria as well as:

- Have 10 or more successful installations which is equal or greater to 200 squares of successfully installed Vicwest products (based on warranties registered at vicwestwarranty.com listing your company as the installer)
- Have successfully completed our Vicwest University Training

Partner Plus members receive **all** the benefits of Partners, **plus** additional benefits, including:

- Lead generation – Searched by over 300,000 users looking for residential products your company will become listed on our "Find an Installer" locator on vicwest.com indicating that you are a **"Partner Plus"** member
- Three radius direct mailers with a reach of 200 homes with your company information
- Ability to order professionally designed job site signs, product literature and samples
- Invitations to Exclusive Partner events including: product and installation training sessions, open houses, demo days, shows, appreciation events
- A web banner for your website recognizing your level of partnership with Vicwest
- A yearly allotment of \$500 to order Vicwest merchandise via vicwestpromo.com
- A yearly allotment of Co-op dollars reimbursed for homeshow participation where Vicwest products are on display (proof of participation and products showcased required). Value of up to \$1000 per year
- Up-to-date news and contractor tips from Vicwest's quarterly newsletter
- The opportunity to grow to a Preferred Partner status upon successful registered completion of 25 or more installations

Level 3: PREFERRED PARTNER



Vicwest's Preferred Partner contractors are hand selected as

the top tier of the Vicwest Partner Program. Preferred Partners are especially attractive to custom home builders and architects who look for those installers with the utmost of experience. Preferred Partner contractors must meet both the Level 1 Partner Program and Level 2 Partner Plus Program criteria as well as:

- Have 25 or more successful installations (based on warranties registered at vicwestwarranty.com listing your company as the installer)

Preferred Partner members receive **all** the benefits of the Partner Plus program, **plus** additional exclusive benefits, including:

- Lead generation – Searched by over 300,000 users looking for residential products your company will become listed on our "Find an Installer" locator on vicwest.com indicating that you are a **"Preferred Partner"** member
- A vector **"Preferred Partner"** logo for company use
- Six radius direct mailers with a reach of 200 homes with your company information
- Ability to order samples and custom company designed job site signs, product literature
- Invitations to Exclusive Partner events including; product and installation training sessions, open houses, demo days, shows, appreciation events
- A web banner for your website recognizing your level of partnership with Vicwest
- Preferred Partner window decals for showrooms or fleet signage
- A yearly allotment of \$1000 to order Vicwest merchandise via vicwestpromo.com
- A Vicwest HomeShow display for use at any events attended
- Up-to-date news and contractor tips from Vicwest's quarterly newsletter

SEIZE THE OPPORTUNITY!

This is your chance to take your business to the next level. All you have to do is reach out and seize the opportunity! Contact your Vicwest sales representative today or visit vicwest.com to learn more about this amazing Program.



Vicwest Partner Program Application & Agreement

The Applicant hereby makes application for enrollment in the *Vicwest Partner Program*. The applicant hereby represents to Vicwest Building Products that:

1) The applicant has a minimum of two year's operating experience under its current business name: 2) The applicant is in good standing with the Better Business Bureau with no open or active issues: 3) The applicant holds at least \$1,000,000 in general liability insurance; and 4) The applicant complies with and holds all required permits and licenses for all relevant provincial licensing and insurance regulations.

In addition to the above enrollment requirements the applicant also agrees to the following terms of the Vicwest Partner Program:

1. The applicant agrees to provide superior customer service, provide clear and reasonable written quotations and deliver professional workmanship
2. The applicant agrees to represent him/herself as an independent contractor who is a member of the Vicwest Partner, Partner Plus or Preferred Partner Program but is in no way affiliated or represented as an employee/agent/representative of Vicwest Building Products*
3. The applicant acknowledges that the use of the Vicwest Partner, Partner Plus or Preferred Partner logos will not be altered in any way and all use is subject to the pre-approval of Vicwest's Marketing Department
4. The applicant permits Vicwest to list their company information on our FIND AN INSTALLER section of our website for the purpose of helping consumers research potential installers of Vicwest products.

Company Information

Company Name			Service Type	Year Established
Website / Email	Website:		Email:	
Contact Numbers	Office:	Cell:	Fax:	
Address	Street:			
	City:	Province:	Postal Code:	
Preferred Building Retailer	Location (City, Province)			

Personal Contact Information

Full Name			Title:
Contact Numbers	Office:	Cell:	
Address	Street:		
	City:	Province:	Postal Code:

Insurance Information

Insurance Company	Policy Number
WSIB#	Are you covered by workers compensation? <input type="checkbox"/> Yes <input type="checkbox"/> No
Professional Licenses / Accreditations Held	

Your Roofing Experience

☐ Asphalt shingles ☐ Metal panels and/or shingles ☐ Cedar shake ☐ Clay tiles ☐ Slate ☐ Concrete ☐ None

Important: Please Read

I agree to adhere to the guidelines as state above. I understand that my failure to comply with the guidelines as set out in these documents, may result in my or my company's cancellation from the Vicwest Partner Program. Vicwest retains the right to revoke membership in the Partner Program at any time. In the event a membership is cancelled, the member company has 15 days to cease and desist from all usage of the Vicwest Partner logo, literature and other sales collateral, references to any Vicwest affiliations, products or services.

Signature _____ Date _____

Please submit your Vicwest Partner Program membership application to **Jane Swayze** via email: Partner@vicwest.com

*Or any other companies owned/operated by Vicwest Inc.



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