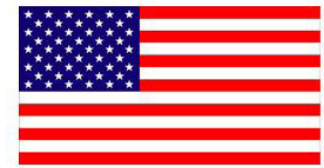


Selling Yourself as an IKO ShieldPRO plus⁺ Contractor

All Roofing Contractors Are NOT Created Equally



Roofer Contractors Are Ranked:

#1 in Consumer Inquiries

#22 in Consumer Complaints

60.0% Resolved 37.2% Unresolved

7.2% Unable to Pursue

Source: Better Business Bureau
2008 United States Consumer Complaint Statistics

All Roofing Contractors are NOT Created Equally

Roofer Contractors Are Ranked:



#1 in Consumer Inquiries

#2 in Consumer Complaints

33.0% Resolved 64.4% Unresolved

2.6% Unable to Pursue

Source: Better Business Bureau
2008 Canadian Complaint Statistics

Tips For Choosing a Roofing Contractor



- Check for a permanent place of business, telephone number, tax I.D. number, and where required, a business license and bond.
 - Look for a company that readily offers client references and a list of completed projects.
 - Call your local Better Business Bureau to check for any unresolved complaints.
-
- Insist on seeing copies of the contractor's liability and workers' compensation insurance and make sure the policy is in effect through the duration of the job.

Source: National Roofing Contractor's Association

Why Choose A ShieldPRO *plus*⁺ Contractor?

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- Minimum five (5) years in business.
- No outstanding complaints with Better Business Bureau
- Sufficient Worker's Compensation and Liability Insurance.
- Good credit standing with suppliers.
- Legitimate business address (not PO Box).

Shield PRO plus⁺ Extended Iron-Clad Warranty Protection

	Regular Shingle Limited Warranty	ShieldPRO plus ⁺ TM Iron Clad Extended Protection	
		MOST SHINGLES	CROWNE SLATE, CAMBRIDGE LT AND ARMOURSHAKE
MATERIAL & LABOR PROTECTION			
Non-Prorated Period	5 Years	10 Years	15 Years
Covers Roofing System	No, just shingles	Yes	Yes
Complete Reasonable Labor Installation and Tear-off Cost Included in the Non-Prorated Period	No, only reasonable installation labor included in the non-prorated period	Yes	Yes
SERVICE PROTECTION			
Applicator Certified	No	Yes	Yes
Limited Warranty Transferable	Yes	Yes - Extended	Yes - Extended