LIFETIME SYSTEM, THE BEST CONTRACTOR & THE STRONGEST WARRANTY!

Part 1: The GAF Lifetime Roofing System





The GAF Lifetime Roofing System has earned the prestigious Good Housekeeping Seal, which means that Good Housekeeping stands behind the products in this system. (Refer to Good Housekeeping Magazine for its consumer protection policy.)



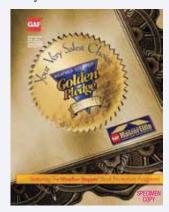
Part 2: The Best Contractor

Fewer than 3 out of every 100 roofing contractors have been awarded GAF's Master Elite™ status! They are truly the "best of the best" because they are:

- Local
- Financially Strong
- Adequately Insured
- Properly State Licensed*
- Factory Certified
- Professionally Managed
- With Hundreds of Satisfied Local Homeowners!

Part 3: The Strongest Warranty

The strongest, safest warranty protection anywhere—period. And the only program that includes a *factory inspection* of your finished roof!



"The Strongest...And Safest... Roof Warranty In America"

FEATURING THE GAF
LIFETIME ROOFING SYSTEM!

• Manufacturing Defect Coverage For Lifetime Shingles*

- Overall coverage period
- Up-front (100%) coverage period
- Covers roofing <u>system</u> (not just shingles)?
- Cost of installation labor included?

Workmanship Coverage For Lifetime Shingles*

- 100% coverage period
- Misapplication of certain flashings covered?

Helps Prevent Problems

 Does roofing job include an exclusive 40-point factory inspection of completed roof?

• Peace Of Mind*

- Contractor factory certified?
- Tear-off costs included? (when necessary)
- Disposal costs included? (when necessary)
- Warranty transferable for free?
- Good Housekeeping protection on roofing system?



"TYPICAL"





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Only 10 yrs.

NO (Just shingles)

Only **10** yrs.

Only **2** yrs. (Typical coverage offered by Contractor)

Only **2** yrs.
(Typical coverage offered by Contractor)

NO

NO
(Anyone can install)

NO

NO

NO

MAYBE

Lifetime

50 yrs.

YES (Entire system

Lifetime

25 yrs. (Coverage provided and backed by GAF)

25 yrs. (Coverage provided and backed by GAF)

YES

YES

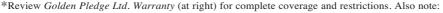
YES

YES

YES

YES





[•] Contractor certification is only for installations covered by GAF system warranties.

[•] The word "Lifetime" means as long as you, the original owner(s) of a single family detached residence [or the second owner(s), if coverage was properly transferred during the first 20 years], own the property where the shingles and accessories are installed. For owners/structures not meeting above criteria, Lifetime coverage is not applicable. Lifetime ltd. warranty on accessories requires the use of at least five qualifying GAF accessories and the use of Lifetime Shingles.



Exclusive 40-Point Inspection Of Your Finished Roof!

Performed By GAF's Professional Inspection Team



Ensuring attic ventilaton and accessories are installed properly to maximize performance and prevent future leaks

- Comprehensive Inspection*
 Helps Prevent Problems...
 Before they happen
- Fully Capable
 Field Inspection Team...
 The largest in
 the roofing industry



Ensuring ridge cap shingles are fastened properly and to the correct exposure, avoiding shingle blow-off.

- A Unique Benefit...
 Available only from GAF
 when you purchase the
 Golden Pledge® Ltd. Warranty
- Peace Of Mind...
 Every one of our Field Services
 Representatives is a thoroughly trained technical professional (not a salesperson)
- * Inspections include visible parts of your roof only.



Ensuring flashings are installed properly to protect the roof deck and living space from water damage.



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1361 Alps Road, Wayne, NJ 07470