

# 2021 Atlas PRO+™

## Contractor Program Guide



### Welcome to the Atlas PRO+™ Program

The Atlas PRO+™ 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, a HOLMES Approved Product, you get one step closer to moving up through the reward levels – Silver, Gold, Platinum and Diamond.

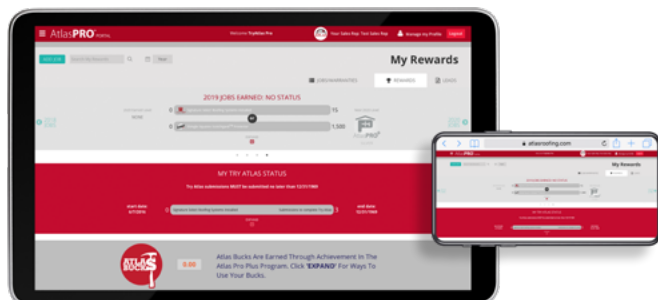
### Start Earning Atlas Bucks™ Today!

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 exclusive Atlas PRO apparel, Atlas co-branded selling collateral, EagleView® reports, Modernize™ homeowner appointment leads, and technology products.

We wish you success as a valued Atlas PRO+™ participant.

#### Annual Requirements\*

Signature Select® Roofing Systems**	or	Atlas Shingle Squares Featuring Scotchgard™ Protector
25		1,500
60		5,000
100		10,000
		3 Consecutive Years of Platinum



Start earning rewards today at [AtlasRoofing.com/Pro](https://AtlasRoofing.com/Pro)

\* Annual requirements for level achievement are tracked through job, warranty and reward submissions/approvals in your Atlas PRO Contractor account. Atlas Roofing Corporation reserves the right to award or retract Atlas PRO+™ status at the sole discretion of the company, regardless of whether annual requirements have been met or not.

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

▲ Atlas Bucks can be redeemed for Atlas PRO+™ 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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#### Roof System Components:

- 1 Atlas Ice & Water Underlayment**  
WeatherMaster® Ice & Water Underlayment
- 2 Atlas Premium Underlayment**  
Summit® 180, Summit® 60, Gorilla Guard® 30 and Gorilla Guard® Spec 30
- 3 Atlas Starter Shingles**  
Pro-Cut® Starter Shingles
- 4 Atlas Roof Shingles**  
StormMaster® Shake, StormMaster® Slate, Pinnacle® Pristine and Legend® Shingles
- 5 Atlas Ventilation Products**  
TruRidge® and HighPoint® Exhaust Ventilation
- 6 Atlas Hip & Ridge Shingles**  
StormMaster® Hip & Ridge, Pro-Cut® High Profile Hip & Ridge and Pro-Cut® Hip & Ridge Shingles











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## Benefits and Rewards



PROTECTS

Atlas PRO+™ Recognition Levels	Atlas Bucks*	Program Certificate	Find A Contractor Listing	Premium Warranty Processing Time	Premium listing with unique URL landing page on Atlas Find A Contractor Page
	\$1,500**	Digital plus 1 Framed and 1 Glass Paragon Award	48 Addresses/ Zip Codes	3 Days	YES
	\$1,250**	Digital plus 1 Framed and 1 Glass Paragon Award	31 Addresses/ Zip Codes	3 Days	YES
	\$1,000**	Digital	26 Addresses/ Zip Codes	3 Days	YES
	\$750**	Digital	16 Addresses/ Zip Codes	3 Days	YES
	\$500**	Digital	11 Addresses/ Zip Codes	5 Days	NO
	\$400**	Digital	6 Addresses/ Zip Codes	5 Days	NO
	\$250**	Digital	3 Addresses/ Zip Codes	10 Days	NO
	\$100**	Digital	1 Address/ Zip Code	10 Days	NO

Atlas PRO+ Gold, Platinum, and Diamond level contractors will receive unlimited free selling folders. All PRO+ contractors will receive a celebration box to recognize their highest level achieved, at the end of every year. This box will include level specific truck magnets and window decals, level specific wearable gear (items and quantities will vary based upon achieved level), and more.

Talk to your Atlas ProForce Rep about the brand building, business enhancing, and consumer facing items that are available in the Atlas PROshop, where you can use your well earned Atlas Bucks!

### AtlasRoofing.com/Pro



\* Atlas Bucks can be used toward the purchase of Drone, Apple Products, Modernize appointments, eagleview, homeshow events, co-branded yard signs. Check out your digital PROshop to see these items and more, available for purchase with Atlas Bucks.

\*\* Only one approved status path will be paid, either Select or traditional. Rewards will be paid as each tier level is achieved based upon your approved path. Diamond level contractors will move directly from Gold level rewards to Diamond level rewards, passing Platinum, due to their high level of achievement.