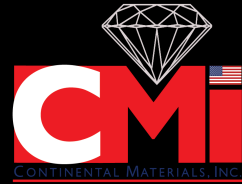


DIAMOND ELITE



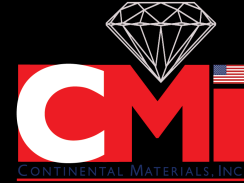
D I A M O N D E L I T E



Strategic Importance

- To establish better relationships with key roofing contractors
- To recognize and promote those roofing contractors that have met an established set of criteria
- To offer contractors better tools for selling SecureGrip in the home
- Strengthen our pull marketing strategy
- Drive more sales to distributors by encouraging loyalty
- Decrease product claims through education

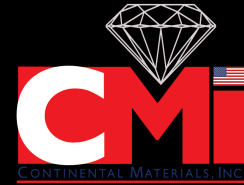
CRITERIA



D I A M O N D E L I T E

- A contractor must be nominated by a regional manager
- Account must be approved by a distributor/dealer in their designated territory
- An application form must be completed by the regional manager
- Applicant must pass BBB check
- Account must have been in business minimum of 5 years
- Applicants must have an exceptional reputation for reliability and quality of workmanship – i.e. have a track record of very few installation warranty claims
- Applicants agree to use SecureGrip/WeatherWarrior products on an average of 3 jobs or more per month
- Applicant must successfully pass the “SecureGrip Product Knowledge Exam” and agree to install SecureGrip products per the recommended installation instructions. This to include responsibility for ensuring their sub contractors also meet the appropriate installation standards.
- Applicant and workers must follow all safe workmanship practices – i.e. follow all OSHA regulations
- Applicants must have company liability insurance

PROCESS



D I A M O N D E L I T E

- Sales rep/or distributor salesman refers roofing contractor to RSM
- RSM starts application form and contacts roofing contractor to complete the form.
- RSM is responsible for reviewing SR program, benefits and criteria with roofing contractor
- RSM checks BBB rating at www.bbb.org
- RSM then contacts distributor to confirm sponsorship
- RSM sets up appointment with applicant to do training and exam.
- RSM submits completed application form and exam to Mark for final approval.
- Once approved Mark to submit to marketing to send out new member package.
 - Welcome package direct to new member: new member welcome letter, Membership certificate, CR decals, Website submission form, 100 x premium warranty cards, digital info & pdf pitch book, 1 pad of 50 home owners sell sheets, samples if any – CMI swag, Truck stickers
- Enrolled in CMI newsletter
- List them on CMI web page
- CR membership spreadsheet to be updated. Stored for RSM access in Marketing Dropbox Drive
- Add them to the press release on new members

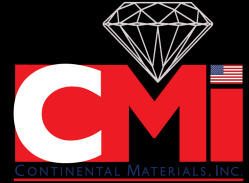
Membership Renewals

Memberships to be reviewed bi-annually for compliance to membership criteria. New certificates to be issued bi-annually on their anniversary date.

Termination or Withdrawal

Either party may terminate this agreement, with or without cause, upon giving thirty (30) days prior written notice of termination to the other. Upon termination or withdrawal both parties agree not to hold the other liable for damages of any kind. In addition departing members agree to remove and discontinue use of any of the D.E. logos or D.E. benefits.

BENIFITS



D I A M O N D E L I T E

- Approved D.E. members will be authorized to use the D.E. seal for advertising
- D.E. seals to be provided for use on vehicles or business location
- Showroom commemoration
 - D.E. Certificate to be provided Bi-Annually upon renewal of membership
- Marketing collateral allowance(?)
- In home selling tools – literature, sample swatches, product selling features and benefits laminated cards
- Premium D.E. warranty
- All current SecureGrip roofing products to be extended by an additional 5 years
- Labor Warranty– If original underlayment was applied by an D.E. contractor the standard warranty will be expanded to include labor to remove and re-apply any underlayment found to be defective. Maximum payout limited to \$15 per square.
- Website exposure on CMI website
- Membership to CMI news letter
- Diamond Elite logo available for dual logo customers
- Access to priority customer service via CMI's Certified Roofer email concierge customer service team
- Invitation to the Diamond Elite celebration each year at the IRE Show

BENIFITS

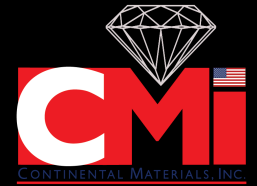
- Showroom commemoration
- Custom literature
- Premium D.E. warranty
- Additional 5 years Product Warranty
- Labor Warranty
- Website exposure on CMI website
- Diamond Elite logo for dual logo customers



DIAMOND ELITE EXTENDED WARRANTY CARD

LABOR INCLUDED

 <ul style="list-style-type: none"> <input type="checkbox"/> SecureGripPro <input type="checkbox"/> SecureGrip30 <input type="checkbox"/> Secure+ <input type="checkbox"/> SecureGripMax 	Certified Contractor: _____ Company Name _____ Date of Install _____ Address of Install _____
---	--



D I A M O N D E L I T E

800-247-6637

Be aware that slip resistance may vary dependent on weather, surface conditions or footwear being used.

Meets ASTM D226 and ASTM D4869

Meets ICC-ES AC-188

#FL18374

FBC Approved

ASTM E108 CLASS A

TDI Listed CCRR #1045

Meets the requirements of ICC-ES AC-188

Meets ASTM D226 and ASTM D4869

www.continentalmaterials.com

YOUR NAME HERE



DIAMOND ELITE

800-247-6637

Be aware that slip resistance may vary dependent on weather, surface conditions or footwear being used.

Meets ASTM D226 and ASTM D4869

www.continentalmaterials.com



DIAMOND ELITE

THIS ACKNOWLEDGES THAT

HOWE ROOFS



DIAMOND ELITE

Underlayments


SecureGrip25™
Synthetic Roof Underlayment

visit us at www.continentalmaterials.com

"An Exceptional Synthetic Underlayment Designed to Replace Asphalt Saturated Felts"

- **Highly Engineered**...providing an affordable secondary water-shedding barrier for your shingle roof system.
- **Inorganic Construction**...100% synthetic construction offers long term moisture protection - doesn't absorb water and is inert to mold growth.
- **Advanced Surface Technologies**...SecureWalk™ (top) and SecureGrip (back) create incredible walkability.
- **Improves Project Outcome**...rolls out flat and does not wrinkle, eliminating customer callbacks.
- **Easier Installation**...33% more coverage per pass across the roof (vs 36" wide rolls).
- **Superior Performance**...designed to perform under extreme weather conditions.
- **Durable**...synthetic construction resists tearing during roof installation - UV stabilized to resist UV degradation up to 3 months.





THE MOTHER'S CHOICE LLC
We are the roof choice

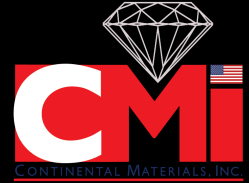
CMI
DIAMOND ELITE

Delbert "bert" Martin
President

877 659 2926
Cell: 231 243 4277

Web: www.themotherchoice.net
Email: delbertmartin@themotherchoice.net

WELCOME



D I A M O N D E L I T E

This program is designed for and with the CMI product user. Working together CMI can ensure the customer is getting the products they needs, where they need, when they need and how they need.

CMI recognizes the importance of our roofing customer's participation in our business today and tomorrow. We welcome feedback on our Diamond Elite program, our products and our people.

Thank you for your business.