



MASTER CONTRACTOR 2019 Program Details

FIRESTONE MASTER CONTRACTOR

Since its inception, the Firestone Master Contractor program has recognized outstanding contractors who have been responsible for the installation of billions of square feet of warranted Firestone Roofing Systems.

High-quality workmanship and a commitment to long-term roofing system performance are the attributes of a Firestone Master Contractor. This annual program recognizes Firestone's top achieving contractor firms in North America and Latin America who meet our criteria for determining the most elite contractors in the nation.

Our top contractors qualify for membership in the Master Contractor Program, the longest running and most desirable recognition in the commercial roofing industry. This year, members will earn one of the following designations:

Master Contractor	Platinum Master Contractor
This highly regarded group is in the top 5% of our contractors. They have mastered quality commercial roofing solutions while driving significant Firestone business. These contractors exemplify the hard work, determination and entrepreneurial leadership that define Firestone.	The top 1% will earn the most esteemed designation in the commercial roofing industry: Platinum Master Contractor. This was established to recognize contractors who significantly exceed the minimum points needed to qualify for Master Contractor.



BENEFITS

Master Contractors will receive the following benefits based on their level:

■ **Master Contractor**

- » **Online Training** – Our Building Products University (BPU) online education program provides an introduction to various roof and building envelope topics.
- » **In-Person Training** – Firestone Building Products offers hands-on, in-person training for those who are directly responsible for quality roof installations. Training is available at your location and at our training center.
- » **Expanded Find-A-Contractor** – Building owners and roofing professionals have instant access to your contact information on our website as well as your awards, company history, areas of focus, highlighted projects, key personnel, installation images, links to your website, etc.
- » **Red Shield Clothing Points** – Points earned throughout the year can be redeemed for a wide variety of high-quality, name-brand apparel and merchandise.
- » **Firestone Complete Fleet Care*** – Fleet management services and significant discounts on tires, auto maintenance and parts for a Master Contractor's commercial fleet of vehicles.
- » **Partners Plus Auto Care Savings Plan*** – Significant discounts on tires, auto maintenance, repairs and parts for all Master Contractor employees and their families delivered through a network of over 2,300 Firestone Complete Auto Care locations.
- » **Premium Trip** – An all-inclusive luxury trip for owner and guest to a unique resort destination. There, they will experience world-class dining, top-notch excursions, exceptional entertainment and plenty of relaxation. They will also have the opportunity to share ideas with Firestone Building Products executive management while discussing product updates, industry information and economic trends.
- » **Co-Op Advertising** – To help you grow your business, Firestone Building Products will credit you for 50% of your investment (up to your co-op limit) in advertising through internet, e-communications, print advertising, direct mail, wearable and premium items, ad words and other directories, and collateral support for events.

■ **Platinum Master Contractor**

Members enjoy all the rewards of Master Contractor plus:

- » **Additional Co-Op Funds** – An increased amount of funds available for you to advertise and grow your business.

PLATINUM COUNCIL

The Firestone Platinum Council is designed to reward contractors who demonstrate outstanding performance over an extended period of time. Award recipients for 2019 will be those who earn the most Master Contractor Quality Points for 2017 and 2018 combined. In recognition of the Firestone Platinum Council Award, members will be rewarded with a luxury trip for the owner and a guest in 2019.

* Available at participating locations

HOW IT WORKS

Firestone will award Master Contractor status to the top roofing contractors who accumulate the most quality points during the year. All Firestone Red Shield™ licensed contractors are automatically eligible for the Master Contractor program. Throughout the year, contractors earn quality points for the installation of Firestone RubberGard™ EPDM, UltraPly™ TPO, Asphalt, and Metal Roof Systems. **New this year, in addition to Firestone Red Shield warranted systems, contractors can also earn quality points on qualifying GacoFlex and Gaco Deck Waterproofing systems.** In order to qualify, all systems must be inspected and warranted by November 4, 2018. Those Firestone applicators who earn 2019 Master Contractor status will be notified by email in late fourth quarter of 2018.

- **Program Qualifications** - A contractor must complete a minimum of eight (8) Red Shield warranted jobs annually and be in good financial standing with Firestone to be eligible for Master Contractor status. In addition, to qualify for Master Contractor status in 2019, it requires a Quality Incidence Rating (QIR) that does not exceed 2.5 times the average QIR for Red Shield Contractors. QIR is determined by the annual number of quality incidents per million square feet of roofing under warranty.
- **Point Structure** - Total Master Contractor points will be calculated as demonstrated in the chart and example below. Using this formula, contractors can earn a maximum 12 points per square foot for Firestone Red Shield warranted projects, and 3 points per square foot for qualifying Gaco warranted projects.
- **Growth Points** - Contractors who increase their total warranted square footage by 10% or more over the previous year will be awarded a year-end Master Contractor point bonus of 20% of their 2018 Master Contractor base points.

MASTER CONTRACTOR QUALITY POINTS

Red Shield Warranted System Type	Full System Warranted	Firestone Preferred Insulation*	Firestone Premium System Platinum EPDM, Platinum TPO or EcoWhite™, UltraWhite™, EPDM SA, TPO SA	Sustainability Points** SkyScape™, SunWave™	Max Points Per Sq. Ft.	Max Points Per Sq. Ft. Gaco Coating***
Single-Ply EPDM/TPO, Asphalt APP/SBS, BUR, Metal Roofing Panels	3	5	3	1	12	3

* Includes: ISO 95+™, ISO 95+™ Tapered, Composite Insulations, HailGard™, ISOGARD™ HD Cover Board, RESISTA™.

** Includes: Any Firestone SkyScape Vegetative Roof System, or Firestone SunWave Daylighting System.

***Only qualifying Gaco products S20, S21, and Deck Waterproofing products.

Calculation Example

$$\frac{300,000}{\text{Warranted Sq. Ft.}} \times \frac{9}{\text{Total Point Value Based on Above Chart}} = \frac{2,700,000}{\text{Base Master Contractor Points}}$$

Growth Bonus

Grow Warranted Sq. Ft. by a minimum of 10% = **20% of your Base Master Contractor Points.**



RECOGNIZING QUALITY



For 2019, Firestone will recognize two categories of quality contractors—Inner Circle of Quality and Partner in Quality. The rating system to achieve these designations is based on each company's annual Quality Incidence Rating (QIR). The QIR measure is computed using the total number of warrantable repair incidents occurring on Firestone roofs divided into the total square footage of Firestone roofs under warranty.

The QIR is calculated for all Firestone contractors who have installed at least 1 million square feet of Firestone roofs currently under warranty, and Firestone will recognize those contractors who achieve the highest levels of roofing quality in 2018.

Quality Incidence Rating (QIR) =	No. of Warrantable Repair Incidents <hr/> Total Sq. Ft. Under Warranty (in millions)
---	---

The following awards will be presented to Firestone contractors who meet the QIR criteria for the year ending prior to the award:

Inner Circle of Quality

Criteria

1. Install at least 8 warranted roofs in each year for 2014-2018.
2. Maintain at least 2 million square feet under warranty.
3. Achieve an annual QIR of 1.0 or less.
4. Achieve Master Contractor status.

Benefits

Contractors who earn this quality level will receive the following:

- 2018 recipients will earn a 15% bonus for quality points earned in 2019.
- Achievement is mentioned in the Master Contractor Spec Letter and Press Release.
- Year one - Q Award; Year two - Presentation Case; engraved Q medallion every year after first for display with Q award.

Partner in Quality

Criteria

1. Install at least 8 warranted roofs in each year for 2014-2018.
2. Maintain at least 1 million square feet under warranty.
3. Achieve an annual QIR of 1.0 or less.

Benefits

Contractors who earn this quality level will receive the following:

- 2018 recipients will earn 15% bonus for quality points earned in 2019.
- Achievement is mentioned in a Press Release.
- Partner in Quality Plaque.

Firestone

MASTER CONTRACTOR ▪ 2019

This brochure is meant only to highlight Firestone products, programs and specifications. Information is subject to change without notice.

For additional information about the Master Contractor Program, please contact Firestone Building Products at marketing@firestonebp.com.