



Duro-Last has created a unique three level program to reward authorized contractors who have a strong record of Duro-Last sales and consistently install our roofing systems with exceptional attention to quality.

Contractor eligibility is determined by performance from January 1 through December 31 of each year, and contractors that meet the respective criteria will be awarded the level of Master Contractor, Elite Contractor or Platinum Contractor at the conclusion of the calendar year.

This brochure details each program's qualification criteria and the rewards available.

## Master, Elite, & Platinum Contractor Program



**Mitch Guettler**  
Quality Assurance Manager



## Master Contractor Level

### Qualification criteria

- The contractor must install a minimum of five commercial jobs within the calendar year (residential and material-only warranty projects are not eligible).
- Total combined square footage must be a minimum of **50,000** square feet.
- All Duro-Last products must be paid for by the end of the calendar year for those projects to count toward program eligibility.
- All projects inspected, graded, and warranted by a Duro-Last Quality Assurance Tech Rep in the calendar year qualify for award. (Note: date of material purchase does not qualify a project for the program)
- The average grade of all commercial installations combined must be **90** or above.
- Contractors placed on "Quality Hold" in the calendar year will not be eligible for the award.

### Program rewards

All contractors who achieve Master Contractor status are eligible for these awards:

- Four Duro-Last embroidered jackets with Master Contractor logo. Orders must be received on or before April 30 of the following year.
- Eligible to receive pre-inspection warranties.
- \$300 pre-approval for repairs.
- Certification letter from the President of Duro-Last.
- Master Contractor award plaque inscribed with contractor's business name.
- 500 Master Contractor pressure-sensitive labels.
- Eligible to receive 20-year Duro-Last warranties for \$.10 per square foot (3 cents less per square foot than Non-Master contractors. Does not apply to 20-year pro-rated or material-only warranties).



## Elite Contractor Level

### Qualification criteria

- The contractor must install a minimum of five commercial jobs within the calendar year (residential and material-only warranty projects are not eligible).
- Total combined square footage must be a minimum of **150,000** square feet.
- All Duro-Last products must be paid for by the end of the calendar year for those projects to count toward program eligibility.
- All projects inspected, graded, and warranted by a Duro-Last Quality Assurance Tech Rep in the calendar year qualify for award. (Note: date of material purchase does not qualify a project for the program.)
- Contractors placed on "Quality Hold" in the calendar year will not be eligible for the award.
- The average grade of all commercial installations combined must be **92** or above.

### Program rewards

All contractors who achieve Elite Contractor status are eligible for these awards:

- Eight Duro-Last embroidered jackets with Elite Contractor logo. Orders must be received on or before April 30 of the following year.
- 500 Elite Contractor pressure-sensitive labels.
- Elite Contractor award plaque inscribed with contractor's business name.
- Eligible to receive pre-inspection warranties.
- \$350 pre-approval for repairs.
- Certification letter from the President of Duro-Last.
- Eligible to receive 20-year Duro-Last warranties for \$.09 per square foot (4 cents less per square foot than non-Elite contractors. Does not apply to 20-year pro-rated or material-only warranties).



## Platinum Contractor Level:

### Qualification criteria

- The contractor must install a minimum of five commercial jobs within the calendar year (residential and material-only warranty projects are not eligible).
- Total combined square footage must be a minimum of **500,000** square feet.
- All Duro-Last products must be paid for by the end of the calendar year for those projects to count toward program eligibility.
- All projects inspected, graded, and warranted by a Duro-Last Quality Assurance Tech Rep in the calendar year qualify for award. (Note: date of material purchase does not qualify a project for the program.)
- The average grade of all commercial installations combined must be **95** or above.
- Contractors placed on "Quality Hold" in the calendar year will not be eligible for the award.

### Program rewards

All contractors who achieve Platinum Contractor status are eligible for these awards:

- Twelve Duro-Last embroidered jackets with Platinum Contractor logo. Orders must be received on or before April 30 of the following year.
- 500 Platinum Contractor pressure-sensitive labels.
- Platinum Contractor award plaque inscribed with contractor's business name.
- Eligible to receive pre-inspection warranties.
- \$500 pre-approval for repairs.
- Certification letter from the President of Duro-Last.
- Eligible to receive 20-year Duro-Last warranties for \$.08 per square foot (5 cents less per square foot than non-Platinum contractors. Does not apply to 20-year pro-rated or material-only warranties.)



**Additional reward eligibility is determined by sales volume award level.**

#### ***President Award Level***

\$250,000 – \$499,999

- Personalized mailers – 1,000 pieces and mailing service

#### ***Admiral Award Level***

\$500,000 – \$999,999

- Personalized mailers – 5,000 pieces and mailing service

#### ***Chairman Award Level***

\$1,000,000 – 1,499,999

- Personalized mailers – 5,000 pieces and mailing service
- Round-trip coach airfare for two or mileage, and one room (four nights) at the Duro-Last National Sales Seminar

\$1,500,000 – \$1,999,999

- Personalized mailers – 5,000 pieces and mailing service plus telemarketing
- Customized press releases for publication in local media
- \$1,000 in customized promotional items
- Round-trip coach airfare for two or mileage, and two rooms (four nights) at the Duro-Last National Sales Seminar

#### ***Golden Eagle Award Level***

\$2,000,000 – \$3,999,999

- Personalized mailers – 5,000 pieces and mailing service plus telemarketing
- Customized press releases for publication in local media
- \$1,000 in customized promotional items
- Round-trip coach airfare for four or mileage, and two rooms (four nights) at the Duro-Last National Sales Seminar

### **John R. Burt Award Level**

\$4,000,000 and above

- Personalized mailers – 5,000 pieces and mailing service plus telemarketing
- Customized press releases for publication in local media
- \$1,000 in customized promotional items
- Coach airfare for four or mileage, and three rooms (four nights) at the Duro-Last National Sales Seminar

### **Terms and Conditions**

(For Platinum and Elite Levels Only)

1. \$500 airfare limit per person.
2. Maximum round-trip mileage reimbursement for travel to National Sales Seminar is \$500. Federal per-mile allowance rate applies.
3. Hotel room reimbursement - maximum 4 nights.
4. Telemarketing reimbursement limited to \$3,000. Script must be pre-approved by Duro-Last, Inc.
5. To claim Seminar travel rewards, contact *Victoria Dick* at 800-248-0280.
6. To claim mailer rewards, contact your Duro-Last Regional Sales Development Coordinator.
7. To claim promotional item rewards, contact Creative Impressions at 800-821-4104.



**800-248-0280 | [duro-last.com](http://duro-last.com)**

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