



# 2023 Conklin Preferred Contractor Program

## Qualifying Period:

**September 1, 2021 – August 31, 2022**

Application Due Date:

September 15, 2022

Benefits Period:

January 1, 2023 – December 31, 2023

## Preferred Contractor Title

Conklin recognizes contractors who have established roofing businesses with a reputation for integrity, commitment to quality, and excellence in application, sales, service and professionalism. Applicants qualifying for the program will earn the Preferred Contractor title and be recognized as a Preferred Contractor during the Benefits Period following successful qualification.

## Preferred Contractor Prerequisite Qualifications

- **Personal purchase and shipment of a minimum of \$175,000 (Silver), \$225,000 (Gold), \$300,000 (Sterling), \$500,000 (Platinum), and \$1,000,000 (Diamond) during the qualifying period.**
- 50% of Flexion® XL PVC single-ply membrane and corresponding accessory purchases may count toward Preferred Contractor volume.
- 25% of OUTPOST® TPO single-ply membrane and corresponding accessory purchases may count toward Preferred Contractor volume.
- 50% of spray foam, tapered foam systems, and foam boardstock purchases may count toward Preferred Contractor volume.
- Conklin credit account is in good standing.
- No active warranty issues.
- Personally completed three-day Advanced Roofing Systems Training in the last five (5) years.
- Ownership or legal business partnership (with a minimum of 33% ownership) in a roofing business. Proof of business ownership must be submitted with application.
- Agreement to on-site roofing project evaluations conducted by Conklin Roofing Systems staff.
  - First-Year Preferred Contractor applicants must agree to an evaluation of a minimum of three (3) roofing projects.
  - First-Year Preferred Contractor applicants must submit an application within thirty (30) days of reaching Qualifying Volume status.
  - First-Year Preferred Contractor applicants must complete and submit required documentation and pictures on a minimum of three (3) roofing projects with application.
  - On-site roofing project evaluations will take place following submission of application or at the discretion of the Conklin Roofing Systems staff.
- A formal review process will be held by Conklin's executive team to determine program eligibility. Conklin Company reserves the right to withhold any level of Preferred Contractor title at its discretion.

## Preferred Contractor Benefits

- 23%-25% discounts (depending on Preferred Contractor level achieved) on specified products during the benefits period after completion of training programs.
- Conklin Preferred Contractor logo for use on vehicles, trailers, websites, letterheads, apparel, and business cards during the qualifying Benefits Periods only.
- Priority to receive roofing project leads that originate through Conklin's corporate office and social media platforms.
- Preferred Contractor Destinations trip for the Gold-level and higher qualifying Independent Distributor/Preferred Contractor and spouse/guest, or Gold-level or higher qualifying Independent Distributor/Preferred Contractor and legal business partner (proof of 33% business ownership required).
- Invitation to participate in the business session during the Preferred Contractor Destinations trip for qualifying Independent Distributors/Preferred Contractors at the Gold-level and above.
- Qualification for the Preferred Contractor Destinations trip at the Gold-level or higher includes an invitation for two people, the Independent Distributor/Preferred Contractor and spouse, guest or qualifying legal business partner.
- Preference for field-testing privileges on new Conklin Roofing Systems products.
- A digital media release from the Conklin Roofing Systems announcing new Preferred Contractor status if desired.
- Anniversary awards:

1 <sup>st</sup> year qualifying:	Jacket with the Preferred Contractor logo
5 <sup>th</sup> year qualifying:	Choice of a ring or watch with Preferred Contractor logo
7 <sup>th</sup> , 10 <sup>th</sup> , 15 <sup>th</sup> year qualifying:	Diamond insert for ring/watch
20 <sup>th</sup> year qualifying:	Commemorative jacket with 20-Year Preferred Contractor logo
25 <sup>th</sup> year qualifying:	Commemorative jacket with 25-Year Preferred Contractor logo

## Preferred Contractor Advanced-Level Requirements and Benefits

### Sterling Level Eligibility Requirements:

- Meet all Silver and Gold Preferred Contractor prerequisites.
- Qualifying Volume of at least \$300,000.
- Minimum of two (2) previous and consecutive years holding the Preferred Contractor title.
- Proof of liability insurance with a minimum coverage of \$1,000,000.
- Conklin Company Inc. must be listed as co-insured.

### Platinum Level Eligibility Requirements:

- Meet all Silver, Gold, and Sterling Preferred Contractor prerequisites.
- Qualifying Volume of at least \$500,000.
- Minimum of three (3) previous and consecutive years holding the Preferred Contractor title.
- OSHA and SPFA (if applicable) trained staff.

### Diamond Level Eligibility Requirements:

- Meet all Silver, Gold, Sterling, and Platinum Preferred Contractor prerequisites.
- Minimum of three (3) previous and consecutive years holding the Preferred Contractor title.
- Qualifying Volume of at least \$1,000,000.

### Advanced-Level Preferred Contractor Benefits:

- All aforementioned Preferred Contractor benefits.
- Qualifying Independent Distributors/Preferred Contractors at the Sterling-level and higher will receive a travel allowance for up to two (2) adults to be used for attendance at the Preferred Contractor Destinations trip.
- Conklin Roofing Systems-hosted customizable training events.
- Reimbursement of a contractor-hosted event and/or Destinations trip in the following amounts:
  - Sterling: \$2,500
  - Platinum: \$5,000
  - Diamond: \$7,500
- Award must be used within the Benefits Period.
- Incentives can be applied to one or more of the following events:
  - Crew training at Preferred Contractor's location, crew, or customer appreciation events; Silver or Gold Destinations trip, meeting to introduce Conklin Roofing Systems to building owners, and/or architect lunch and learn event.

## Preferred Contractor Honorary & Emeritus Requirements and Benefits

### Preferred Contractor Silver & Gold Honorary Eligibility Requirements:

- Preferred Contractor title earned in any previous year.
- Current status as a Conklin Sales Manager, District Manager, or Director.
- Silver-level requires development of at least one (1) personally sponsored 1st Year Preferred Contractor during the qualifying period.
- Gold-level requires development of at least two (2) personally sponsored 1st Year Preferred Contractor during the qualifying period.

### Preferred Contractor Silver & Gold Honorary Benefits:

- Gold-level qualification includes an invitation to the Preferred Contractor Destinations trip and opportunity to attend the business session.
  - Travel and lodging will be at the Independent Distributor/ Gold-level Honorary Preferred Contractor's expense.
  - Trip program meals and break costs will be covered by Conklin.
  - Will receive the Gold-level Preferred Contractor products discount during the benefits period.
  - Silver-level Honorary Preferred Contractors will receive the Silver-level products discount during the benefits period.

### Preferred Contractor Emeritus Eligibility Requirements:

- Preferred Contractor title earned for a minimum of ten (10) previous, consecutive or non-consecutive years.
- Personal Roofing Systems purchase volume of at least \$50,000 during the qualifying period.
- Actively involved in Conklin Company events.

### Preferred Contractor Emeritus Benefits:

- Qualifying Independent Distributors/Preferred Contractors at the Emeritus-level will receive the Silver-level product discount during the benefits period.

#### For Information please contact:

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