

COOL ROOFS AUTHORIZED DEALER PROGRAM



A TRUSTED NAME FOR AN IN-DEMAND PRODUCT

1coolroof.com

Why Cool Roofs

Cool Roofs is a brand, not a roofing company. It is something customers can understand and identify with.

A dealership of the Cool Roofs brand brings with it, access to industry leading manufacturers, lead generation, estimating programs for labor and materials, as well as a marketing and sales system.

You might be wondering what makes the Cool Roofs brand name so special. Simply put, the brand name Cool Roofs is unique in that,

“It does what it says, and it says what it does.”

Dealerships can utilize the power and strength of the Cool Roofs brand name.

As a dealer of the Cool Roofs brand, you will have the capacity to establish yourself in your territory as the leader and metal roofing expert, based on the foundation that Cool Roofs has built.

Growing Your Business Through Success

Metal roofing has become increasingly popular for residential and commercial construction. If you haven't experienced the demand yet, you will soon. Stay ahead of your competition by offering the best name in metal roofing: Cool Roofs.

- ◆ Are you ready to create a new revenue stream and grow your business with metal roofing?
- ◆ Are you offering superior metal roofing to customers?
- ◆ Are you interested in using a brand name that is both recognizable and trusted?

If you answered 'yes' to these questions, contact us today about becoming a Cool Roofs Authorized Dealer. As a Cool Roofs Authorized Dealer, you will buy competitively priced materials directly from Cool Roofs and receive the full training and instructional benefits you'll need to complete the job. The Cool Roofs network is growing rapidly and Cool Roofs wants ambitious construction professionals to get in on the ground floor.

“They were great about getting us literature and samples and the training made sure we fully understood the process.”

- Mark Shew / Right Choice Roofing
Authorized Cool Roof Dealer

Hear Mark's complete story at 1coolroof.com
Authorized Dealers / Authorized Dealer Program



Innovators

Our “Patent Pending” “Trim 1st System” allows the maximum safety and efficiency. By saving labor hours, you can get more jobs done each year.

The system includes a ridge anchor, ridge cap, and a ridge hook that works together to provide safe access onto and while working on the roof.

Our “Patent Pending” Ridge Hook will allow ALL construction or service needed for that roof to be done **safely!**

Providing You with Support for Success

- ◆ We provide you with select styles and options that are best suited for your customers to ensure quality installation and long term satisfaction.
- ◆ We provide a comprehensive training program on all styles of metal roofing and their installation.
- ◆ We provided sales and marketing training at our Cool Roofs Training Center.
- ◆ Consultation with experienced metal roof installation experts.
- ◆ Marketing and sales materials, including brochures.
- ◆ A website to direct customers to, so that they can obtain more information and seek out a Cool Roofs Authorized Dealer near them.
- ◆ TV commercials in leading markets.
- ◆ Media exposure and connections.
- ◆ State-wide Home Show participation

As a Cool Roofs Authorized Dealer, you will have the marketing materials, product information, and training that you need to do the job right and earn great word-of-mouth promotion from your customers. Cool Roofs is expanding its local network into a national network of Cool Roof dealers in order to grow the residential metal roofing business throughout Illinois and the Midwest region. Cool Roofs has close connections to both a leading manufacturer and a leading paint company who believe that this dealer network is the future.

FAQ's

Q: How much does it cost to become a Cool Roofs Authorized Dealer?

A: There is no fee to become an Authorized Dealer. Dealers must purchase their materials through Cool Roofs. They may also have to pay for certain marketing aspects.

Q: What kind of training will I receive?

A: We will provide you with specialized training in several areas.
Installation training on all Cool Roofs selected metal roofing systems.
Training on the sales and estimating process.
Training on marketing strategies that have a proven track record.

Q: How do I order materials?

A: All material orders are processed through Cool Roofs in Roanoke, Illinois.

Q: How does the delivery of the materials work?

A: Materials may be delivered directly from the manufacturer to the dealer location or the best possible solution.

Q: Where can I sell?

A: Customers need to be serviced by a dealer that is in close proximity to them. Therefore, regions are established for dealers. These regions are based on several factors, including population.

Q: How am I part of the Cool Roofs website?

A: All Cool Roof Authorized Dealers provide us with their logo, contact information and address. Photos of finished roofs provided by the dealers will also be added to the website.

Q: What type of marketing program is there?

A: We cost share. Each dealer may have special needs in their area. It's your business, we may have to partner with you to grow your business. Cool Roofs will maintain a "digital presence" nationwide.