

2019 Atlas Pro™ Plus



Contractor Program Guide

Welcome to the Atlas Pro™ Plus Program

The Atlas Pro™ Plus Contractor Program is designed to help professional roofing contractors, like you, build your business, your brand and your bottom line. It gives you access to the tools and resources to showcase your expertise, increase your visibility and close more jobs.



Every time you install a Signature Select® Roofing System or Atlas shingles featuring Scotchgard™ Protector, a HOLMES Approved Product, you get one step closer to moving up through the reward levels – Silver, Gold, Platinum and Diamond.

Start Earning Atlas Bucks^ Today!

Along with rewards such as t-shirts and hats, you'll receive Atlas Bucks as you progress through the levels. They can be used in the shopping cart to purchase items such as EagleView® reports, co-branded literature, promotional products and technology devices.

We wish you success as a valued Atlas Pro™ Plus participant.

Annual Requirements*

Signature Select® Roofing Systems**	OR	Atlas Shingle Squares Featuring Scotchgard™ Protector
15		1,500
50		4,000
100		10,000
		3 Consecutive Years of Platinum



Start earning rewards today at AtlasRoofing.com/Pro

* Annual requirements for level achievement are tracked through job, warranty and reward submissions/approvals in your Atlas Pro Contractor account. Atlas Roofing Corporation reserves the right to award or retract Atlas Pro™ Plus status at the sole discretion of the company, regardless of whether annual requirements have been met or not.

** Refer to the Atlas Signature Select® Limited Warranty for all system and coverage requirements.

▲ Atlas Bucks can be redeemed for Atlas Pro™ Plus shopping cart purchases only. Atlas Bucks cannot be redeemed for gift cards, cash or Atlas credit. Atlas Bucks have no cash value. Atlas is not responsible for any Atlas Bucks not redeemed by any expiration date hereon. Failure to use Atlas Bucks by any expiration date herein shall result in forfeiture of such Atlas Bucks.

2019 Atlas Pro™ Plus

Benefits and Rewards



Atlas Pro™ Plus Level Introductory Kits

	AtlasPRO+ SILVER LEVEL	AtlasPRO+ GOLD LEVEL	AtlasPRO+ PLATINUM LEVEL	AtlasPRO+ DIAMOND LEVEL
Atlas Pro™ Plus Program Certificate (Framed/Unframed)	1 Framed	3 Unframed	5 Unframed	—
Atlas Pro™ Plus Diamond Glass Paragon Award	—	—	—	1
Atlas Pro™ Plus Polo Shirt - Pro™ Plus on Sleeve, Your Company Logo on Chest	2	2	3	—
Atlas Pro™ Plus Pullover - Pro™ Plus on Sleeve, Your Company Logo on Chest	1	1	2	—
Atlas Pro™ Plus 2019 Asphalt Life Premium Hat and Shirt	1	—	—	—

Atlas Pro™ Plus Additional Benefits and Atlas Bucks²

Atlas Bucks Available Items	\$100.00	\$500.00	\$1,000.00	—
Premium Sample Displays - Natural Expressions™ and Core4™	5	5	Unlimited Free	Unlimited Free
EagleView® Reports	0	0	0	0
Co-Branded Yard Signs, Door Hangers, Business Cards	0	0	0	0
Apple® Products - iPad®, iPad Pro®, Apple Watch® ¹	0	0	0	0
Home Show & Event Tools: Co-Branded Tent, Table Skirt, Banners	0	0	0	0
Atlas Pro™ Plus Project and Selling Folders (25/Pkg)	0	Unlimited Free	Unlimited Free	Unlimited Free
Professional Drone Bundles Customized with Your Company Logo	0	0	0	0
2019 Atlas Pro™ Plus Premium Contractor Event ³ (Details Coming Soon)	—	—	0	1 Free

Digital and Marketing Assets

Free Customizable Mike Holmes Marketing Materials with Completion of Scotchgard® Shingles Sales Specialist Program	✓	✓	✓	✓
AtlasRoofing.com "Find A Contractor Listing"	Good Listing	Better Listing	Best Listing	Premium Listing
Access to ProAPP™, RoofSwap™ and Atlas Web Injector	✓	✓	✓	✓
Free Shipping of Marketing Collateral and Samples in Shopping Cart	✓	✓	✓	✓
Job Registration and Warranty Management Tools	✓	✓	✓	✓
1-Hour Marketing Consultation with Atlas Corporate Marketing Department to Assist with the Brand and Asset Development of Your Business	—	—	—	✓



AtlasRoofing.com/Pro

¹ iPad®, iPad Pro®, Apple Watch®, Apple TV® and iOS® are registered trademarks of Apple Inc.

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³ The 2019 Atlas Pro™ Plus Premium Contractor Event will be available exclusively to Platinum contractors who attend at their own expense or pay with Atlas Bucks. Diamond contractors are eligible for one (1) free attendee. Both Platinum and Diamond contractors may bring a guest at their own expense or pay with Atlas Bucks.