



CertainTeed



### Lifetime Laminated Shingles **LANDMARK™ PREMIUM**

1. Lifetime limited warranty
2. 10 year SureStart Protection!
3. 10 year 90MPH wind warranty
4. 10 year Algae Resistance
5. Free transfer to second owner!  
(warranty reverts to 50 year for second buyer)
6. Adds value to the home!
7. All new great looking colors! – 5 in stock and 4 special order-9 in all.
8. Heavy weight! 300# plus
9. Differentiate the look of the home from all the neighbors!
10. When a roof can account for as much as 40% of the average home's exterior, many factors weigh into the choice of materials - why not a lifetime of protection!
11. Subject to your CertainTeed contractor credential, you could offer 100% material and labor coverage for up to 50 years!!!
12. A wide nailing area gives the homeowner security of proper nailing avoiding one of the most common application errors.

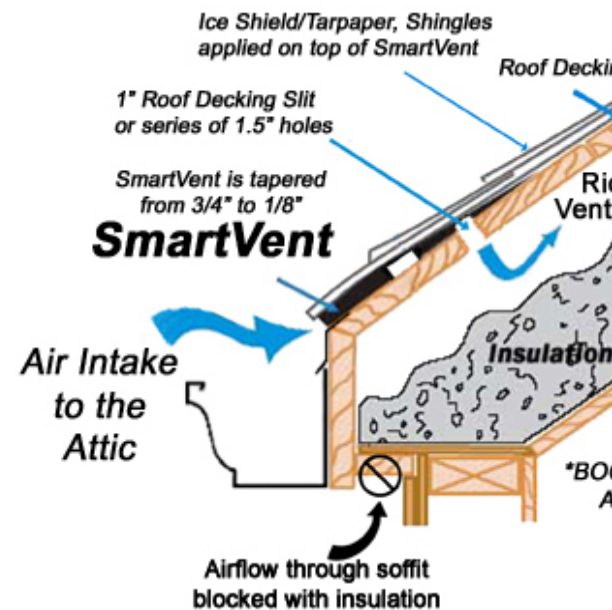
Why not offer a **lifetime shingle** instead of a 30 year product? Presenting this product and giving your homeowner a choice could very easily increase your sale and add profit to your bottom line. With Landmark Premium costing you \$54.95 per square, on the average 50 square roof, your homeowner can now upgrade to a lifetime product for less than \$1000 and if they choose to upgrade to the extended warranty, the additional cost is only \$1 per square! (3 Star Warranty).

Start today offering this with every roof you measure and soon you will see an increase in sales and profits! Even if you only sell 1 in 10 at the end of a year, think of how much that could bring to your bottom line! It is your choice to allow the consumer the option and by that action alone you will sell this product.

Free  
Landmark Premium Jacket  
for the first ten purchases  
(30+ sq)  
of this new product!

### DCI SmartVent

For those roofing situations that need more intake consider the SmartVent. When you know the intake vents are not working on a re-roofing application, this is the perfect answer. Great for those situations where no overhang exist. Works in new construction as well!





### Why Shingles are Higher!

Raw Material Increases over the past two years for residential roofing products have escalated considerably. We all have heard the problems with asphalt and its volatile pricing. We are selling steep asphalt at prices almost 38% higher than they were two years ago. But when you look at the other components of asphalt shingles and the increases that have occurred it becomes much clearer as to the actual cost we are selling at today. The following percentage increases were provided by a manufacturer to help us understand the increases that have occurred since August of 2004.

Percentage increase **Aug 04 vs. Aug 06**

Mat	18%
Asphalt	63%
Granules	10%
Packaging	5%
Natural Gas	78%
Shipping	22%

Reviewing our prices from two years ago on 30 year laminated shingles we are currently selling at a 21% increase. 33.95 VRS 42.95  
Asphalt 17.95 vs. 28.95= 63% up



**A 35 Year Laminated Shingle with a 10 year warranty upgrade is now available from Atlas!**

**When you sign up for the new Signature Select Roofing Program you can extend the standard warranty from 5 to 10 years at a very reasonable cost to the homeowner.**

**You also receive a variety of marketing tools conveniently packaged in a carry bag that makes the entire presentation to the homeowner simple yet effective. Becoming part of this program also offers you special incentives for selling as few as 5 homes with only 40 squares or more. Contact us today for the complete details of this new program.**

### Equipment for Sale

The following items are subject to prior sale



\$8000



\$6900

Other items include:

- 1984 International Dump truck
- 2 Ladder loader trucks
- 2001 GMC 3500 Pick Up
- 1999 Lull 844c Roof Loader
- 10' Metal Brake by Tensmith
- 12' Wysong air sheer
- 50 boxes miscellaneous screws