



Master, Elite, Platinum & Sales Volume
Award Programs

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.



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:

- \$400 in selected Duro-Last embroidered jackets/apparel. Orders must be received on or before April 30 of the following year.
- Pre-inspection warranties.
- \$300 pre-approval for repairs.
- Certification letter from the Quality Assurance Manager 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-awarded 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:

- \$700 in selected Duro-Last embroidered jackets/apparel. 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.
- Pre-inspection warranties.
- \$350 pre-approval for repairs.
- Certification letter from the Quality Assurance Manager of Duro-Last.
- Eligible to receive 20-year Duro-Last warranties for \$.09 per square foot (4 cents less per square foot than non-awarded 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:

- \$1,000 in selected Duro-Last embroidered jackets/apparel. 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.
- Pre-inspection warranties.
- \$500 pre-approval for repairs.
- Certification letter from the Quality Assurance Manager of Duro-Last.
- Eligible to receive 20-year Duro-Last warranties for \$.08 per square foot (5 cents less per square foot than non-awarded 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 – \$749,999

- Personalized mailers – 5,000 pieces and mailing service

General Award Level

\$750,000 – \$999,999

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

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

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 all other sales level rewards, contact your Duro-Last Regional Sales Development Coordinator.



800-248-0280 | duro-last.com

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