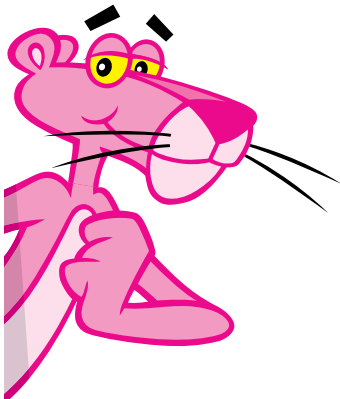




OWENS CORNING UNIVERSITY



Owens Corning Contractor Resources Guide

**SOLUTIONS TO HELP
DRIVE YOUR SUCCESS**



INDUSTRY-LEADING RESOURCES TO HELP GROW YOUR BUSINESS

Running a profitable roofing and home improvement business can be incredibly rewarding.

Successful contractors excel at the business of roofing by establishing a winning culture, hiring and training great talent, marketing effectively, quickly responding to leads, and closing sales.

At Owens Corning, we are dedicated to helping our Roofing Contractor Network members overcome their business challenges and achieve their goals. We proudly offer a comprehensive range of solutions and services designed to help our members grow, scale profitably, and become leaders in their market. With Owens Corning by your side, you have the support of an industry leader committed to your success.



TOP 10 BUSINESS CHALLENGES AND HOW WE CAN HELP CLEAR THEM

Our total focus is helping your business thrive. Your “total” business! How exactly can we help? Start here or use the table of contents on the next page to uncover areas of opportunity and quickly match them with industry leading resources to help solve your biggest challenges and reach your growth goals!



BUSINESS CHALLENGE	HOW OWENS CORNING CAN HELP
Lack of business experience	Running a business is its own set of skills. In Section 2 , meet our leadership training partners who can help you sustain a winning culture.
Lack of skilled workers	Your business is only as good as your team. Go to Section 2 for expert recruiting and training support..
Seasonal nature of the business	Need revenue streams during the roofing offseason? Section 2 shares programs to help achieve financial goals.
High overhead costs	Managing costs is a must to stay profitable. Section 3 has tools and consultants to help you manage risk and optimize operations.
Poor financial management	Struggling to keep the balance sheet balanced? Go to Section 3 for financial training from roofing industry pros.
Lack of proper insurance	The roofing business has plenty of risk. Go to Section 3 for support with legal and risk mitigation.
Lack of marketing	You can't get leads or close sales if no one has heard of you. Section 4 offers tools to get the word out and position your business for success.
Not adapting to market changes and new technologies	Our Tech Stack offers advanced technology to drive success in almost every department. Go to Section 4 to complete your digital toolkit.
High competition	Marketing is essential to get noticed and win jobs. Section 4 has the tools to complete your Tech Stack and Section 5 helps you make the most of the trusted Owens Corning brand.
Lack of reputation	With Owens Corning, you're working with the most trusted brand in roofing.* In Section 5 , see how to promote it with pride.

* SOURCE: 2022 Roofing Homeowner Brand Awareness Survey by Owens Corning Roofing and Asphalt, LLC.

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MEMBER BENEFITS

Owens Corning Roofing Contractor Network members have exclusive access to a comprehensive range of business-building support and resources.

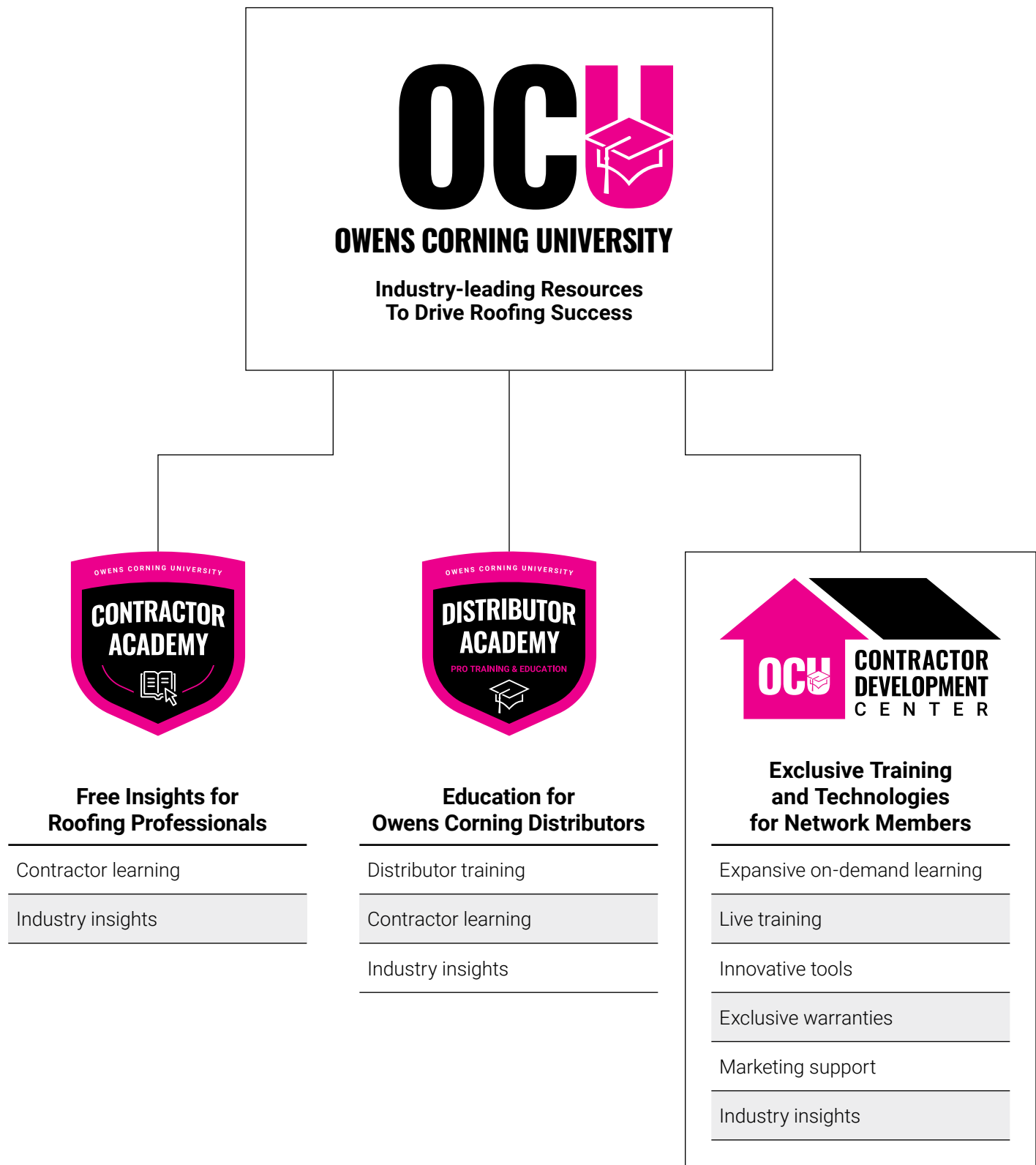
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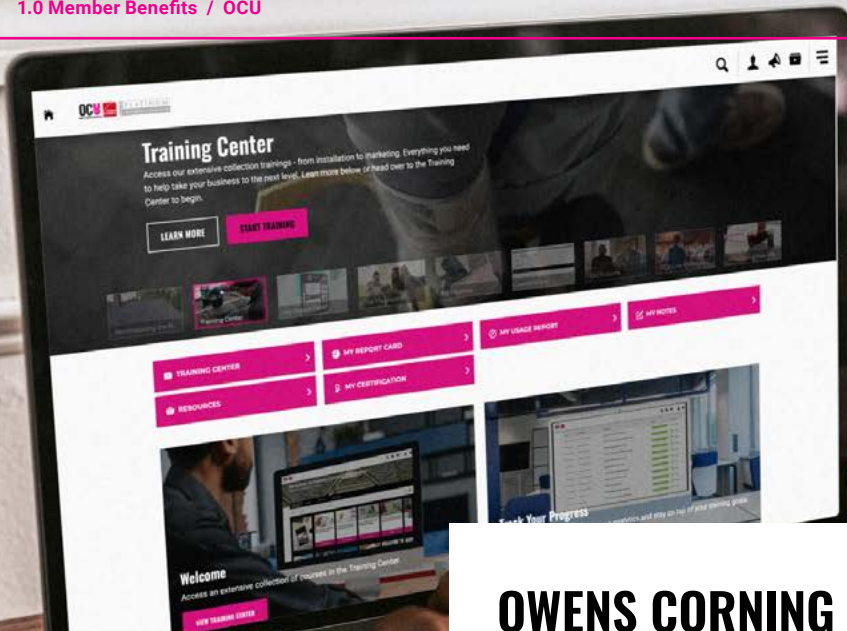
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1.0



MEMBER LEVELS	 CONTRACTOR REWARDS	 PREFERRED CONTRACTOR	 PLATINUM PREFERRED CONTRACTOR
REWARDS			
Earn rewards on Owens Corning Purchases	✓	✓	✓
Access to seasonal product rebates	✓	✓	✓
MARKETING			
Online ordering for product literature and samples	✓	✓	✓
Access to Owens Corning branded promotional merchandise	✓	✓	✓
Text messaging news updates	✓	✓	✓
Monthly Owens Corning® Roofing High Points eNewsletters with the latest news updates	✓	✓	✓
Access to full-service marketing support leveraging the power of the Owens Corning brand and Pink Panther™		✓	✓
Contractor listing on owenscorning.com		✓	✓
EDUCATION			
Access to Owens Corning University	✓	✓	✓
In person training with sales expert Rodney Webb and other notable presenters	✓	✓	✓
Access to contractor education through the OCCConnect™ Resource Center with NRCA	✓	✓	✓
EXCLUSIVE OFFERS			
Ability to offer consumer financing at negotiated rates through Service Finance Company	✓	✓	✓
Lead generation opportunities with key business service offers	✓	✓	✓
Ability to offer System Protection Limited Warranty		✓	✓
Lead generation opportunities with the Owens Corning® Roofing Lead Management System		✓	✓
Ability to offer the Preferred Protection System Roofing Limited Warranty		✓	✓
Business building resources to help grow your business		✓	✓
Exclusive ability to offer the Platinum Protection System Roofing Limited Warranty			✓
Priority listing on owenscorning.com			✓
Opportunity to attend Platinum Conference			✓
Eligible for Solar PROtect™ Certification		✓	✓





OCU training content can help with every major facet of your business!

OWENS CORNING UNIVERSITY

On-demand education and live training events to further your success.

How it helps:

The OCU on-demand experience offers the flexibility to learn at your own pace. Owners and managers can assign, track, and review their team's progress and results, providing visibility and accountability to keep your team in growth mode.

OCU Live! training events are highly engaging yet practical in-person sessions from our team of expert business solutions partners.

OCU ON-DEMAND TRAINING

Learn at your own pace with on-demand options including:

- **Power Hour Webinars** – top content from industry leaders on a variety of hot topics
- **Smart Snacks** – on-the-go training in 10 minutes or less on topics from roofing design to identifying business opportunities.
- **Interactive Courses** – expert training in nearly every major area of your business.

Training topics include:

- | | |
|--|------------------------------------|
| ▪ Getting the most out of the Owens Corning Roofing Contractor Network | ▪ Marketing and Brand |
| ▪ Roofing Basics | ▪ Lead Management |
| ▪ Total Protection Roofing System | ▪ Operations |
| ▪ Leadership and Culture | ▪ Production |
| ▪ Building your bench | ▪ Storm & Insurance |
| ▪ Communication | ▪ Solar Protect Contractor Program |
| ▪ Sales | ▪ Safety |
| ▪ Sales Management | ▪ Warranties |
| | ▪ Ventilation |

Availability:



OCU LIVE! EVENTS



ANNA ANDERSON – ART UNLIMITED

- Up Your Marketing Game



CERTIFIED CONTRACTOR NETWORK (CCN)

- The 6 Pillars of a Successful Home Improvement Company
- Solving the Selling Puzzle
- Essentials of Marketing
- Essentials of Sales Management
- KPIs: Managing the Numbers
- Best Practices in Production



TRENT COTNEY - ADAMS & REESE, LLC

- Navigating Material Substitutions
- Critical Contract Provisions
- OSHA Defense for Roofing Contractors
- Legal Issues with Subcontractors



SUE HAWKES - YESS!

- EOS Workshop
- Leadership + Management = Accountability
- Results Guaranteed Communication Course



KEN KELLY - KELLY ADVISORS

- Financial Freedom
- The Smart Way to Grow a Roofing Business
- Solar Success



OCCRAFT

- Application & Installation



LEE OLIVARES - LATINO CLAIMS ACADEMY

- Understanding the Claims Process (1.0)
- Mastering the Claims Process (2.0)



LENNY SCAROLA

- Canvassing 101



JOHN SENAC - THE ROOF PRO

- Discontinued Shingles Master Class
- Inspection to Approval: Roofing Restoration Process
- Mastering Documentation & Presentation of the Details



DREW SUTTLE – TOTALSCOPE

- Insurance Claim Workshop
- Xactimate Workshop



RODNEY WEBB

- The Buy-Limbic Selling System (1.0)
- Mastering The Buy-Limbic Selling System (2.0)
- Closing Deals
- The Key to Building a World-Class Sales Organization
- Boost your Business Leadership
- Create & Control: Generating New Leads

Availability:

OCCONNECT™ RESOURCE CENTER

The 24/7 online portal that connects our members to their exclusive resources.

How it helps:

The user-friendly portal makes it convenient to submit invoices, view your available promo balance and access marketing materials, business building resources and online education modules anytime, anywhere.

Every user has unique permissions to view and access their documents and content.

Availability:  **PLATINUM**  **PREFERRED CONTRACTOR**  **CONTRACTOR REWARDS**  



EXCLUSIVE WARRANTIES*

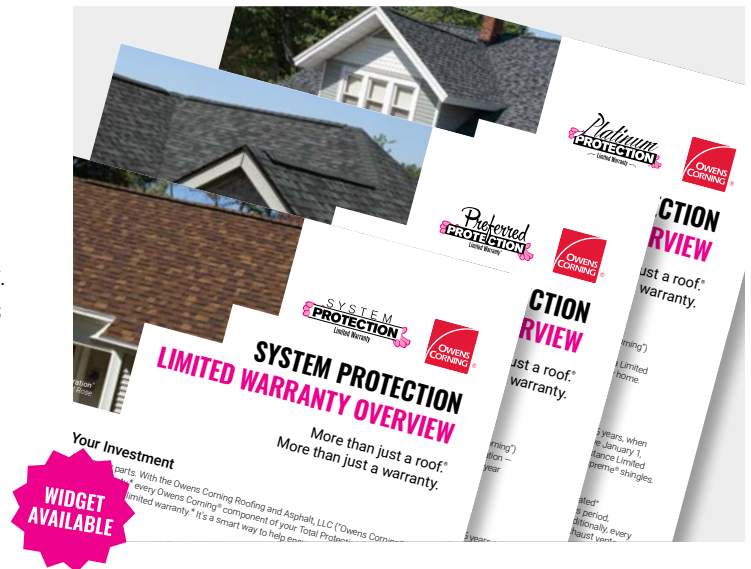
Network members can offer homeowners extended warranty coverages.

How it helps:

Make sure homeowners know that Owens Corning® Roofing offers one of the best warranties in the industry. We make it easy for you to present our warranty options so you can offer the best coverage for their needs.

* See actual warranties for complete details, limitations and requirements.

Availability:  **PLATINUM**  **PREFERRED CONTRACTOR**  



EARN REWARDS

Submit invoices and earn redeemable rewards.

How it helps:

Easily submit invoices or use automated submittals through select distributors to earn promo funding. Use your promo funding from qualified purchases to apply towards OC Store merchandise or submitting a request form for reimbursement.



Availability:  **PLATINUM**
PREFERRED CONTRACTOR  **PREFERRED**
CONTRACTOR  **CONTRACTOR**
REWARDS  

ONBOARDING CHECKLIST

An at-a-glance overview of member benefits. It's your step-by-step guide for fast tracking your company to help drive new lead generation, sell more roofs and grow your business.

Be sure to watch the Getting Started webinar for helpful tips

Coming soon to the OCConnect™ Resource Center
Contact your Area Sales Manager to learn more!



BUSINESS SOLUTIONS PARTNERS

Get more work, close more sales, build your brand.

How it helps:

Owens Corning Roofing Contractor Network members earn exclusive discounts on more than 50 industry-leading products and services to maintain their competitive edge. Look for the Business Solutions Partner icon and special offer details throughout this guide.



BUSINESS SOLUTIONS

Availability:  **PLATINUM**
PREFERRED CONTRACTOR  **PREFERRED**
CONTRACTOR  **CONTRACTOR**
REWARDS  

NOT YET A MEMBER?

As an Owens Corning Roofing Contractor Network member, you can tap into the marketing expertise of a FORTUNE 500® company and leverage the power of the Owens Corning brand to help grow your business.

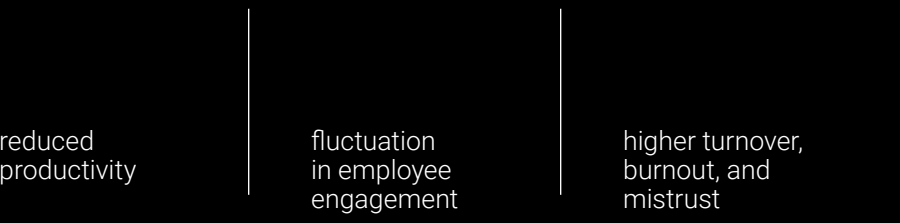


2.0

LEADERSHIP & CULTURE

As an Owens Corning Roofing Contractor Network member, you have access to experienced leadership training in nearly every aspect of your business. Sales to production to installers, we can help you build and sustain a culture that fully engages every member of your team.

The impact of ineffective leadership and management



SOURCE: Sue Haweks, YESS!

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LEADERSHIP TRAINING

Owens Corning has partnered with industry-leading experts to provide in-person and on-demand leadership training.



SUE HAWKES WITH YESS!

Sue Hawkes is an expert EOS Implementer™ and Certified Executive Coach with more than 30 years of experience. Her training will help you:

- Align your leadership team with a clear vision, strategy and plan
- Get the right people in the right seats
- Instill discipline, focus & accountability throughout your organization

Availability:      

"You get real, practical, simple strategies and tools out of the workshop to immediately start scaling and using that day."

- Sue Hawkes



"In the 2 years we've been working with him, we've more than doubled our business."

- Brett Thompson, Rodney Webb client

RODNEY WEBB

Rodney's "Boost Your Business Leadership" course is specifically designed for owners and managers who want to succeed and grow in a competitive environment. You learn how to do the things great leaders do, including how to hire, train and maintain a great sales team.

"When you have a roadmap that you can teach people and that everybody can follow, you can teach people that have never been in the business and change people's lives."

- Rodney Webb

Availability:



TALENT DEVELOPMENT



92% of graduates apply what they learn to improve their work performance

EXCLUSIVE

OCCN MEMBER DISCOUNT

Save 54% on eCornell courses!

ECORNELL

Level up the talent of your team to gain a competitive edge.

How it helps:

Growing your business depends on how well you leverage the knowledge and ability of every team member in every department. Learn from Ivy League instructors in over 75 individual courses in focus areas including: Finance, Data Science, Business, Human Resources, Leadership and Sales & Marketing.

Enhance skills in:

- Leadership
- Business strategy
- Operations
- Brand strategy
- Financial acumen

Availability:



ACHIEVING BUSINESS & FINANCIAL GOALS



EXCLUSIVE

OCCN MEMBER DISCOUNT
Partnership Subsidy Program
60% Off 1st Year
CCN Membership

CERTIFIED CONTRACTOR NETWORK (CCN)

On-demand and in-person coaching, networking, training, and consultation focused on key growth areas.

How it helps:

For more than 25 years, the CCN has helped transform businesses by focusing on the 6 pillars of growth:

- Marketing
- Sales management
- Selling puzzle
- Production planning
- Administration
- Financial KPIs

Availability:      



EXCLUSIVE

OCCN MEMBER DISCOUNT
Free surveys on selected
registered system warranty jobs
Free trial to survey
non-warrantied customers
based on membership level
20% discount on total spend
for new members

GUILDQUALITY

Independent homeowner surveying to help manage your reputation.

How it helps:

GuildQuality can help you identify the areas of your business that are working well and the areas that need improvement.

- Analyze customer satisfaction trends for your business
- Measure the performance of your people
- Address customer needs in a timely manner

"With the feedback gathered, we've maintained a 97% customer satisfaction rating."

Availability:      



"There are two main reasons why businesses fail: financial mismanagement and growing too quickly."

- Ken Kelly

KEN KELLY, KELLY ADVISORS⁺

A 30-year roofing industry veteran, Ken Kelly gives you finance insights from someone who knows the business. His practical courses help you achieve financial freedom, how to make more money and keep it. You'll leave his course knowing how to build, read, and use financial statements and flash reports to better run your business and make more profit. Topics include:

- KPI's (Key Performance Indicators)
- Flash reports (Know your true profit daily)
- Financial statements (balance sheet, Income statement, cash flow statement, trial balance)
- Break even analysis
- Budgets
- Compensation systems
- Corporate structure
- Risk management

Availability:



BOLT-ON REVENUE GENERATORS

Proper attic insulation can impact a roof's lifespan as well as home comfort. Solar power is increasingly popular on residential homes. We can help you tap into these opportunities for business expansion with all the training you need to get going.

PROCAT®

Loosefill attic insulation to enhance the Total Protection Roofing System®

How it helps:

The ProCat® Professional Loosefill Insulation System can help grow your business. You're often in a homeowner's attic to assess their roof deck and ventilation, so it makes sense to provide an insulation assessment. Owens Corning has the products and training to help you tap into the growth opportunity re-insulation jobs can provide.

Availability:      

Approximately 90% of US single-family homes are under insulated.*

* Evaluation of under-insulated single-family detached homes in the United States, ICF study commissioned by NAIMA, October 2024.



SOLAR PROTECT™ CONTRACTOR PROGRAM

Maximize the opportunity of selling residential roofing with solar panels without spending more on marketing or customer acquisition.

How it helps:

We can help you make the best decision for your business, providing you with the resources and training to evaluate and decide if you want to Roof with Solar. Our industry-first training will help you implement best practices, understand the benefits, and barriers to avoid.

Availability:    





RUNNING THE BUSINESS

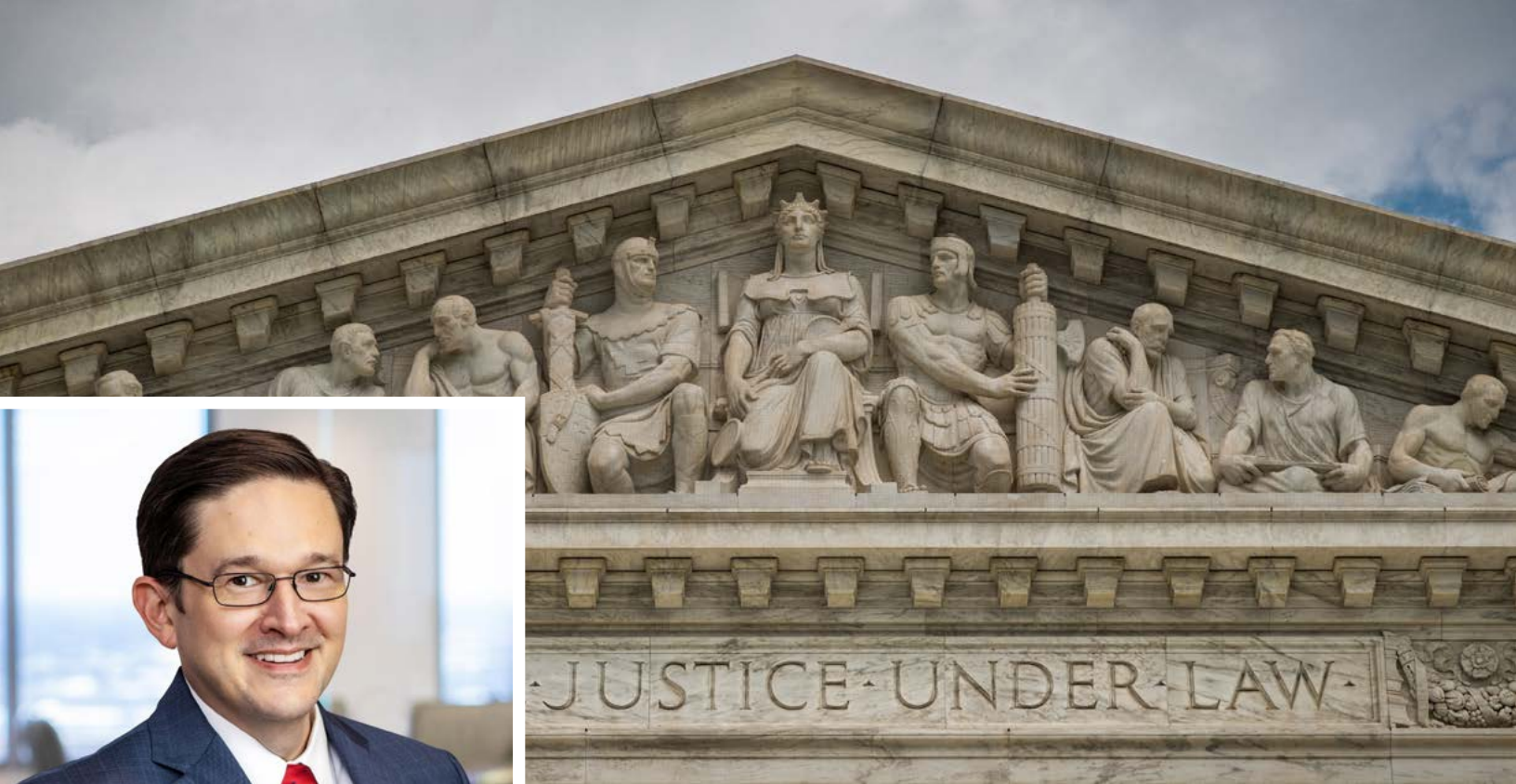
You've created a dynamic culture where every team member feels confident and is contributing to the company's success. Now it's about managing the day to day to overcome challenges and hit your growth targets.

From mitigating legal risks to managing payroll, from staying sharp on roofing fundamentals to operating at peak efficiency, we can help keep things on track.

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HR Tools	21
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Education on Roofing Fundamentals	23
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LEGAL & RISK MITIGATION



TRENT COTNEY*

Comprehensive legal services to help protect your business when you need it.

How it helps:

Partner & construction team leader Trent Cotney has received numerous honors and distinctions because of his expertise in construction and infrastructure law. Get counsel on both general construction and roofing specific provisions including:

- Contract review and drafting
- Employment advice (issues dealing with employees)
- OSHA defense
- Corporate maintenance and buying and selling businesses
- Trademarks
- Immigration

ADAMS AND REESE LLP

EXCLUSIVE

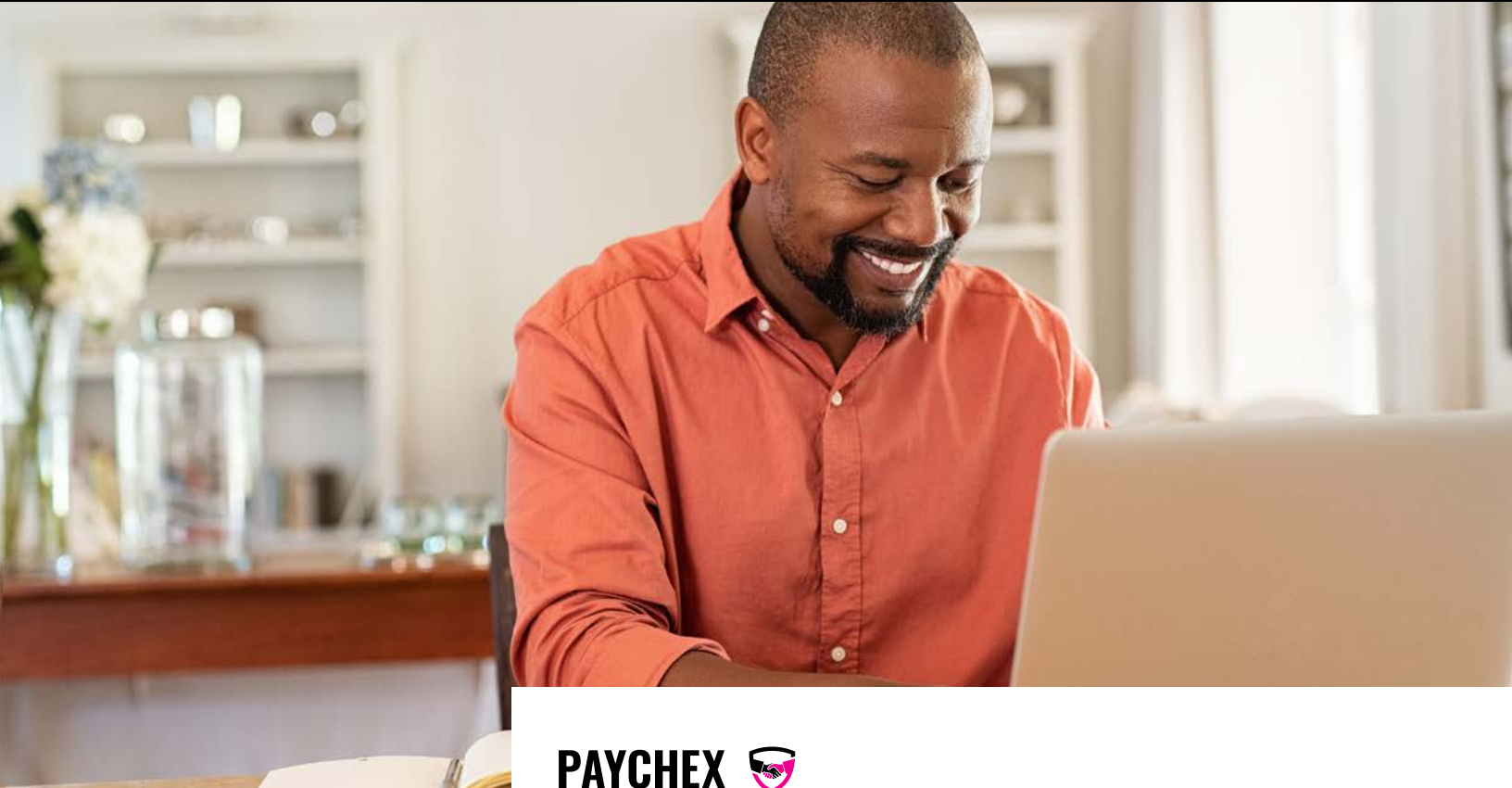
OCCN MEMBER DISCOUNT

Free Contract Audit

10% off standard rates
and \$595 on customer
contracts and subcontracts

Availability:     

HR TOOLS



PAYCHEX

HR | Payroll | Benefits | Insurance

The Power of Simplicity

EXCLUSIVE

OCCN MEMBER DISCOUNT

**Free, no obligation
HR consultation**

PAYCHEX

Comprehensive HR solutions to help simplify the challenges of HR, payroll and benefits administration.

How it helps:

Owens Corning has a national partnership with Paychex to help enhance your efficiency, profitability and productivity.

Tackle your toughest tasks:

- Recruiting & application tracking
- Hiring & onboarding
- Health insurance management
- Benefits administration
- Time & attendance
- Payroll administration
- Retirement services

Availability:



BUSINESS INSURANCE



EXCLUSIVE

OCCN MEMBER DISCOUNT

Up to 15% off standard rates*

Free Risk Management Audit

1. A review of your current program
2. Results within 10 business days
3. Gaps in current coverage with recommendations

* Applies to General Liability and PEO

ROOFER'S CHOICE INSURANCE

Comprehensive business insurance solutions.

How it helps:

Protect your business against financial risks from unexpected expenses related to property damage, legal liability, workers' compensation, and more.

Core Services

- Worker's comp
- General liability
- Auto
- PEO
- Excess liability
- Cyber liability
- Bonding
- Business property
- Directors and officers
- Pollution liability
- Inland marine

Availability:



EDUCATION ON ROOFING FUNDAMENTALS



OWENS CORNING ROOFER'S GUIDE TO ROOF INSTALLATION

Comprehensive instructions and detailed procedures on roof application and product installations.

How it helps:

The Owens Corning Roofer's Guide to Roof Installation follows Asphalt Roofing Manufacturers Association (ARMA) guidelines. It's part of our Quality Assurance Initiative to help support warranty obligations, improve the overall homeowner experience, and uphold high standards on every job.

Availability:      



OCCRAFT

Training course on roofing application fundamentals.

How it helps:

A half-day education session on the latest in roof application and product installations following the ARMA guidelines for the correct—and safe—installation of all Owens Corning® Roofing products.

Availability:      



FUNDAMENTALS OF ROOFING APPLICATION

On-demand learning about the benefits of installing a complete roofing system.

How it helps:

In this series, you will learn about installation of high-quality, complete roofing systems that contribute to whole home comfort and long-term value for homeowners. This training module complements the Owens Corning Total Protection Roofing System®.

Availability:      

This OCU online learning module compliments OCCraft.



TOTAL PROTECTION ROOFING SYSTEM® (TPRS) COURSE

On-demand learning on the complete TPRS system

How it helps:

It takes more than shingles to protect a customer's home. It takes an integrated system of components and layers designed to help perform in three critical areas: SEAL. DEFEND. BREATHE. This 5-module course provides a comprehensive overview of the Owens Corning Total Protection Roofing System®.*

* Excludes non-Owens Corning® roofing products such as flashing, fasteners, pipe boots and wood decking.

Availability:      



SURENAIL® TECHNOLOGY COURSE

On-demand learning on this exclusive nailing zone technology on Duration® Series shingles.

How it helps:

Learn how Duration® Series shingles with SureNail® Technology are made to perform and carry strong wind-resistance warranties.

Availability:      

SAFETY



NATIONAL ROOFING CONTRACTORS ASSOCIATION

Owens Corning® Roofing Contractor Network members receive exclusive benefits and discounts on NRCA publications, online programs and more.

How it helps:

NRCA is committed to roofing safety. Through OCU on demand, you'll find NRCA "Serving up Safety – Training" modules to learn safety best practices specific to your state, including:

- OSHA fall protection
- Low slope
- Steep slope
- Rescue operations

NRCA also offers training opportunities for you and your employees on leadership development, roofing technology and more, including:

- Online educational programs
- In-person programs for small, medium and large companies
- Professional development programs, including the Future Executives Institute

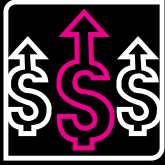


Available through
OCU On Demand

Availability:



OPERATIONAL EXCELLENCE



Increase revenue by 20%
with the same workforce



Reduce operating costs
by 10% in just 3 months



Increase quality and
customer satisfaction



| An OCU Live! Event

KEN KELLY – OPERATIONS & FINANCIALS

A 30-year roofing industry veteran, Ken Kelly helps you run a better business through operational efficiencies that can drive real results. Topics include:

- Increase Profit by at Least 10% on Every Job
- Create a Growth-Minded Operations Process
- Change Quickly – Change Smart
- Open New Markets Efficiently
- Work with Subs and Employees
- Make Decisions on Facts, Not Feelings
- Build an Engaged Team Through Dynamic Leadership

Availability:



EXCLUSIVE

OCCN MEMBER DISCOUNT
Partnership Subsidy Program

60% Off 1st Year
CCN Membership

CCN “BEST PRACTICES IN PRODUCTION”

In the “Best Practices in Production” course, you learn to empower your production team to enhance their leadership skills and operational efficiency while helping reduce common production limitations and plug profit leaks.

Availability:





4.0

LEVERAGING TECHNOLOGY

Making the most of social media?

Immediately executing on leads?

Communicating with customers via text?

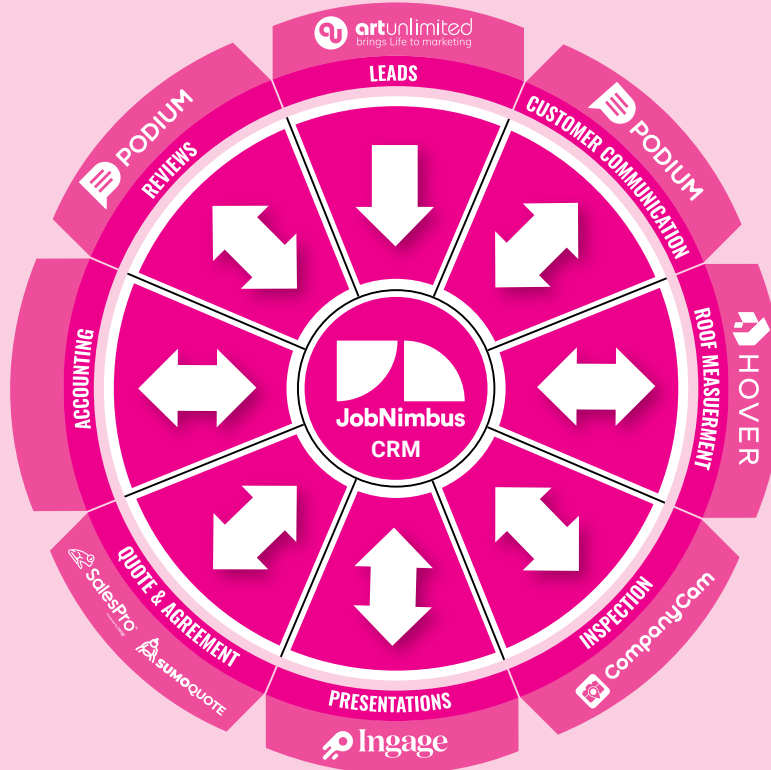
Technology has transformed how we do business. And if you aren't making the most of the innovative tools now available to accelerate growth, you can be sure the competition will be.

We offer our network members best-in-class digital tools. We call it your Tech Stack, a curated suite of digital resources designed to optimize business processes, drive efficiency, and add value from a prospect's initial website visit through installation and generation of new customer referrals.

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THE OWENS CORNING TECH STACK



2023 ROOFING CONTRACTOR EDITOR'S CHOICE IN TECHNOLOGY

Tailor your Tech Stack
to the areas your
business needs it most

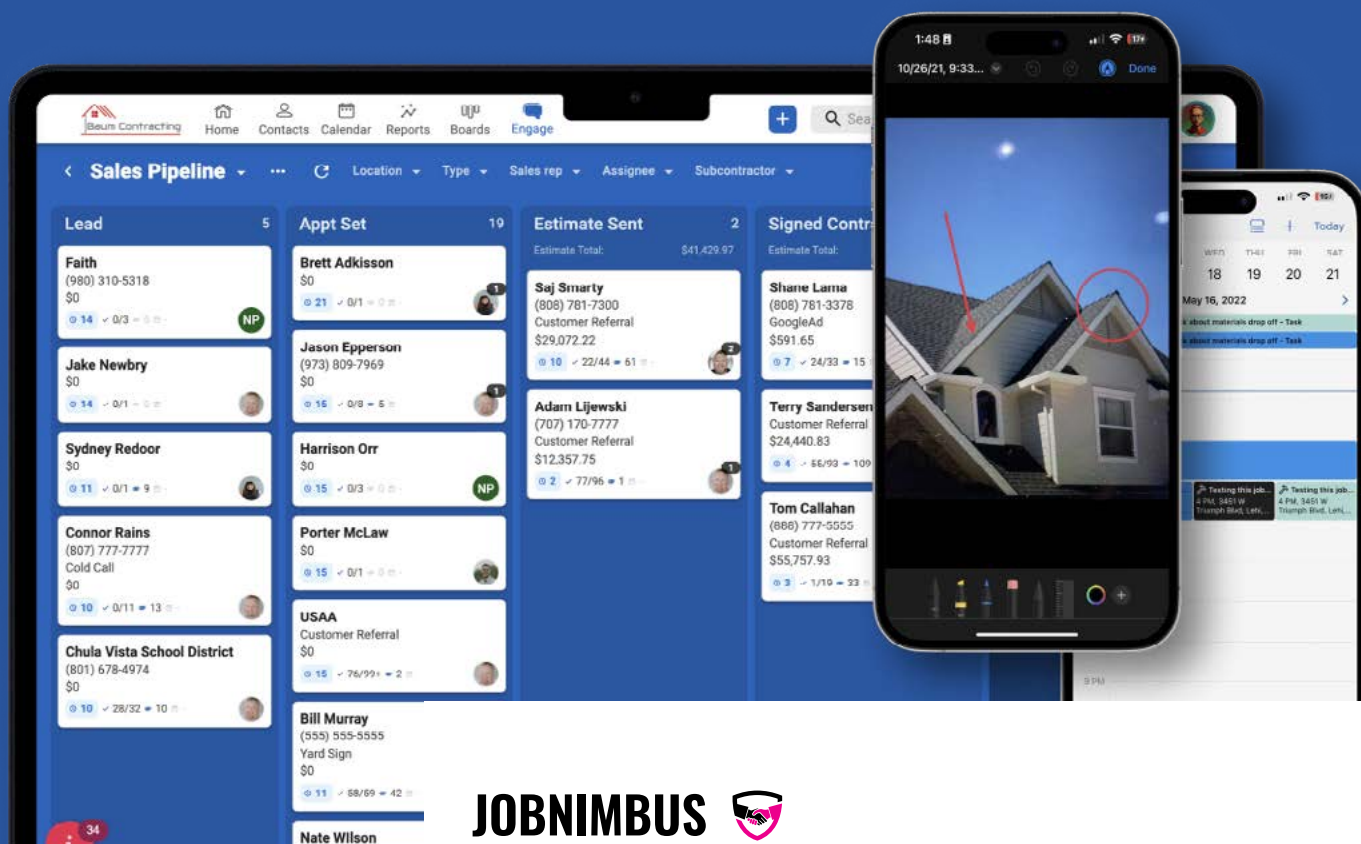
Homeowners shop for everything online, including a new roof. So if you're not leveraging where they are – social media, websites, texting – you're likely falling behind the competition. We believe your customers' expectations should be driving your decisions on how to grow.

Start with your Tech Stack. We assembled this award-winning toolbox of digital resources to help you win more business. It features tools that add value from a prospect's initial website visit through installation and generation of new customer referrals. Resources designed to work seamlessly together to scale your business faster and solve problems quicker.

Availability:



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)



EXCLUSIVE

OCCN MEMBER DISCOUNT
10% OFF Pro and Advanced
subscription plans

JOBNIMBUS

A single CRM and project management solution to help you get more organized, efficient, professional, and profitable.

How it helps:

Think of it as the spinal cord of your business, keeping everything moving in one simple yet comprehensive tool.

- Track your jobs, contacts, leads, tasks and production,
- Capture photos in the field
- Record notes
- Collaborate with your team
- Sync with other apps

On average, JobNimbus users see:

43% Revenue growth
in a year

25% More payments
collected*

SOURCE: <https://web.ingage.io/p/7SHRJZ0>

Availability:



GENERATING LEADS

Even small increases in lead generation can boost business!



SPEED TO THE LEAD IS CRITICAL!

Leads can depreciate by

80% AFTER THE FIRST MINUTE

SOURCE: [What's Next in Roofing? 2024 Trends Uncovered!](#)



Faster response times can help improve lead conversion rates and boost revenue.

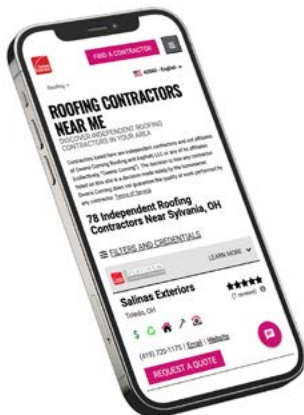
TOOLSEY

Your comprehensive lead management platform.

How it helps:

Manage and respond to leads efficiently and effectively. Leads can be aggregated into the platform from numerous sources, including “Find a Contractor” at [owenscorning.com](#), for centralized management that helps your sales team respond quickly and easily.

Availability:    



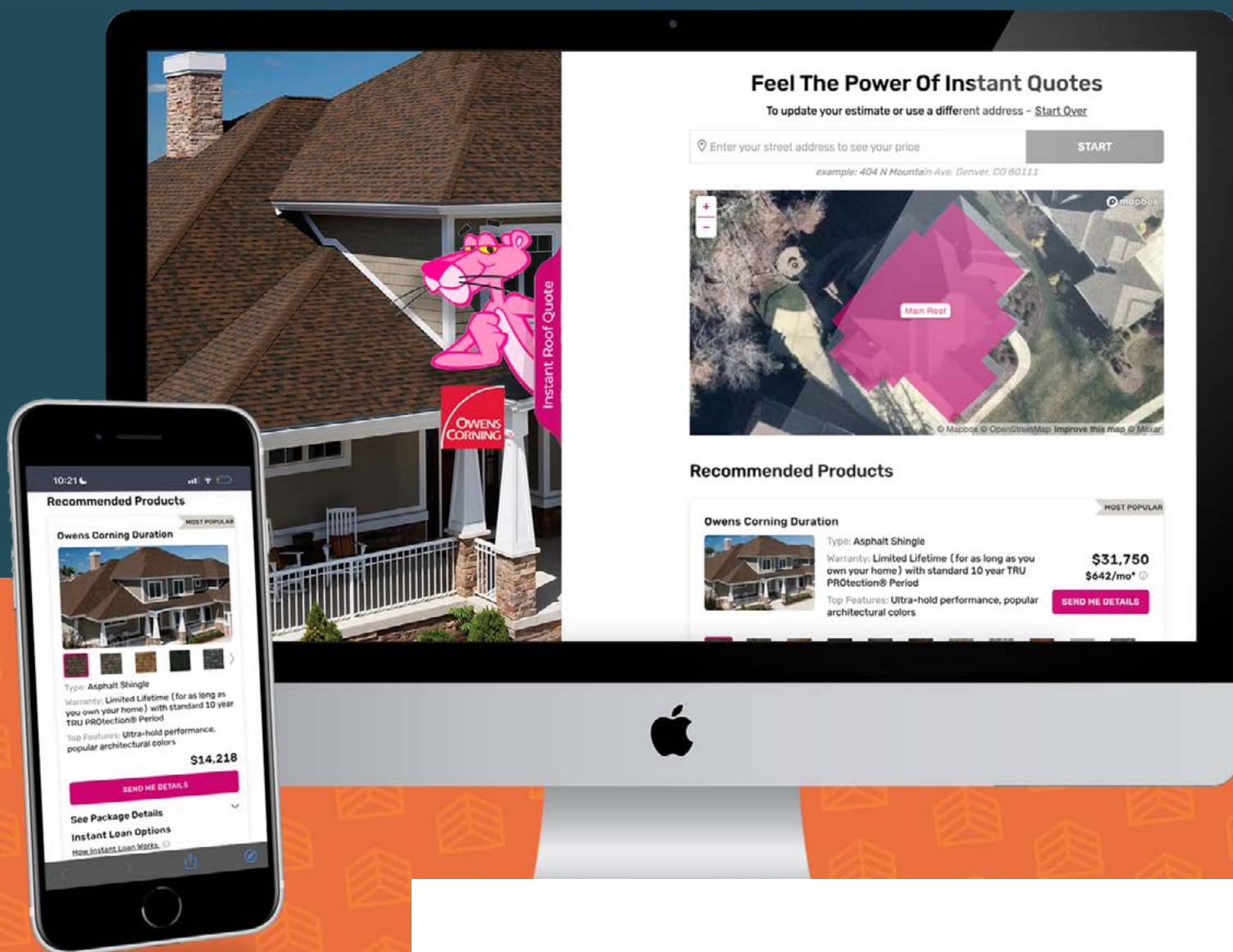
FIND A CONTRACTOR

Make the most of “Find a Contractor” on [owenscorning.com](#).

How it helps:

An essential lead generation tool, visitors to the Owens Corning website can search their local area to find Owens Corning Contractor Network members. Be sure to maximize this important service to engage with homeowners actively looking for a contractor to work on their home.

Availability:     



ROOFLE

Instant, accurate quotes for roofing projects through your website.

How it helps:

Owens Corning collaborated with Roofle to design a RoofQuote PRO version just for our Roofing Contractor Network members.

It's easy to put RoofQuotePRO™ on your website and quickly turn visitors into high quality leads. It offers a familiar online shopping feel for homeowners, enabling you to set your own pricing and automatically feed lead information to your CRM.

37 seconds time to quote

SOURCE: <https://offers.roofle.com/owens-corning>



EXCLUSIVE

OCCN MEMBER DISCOUNT

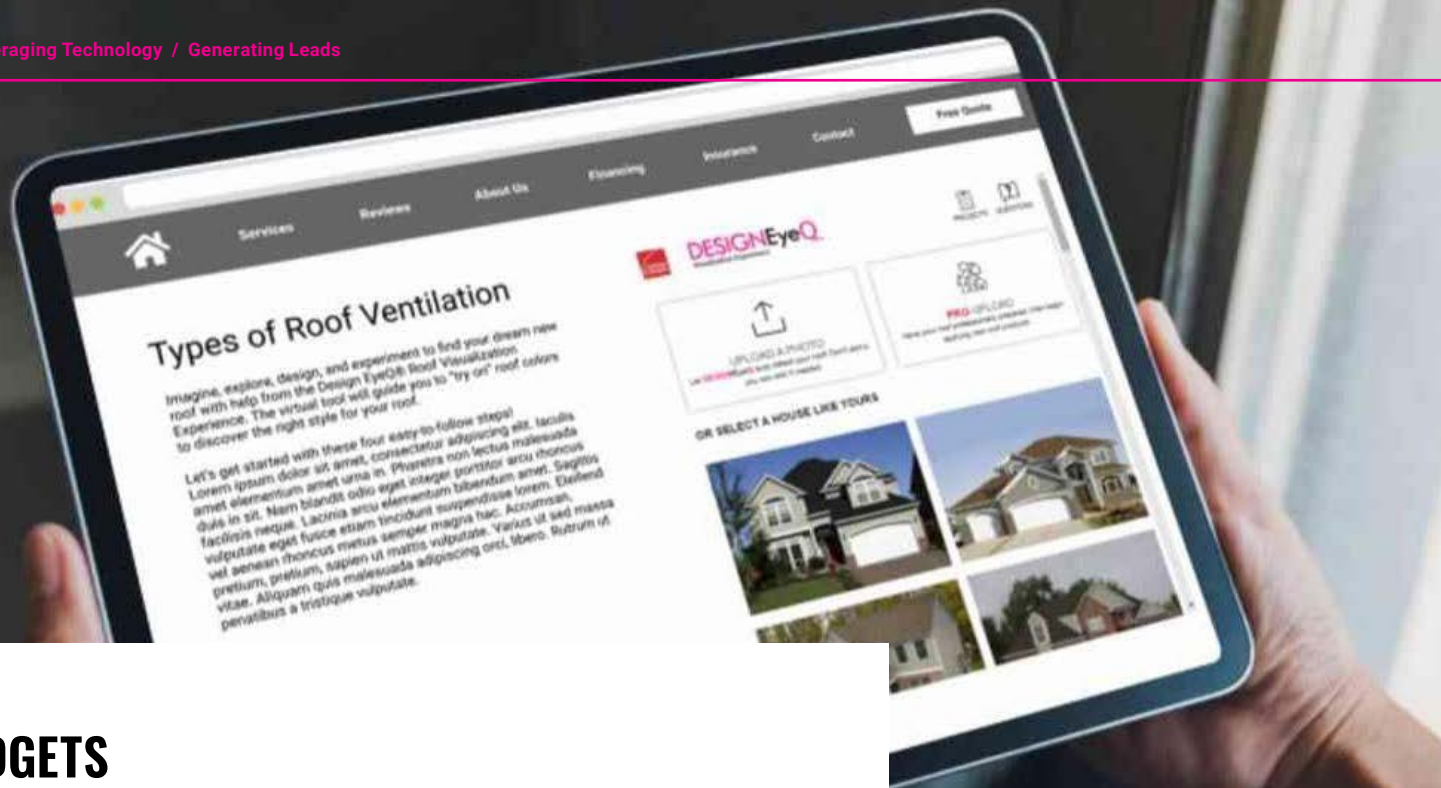
Save up to \$1,000

Tailored Setup and Resources

Tech Support for Integrations

Availability:





WIDGETS

Small applications embedded on your website to enhance content and features.

How they help:

Bolster your website with content that promotes your roofing expertise.

Availability:      

AVAILABLE WIDGETS

Shingles Widget

Easily and beautifully showcase the Owens Corning® Roofing shingle products you sell, including our Shingle Color of the Year.

Total Protection Roofing System®

Showcase our integrated system of components and layers designed to help a roof perform in three critical areas: SEAL. DEFEND. BREATHE.®

Design & Inspire Style Boards

Help homeowners find their perfect style, letting them pair shingle and other exterior colors before deciding on their roof color.

Design EyeQ® Visualization Tool

Help customers visualize their new roof with this tool that allows them to “try on” Owens Corning® Roofing shingles directly from your website.

Exclusive widgets for OCCN members:

The Warranty Widget

For fast and easy comparisons of our different roofing warranties.

Build Your Roof®

Lets customers “build” their new roof by going step-by-step through our Total Protection Roofing System®

BRAND NEW

Budget Your Roof

Provides homeowners with a budget approximation for their project based on your personal settings.

GTR

Get The Referral

GET THE REFERRAL

Automate and maximize referrals by rewarding satisfied customers who refer you.

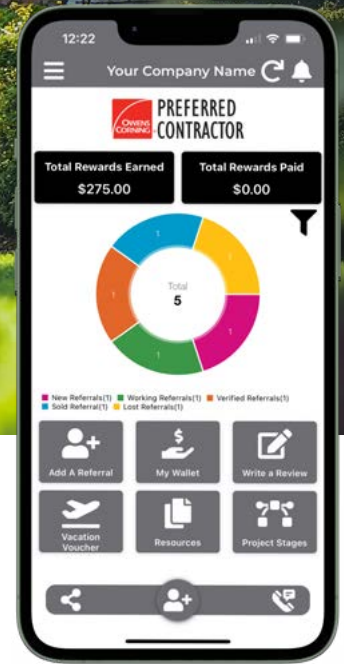
How it helps:

Get the Referral offers fully branded referral apps that revolutionize the way you communicate with your customers and help you better manage your referral process.

1. Customers Download Your GTR Branded App
2. Engage them with Project Updates & Push Notifications
3. Ask for Reviews & Share on Social to Boost Reach
4. Track and Pay for Referrals, all within your App

Exclusive Resources for our members:

- Owens Corning Shingle Selector
- Total Protection Roofing System®
- Design & Inspire Design Boards
- SureNail® Technology
- Owens Corning Roofing Warranty Guide
- Owens Corning Warranty Registration



EXCLUSIVE

OCCN MEMBER DISCOUNT

Up to 20% off

the regular price of Pro-Lite, Pro or Premium and off any additional sales seat packages and advocate packages.

91% of customers say that they would be willing to send a referral... but only 11% of salespeople ask.

Source: Carnegie Institute

Availability:      

**EXCLUSIVE**

OCCN MEMBER DISCOUNT
20% off your preferred package

90% of consumers prefer to interact with a business via text

SOURCE: <https://web.ingage.io/p/7SHRJZ0>



Converse with customers how they prefer—texting!

How it helps:

Get online reviews, convert website customers, and streamline business operations by using text messaging for every vital conversation. Owens Corning Roofing Contractor Network members who use Podium experience:

- An increase in leads
- An increase in both Google reviews and average star rating
- A boost to sales and reduction in dealer churn
- An easier way to collect payments

Availability:

**EXCLUSIVE**

OCCN MEMBER DISCOUNTS AVAILABLE



Lead generation solutions to help you meet your growth targets.

How they help:

EverConnect is a portfolio of demand generation services designed to deliver quality leads to your business. Our solutions give you the flexibility to choose how, when, and where your leads are generated—based on your needs.

Availability:

**EXCLUSIVE**

OCCN MEMBER DISCOUNT
\$100 One-time set-up fee
\$12/qualified lead



Live chat software and online agents.

How it helps:

Most homeowners begin a roofing project by researching online. ApexChat integrates with Facebook Messenger, the world's most popular messaging app so that prospects can message your ApexChat agents directly from Facebook or Instagram ads.

Availability:



ESTIMATING

SUMOQUOTE

Build quotes with photos, Owens Corning marketing pages, and templates.

How it helps:

SumoQuote makes it easy for Owens Corning Roofing Contractor Network members to build professional quotes in as little as two hours.

- Insert photos
- Include Owens Corning marketing pages
- Apply templates
- Create instant material orders
- Unlimited e-signing



Availability:



EXCLUSIVE

OCCN MEMBER DISCOUNT

Try SumoQuote for free!

COMPANYCAM

Smart photos that sync to jobs and office.

How it helps:

Photos taken in CompanyCam are automatically stamped with the location and time, sent to the cloud, organized by project location, and available to your whole team.

- Create clean, professional Photo Reports in minutes
- Share progress with Project Timelines
- Highlight transformations with templated Before and Afters
- Add context to photos with arrows, comments, drawings, and tags
- Keep all conversations in one place with in-app comments



EXCLUSIVE

OCCN MEMBER DISCOUNT

FREE 14-day trial
25% off first 2 months
10% off after

Availability:



AERIAL ESTIMATING TOOLS



EAGLEVIEW

Detailed, accurate roofing measurements and aerial photography.

How it helps:

Makes ordering Owens Corning materials easy and precise, with more earning potential by differentiating bids and improving production. Plus, the accuracy of its aerial imagery is trusted by most insurance carriers.



Availability:



HOVER

Provides detailed measurements to quote exterior projects.

How they help:

Transform smartphone photos of a home into fully measured and beautifully rendered 3D models so homeowners can see what a final project will look like.

Availability:



ROOFScope

Detailed, accurate roofing measurements and aerial photography.

How it helps:

With a **99% accuracy rate** and 12 hours or less turnaround time guarantees, RoofScope aerial measurement reports save you time and the hassles of having to re-measure a roof, recalculate data or hand-draft aerial takeoff reports.

EXCLUSIVE

OCCN MEMBER DISCOUNT
\$279 in RoofScope Cash

Availability:



CLOSING THE SALE

Incremental growth in your close rate can make a big difference to the bottom line.



RODNEY WEBB UNIVERSITY

What are best practices to ask for the order? How do you deal with objections, especially on price? Get practical direction on perfecting your process to increase your close rate.

Rodney's Buy-Limbic Sales System is a dynamic and revolutionary selling process that taps into the limbic system of the brain where emotional decisions and feelings reside to understand how to influence customer buying decisions. The result? You close more sales, and fast.

Rodney is *"The 91% Guy"* referencing his unheard of close rate.

Availability:      

CERTIFIED CONTRACTORS NETWORK

In "Solving the Selling Puzzle," you learn to establish a best-in-class process to help close more sales and generate more revenue.

Availability:      



EXCLUSIVE

OCCN MEMBER DISCOUNT

Up to 60% off the first year's CCN Diamond membership.

**EXCLUSIVE****OCCN MEMBER DISCOUNT**

\$5,500/year for 5 users
Add'l users \$1,500/pack of 5

INGAGE⁺

In-home and virtual selling presentation.

How it helps:

Ingage combines software and storytelling to bring the story of your product, service or idea to life with pre-built interactive presentations. The Ingage Suite includes:

- Access to Owens Corning presentations
- Up to six 60-minute sessions for training, onboarding and design consultation
- Ingage analytics
- Unlimited presentations and storage

Availability:





ROOF IN A BACKPACK

Customize your TPRS Selling Tool Kit. A minimum of 1 sample per product category including Underlayment, Starter, Hip & Ridge, and Ventilation.

Availability:      



TOTAL PROTECTION ROOFING SYSTEM® FLIP BOOK

In-home sales tool explaining the value of the Owens Corning® Total Protection Roofing System®.

How it helps:

Designing the right roofing system shouldn't be complicated. That's why Owens Corning has simplified the entire process. Now, achieving total protection is as simple as "SEAL. DEFEND. BREATHE.®"

Availability:      



SURENAIL® SELLING KIT

In-home presentation on the value of SureNail® Technology.

How it helps:

SureNail® Technology features a wide, highly visible engineered fabric strip in the nailing area for a consistent, quality installation, and the unique product design provides outstanding gripping power.

Availability:      

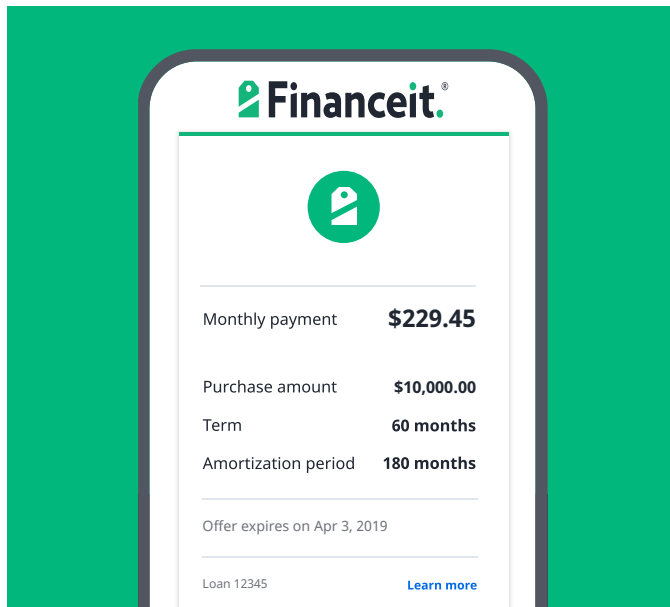
SERVICE FINANCE⁺

Offer homeowners finance options.

How it helps:

Service Finance Company specializes in providing Owens Corning Roofing contractors with flexible finance options for their customers. With more than 80 different loan options available, Service Finance makes it easy to find the right loan program for your customers.

Availability:     



FINANCE IT⁺

Offer customers a monthly payment option for an extensive range of products and services.

How it helps:

Financeit is helping Owens Corning Roofing Contractor Network members in Canada with point-of-sale financing solutions. With more than 10,000 dealers on the Financeit platform, grow your business by offering customers a monthly payment option for an extensive range of products and services.

Availability:    

Just
38%
OF ROOFING
CONTRACTORS

**SAID THEY OFFER FINANCING
AS A ROOFING COMPANY**

* Roofing Contractor 2024 Homeowner Trends Survey Report

STORM PREPAREDNESS

Tools to maximize your ability to anticipate and respond to storm damage.



EXCLUSIVE

OCCN MEMBER DISCOUNT

**15% for Platinum
Preferred Contractors**

10% for Preferred Contractors

**2 Complimentary
Canvassing Seats**

Free Training

HAILTRACE⁺



Access the most accurate and up-to-date hail, wind, and tornado maps.

How it helps:

Quickly reach potential leads, check estimated amount of impacted properties, and manage your customers.

- Meteorologist verified impact reports
- Notifications for impacted assets
- Track your sales funnel + leaderboard
- Dedicated customer success team

Availability:



Roofing contractors often leave

on the table*

*Based on TotalScope claim data from 2021-2023.

EXCLUSIVE

OCCN MEMBER DISCOUNT

**First estimate free
10% off future estimates**

TOTALSCOPE⁺



Industry leader in providing accurate estimating and claim handling.

How it helps:

Spend less time supplementing and more time running your business. TotalScope helps you maximize the claim payout and reduce the claim handling cycle.

- Claim Handling estimates written by a certified Lvl.3 Xactimate pro
- Estimating to help you maximize claim value and increase your margins
- Scoping with one-of-a-kind mobile app for accurate field data collection

Live training available from
TotalScope's Drew Suttle

Availability:





LOVELAND INNOVATIONS⁺

Leading drone inspection tool.

How it helps:

IMGING makes leveling up your business with drones easy. Use automated flight and Artificial Intelligence (AI) to retain employees, wow customers, and win more insurance work.

- Unbiased artificial intelligence (AI)
- Fast Roof Measurements
- Polished Reports

5 minutes average inspection
time with automated drone flight



EXCLUSIVE

OCCN MEMBER DISCOUNT

**The Owens Corning
IMGING Elevated Package
gives you all you need for
a full day of inspections:**

- Automated or manual flight
- Unlimited AI damage detection
- Unlimited branded reports
- Unlimited cloud storage
- On-demand customer support

Availability:



Loveland Innovations is independent of Owens Corning Roofing and Asphalt, LLC and not an affiliate of Owens Corning Roofing and Asphalt, LLC or its affiliated companies.



EXCLUSIVE

OCCN MEMBER DISCOUNT

**Unlimited plans
starting at \$650/ mo.**

No upfront payments!

ZEITVIEW⁺



Comprehensive drone solutions for roofing from capture to easy upload and advanced analytics.

How it helps:

Get detailed inspections in under 5 minutes:

- Onsite Reporting Capabilities to reduce trips
- Increased Reporting Speed 10X with 85+ preset roofing anomalies
- Flexible Flight Tools For pilots of all skill levels
- Simplified inspections with AI driven damage detection

Detailed inspections
in under 5 minutes

Availability:



JOHN SENAC⁺ – NTS

John Senac, founder of NTS, is an expert in analyzing roofing products to determine market availability and compatibility for repair or replacement.

How it helps:

Identifying discontinued shingles is critical. NTS reports show whether a product is available or no longer in production, providing supporting documents that cover:

- Product identification
- Shingle type
- Sample fading
- Dimensions
- Production status
- Compatibility
- Manufacturer information

Availability:



STORM RESPONSE MARKETING RESOURCES

Owens Corning has more storm response materials and webinars available exclusively to our members through our [OCCConnect™ Resource Center](#) and [Owens Corning University](#).



BUILD BRAND AND TRUST

Pink Panther™ Strength

THE PINK PANTHER™ has a 97% overall positive approval rating*, and 74% of homeowners felt it's important to trust the shingle brand of their roof. It makes THE PINK PANTHER™ one powerful marketing partner.

It's just the beginning of how the Owens Corning brand can enhance your reputation and drive sales. We provide engaging tools to help homeowners land on a look they'll love, a roof that beautifully coordinates with the rest of their exterior.

* 2023 Roofing Homeowner Brand Awareness Survey by Owens Corning Roofing and Asphalt, LLC.

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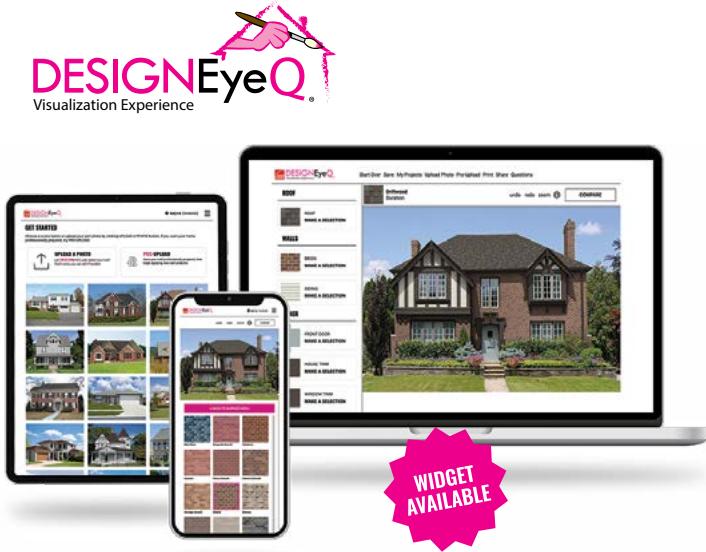
5.0

Contractor Branding Guidelines

To ensure your advertising and promotions qualify for promotional dollars, follow our brand guidelines for correct logo usage, Pink Panther™ approvals and more.

[View Brand Guidelines](#)

SELLING COLOR



DESIGN EYEQ®

An online visualization tool helping homeowners virtually “try on” shingle colors.

How it helps:

Homeowners can use Design EyeQ® on the Owens Corning® Roofing website to upload a photo of their home and see how selected shingles color will coordinate with the rest of their exterior. As a network member, you can link to Design EyeQ® through a widget on your website.

Availability:

DESIGN & INSPIRE

A dedicated web page to help homeowners decide on the best shingle color for their home.

How it helps:

Help your customers let their color personality shine! Homeowners can get inspiration for coordinating the look of their roof with the rest of their exterior design using this tool at owenscorning.com.

Availability:





SHINGLE COLOR OF THE YEAR

Owens Corning selects and promotes a trending roof color to inspire homeowners on design possibilities.

How it helps:

As a leader in offering exclusive shingle colors, our Shingle Color of the Year helps you talk to homeowners about the impact of roof color on their overall exterior design.

Availability:      

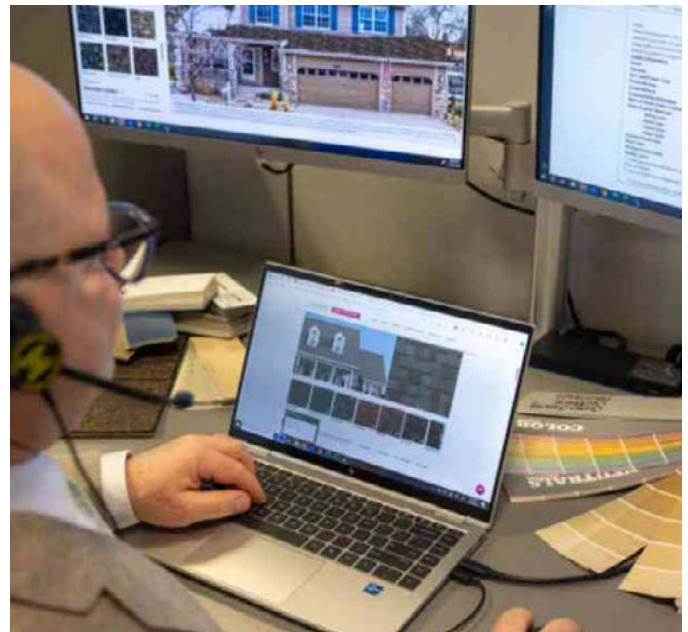
COLOR CONSULTANTS

A specially trained team that assists homeowners in selecting the right shingle color for their home.

How it helps:

Homeowners often ask, "What shingle color would look best on my home?" Owens Corning Color Consultants help them pair shingle colors with other exterior elements and make it easy for them to choose the perfect color.

Availability:      





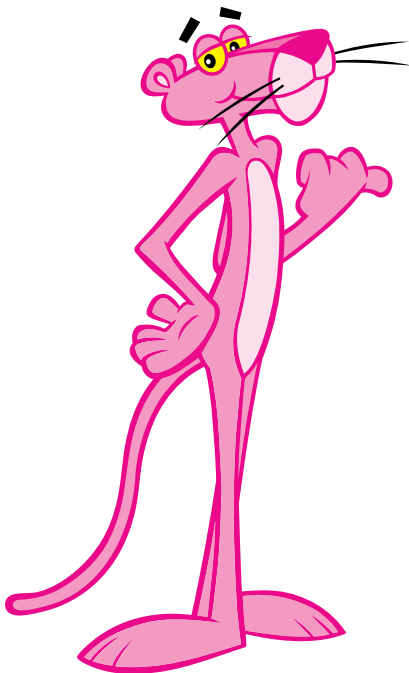
ERIN NAPIER* – FIND YOUR ROOF COLOR

Owens Corning has partnered with popular HGTV host Erin Napier, a designer who is a self-proclaimed “roof geek.” Your customers will appreciate her relatable approach to selecting just the right Owens Corning Duration® Shingle color for their home.



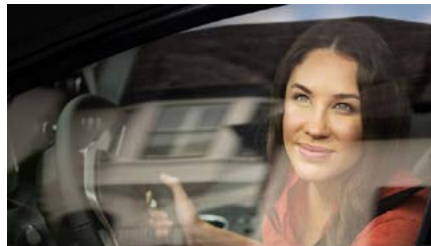
CHAD ESSLINGER* – DESIGN CONSULTANT

Designer Chad Esslinger helps homeowners choose their perfect roof shingle like a pro. Through brief videos and an informative blog, let Chad help your customers select the ideal shingle color to complement the exterior their home.



HOMEOWNER MARKETING MATERIALS

Owens Corning has created campaigns that speak directly to homeowners to help generate warmer leads for our contractors. Owens Corning® Roofing Contractor Network members who complete the online course “Leveraging The Power of Branding With Homeowners” unlock exclusive marketing materials to leverage the Roof Gawking™ and Roof Smarter™ homeowner campaigns.



Roof Gawking™

Inspires homeowners to have the roof make a true design statement.



Roof Smarter™

Educates homeowners on the project process so they feel empowered in their decisions.

* Paid by Owens Corning Roofing and Asphalt, LLC for their endorsement of Owens Corning products.

MARKETING & BRANDING



Behaviorally-targeted ads are twice as effective as non-targeted ads



24% of companies generated more leads using personas*



If only 1 out of 10 people in your target audience need your solution, you're wasting 90% of your time & resources



56% of companies generated higher quality leads using personas*



TOP MARKETING SERVICES

Persona Blueprints
Branding & Graphic Design
SEO & Content Marketing
Paid Advertising

SAVE TIME AND MONEY

with Persona Blueprints that help you better understand and reach customers.

ART UNLIMITED*



Expert assistance with marketing insights and services.

How it helps:

Art Unlimited uses real-world customer data to offer customized marketing solutions. They can help you share your company story and connect with homeowners about why they should do business with you.

They're cutting-edge Persona Blueprint product provides you with your customized, data-driven Target Market Report to help you understand and reach your customers effectively, saving you time and money. This includes:

Tailored Market Insights

Excel with the knowledge of where your ideal customer works, plays, and grows.

Data-Driven Decision

Empower your marketing decisions with real-time, accurate demographic data and market trends.

Strategic Integration

Persona Blueprints seamlessly integrate with your existing marketing strategy and enhance market precision.

Art Unlimited live training covers topics including:

- Setting achievable lead generation goals with data
- Owning your marketing & understand how to read it
- The power of company values and using them in your marketing
- Reviews and how to leverage them
- Local optimization 101
- Finding and solving your customer's pain points

* SOURCE: Marketing Insight Group

Availability:



SOCIUS⁺

Search engine optimization, paid media, social media, and search-friendly web development.

How it helps:

The insights you need to maximize your digital marketing:

- Website speed: How your site performs on desktop and mobile
- Top keyword rankings: Where you do or don't get found on Google
- SEO analysis: How google ranks your site and how to improve
- Website usability score: How easy your website is for visitors to use

Availability:      



EXCLUSIVE

OCCN MEMBER DISCOUNT
Free digital assessment

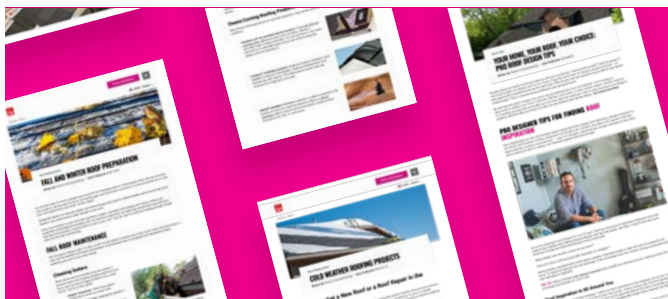
LOCAL MARKETING ADVANTAGE

Professional marketing assistance

How it helps:

Access a portfolio of professional, pre-designed marketing materials. Add your logo and place your order instantly through this self-service tool.

Availability:     



OWENS CORNING ROOFING BLOG

Insights from Owens Corning Roofing experts at OC.com

[Go to the Roofing Blog](#)

BRANDED TOOLS



SAMPLES & LITERATURE

Owens Corning branded materials to help you close more sales in the home.

Availability:      

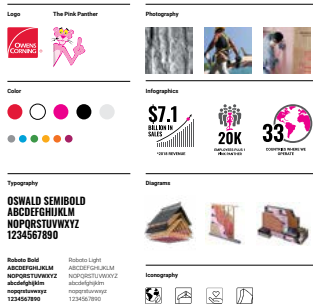


CONTRACTOR APPAREL

Show your customers you're affiliated with the brand 3x more trusted than other shingle brands.*

* 2023 Roofing Homeowner Brand Awareness Survey by Owens Corning Roofing and Asphalt, LLC.

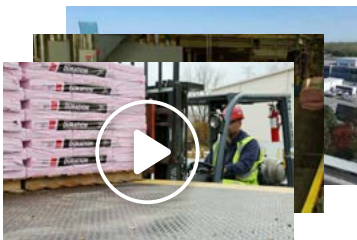
Availability:      



DIGITAL LIBRARY

Our robust library of digital graphics and images provides easy access to full-service marketing logos, images and more.

Availability:      



TAGGABLE VIDEOS

Pre-produced videos customizable for your business.

Availability:    



CHOOSING A CONTRACTOR CHECKLIST

Helps homeowners make apples-to-apples comparisons in selecting a roofing contractor.

How it helps:

Homeowners often seek multiple estimates before selecting a roofing contractor. This checklist helps guide their discussions with contractors so they can make an informed decision.

Availability:



SHINGLE RECYCLING

As a member of the Owens Corning Roofing Contractor Network, you are eligible to take the Shingle Recycling Pledge and commit to recycle old shingles if it is a viable option in your area.

How it helps:

Each year in the United States, approximately 10 million tons* of recyclable shingles are removed from the roofs of homes and buildings. When homeowners choose a roofing contractor who is able to recycle torn off shingles, they're helping the environment in two ways: old shingles don't end up in a landfill, and they get repurposed as pavement!

* Tonnage Recycled Annually by 6/3/2020



SHINGLE RECYCLING
ROOFING & ASPHALT

Availability:



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Pub. No. 10027760 February 2025

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