

2024 Atlas PRO+™ Contractor Program Guide



Welcome to the Atlas PRO+™ Program

The Atlas PRO+™ 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 you get one step closer to moving up through the reward levels – Silver, Gold, Platinum, and Diamond.

Start Earning Atlas Bucks™ Today!

You'll receive Atlas Bucks as you progress through the levels. They can be used in the shopping cart to purchase items such as exclusive Atlas PRO apparel, Atlas co-branded selling collateral, EagleView® reports, HailTrace reports, and technology products.

We wish you success as a valued Atlas PRO+™ participant.

Annual Requirements*

<p>20 System Job Credits Needed or 1500 Scotchgard™ Squares</p>	<p>60 System Job Credits Needed or 5,000 Scotchgard™ Squares</p>	<p>120 System Job Credits Needed or 10,000 Scotchgard™ Squares</p>	<p>3 Years Consecutive Platinum</p>
--	---	---	--

Earn 2 System Job Credits!

Signature Select® System +2

Roof Shingles	Hip & Ridge	Ventilation	Starter Shingles	Underlayment or WeatherMaster® Product (full deck required)	WeatherMaster® Ice & Water

Earn 1.5 System Job Credits!

Signature Select® System +1

				Choose One
Roof Shingles	Underlayment or WeatherMaster® Product (full deck required)	Hip & Ridge	Ventilation	OR
				WeatherMaster® Ice & Water OR Starter Shingles

Earn 1 System Job Credits!

Signature Select® System

			Choose One
Roof Shingles	Underlayment or WeatherMaster® Ice & Water (full deck required)	Hip & Ridge	OR OR
			Ventilation OR Starter Shingles OR WeatherMaster® Product

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+™ 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.

*** **Warning:** For proper ventilation and performance, **do not mix multiple types of exhaust vents to vent the same attic space.** The picture is for illustration purposes only. A valid system warranty will cover only one type of exhaust vent per attic area.

▲ Atlas Bucks are co-marketing funds. They can be used for shopping cart purchases, partner services, and co-marketing reimbursement requests. Atlas Bucks can cover up to 50% of purchases unless otherwise specified by Atlas or at time of check out. Purchase & reimbursement percentages can be changed at anytime at the sole discretion of the company without prior notice. Atlas reserves the right to deny any co-marketing requests at the company's discretion. 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 herein. Failure to use Atlas Bucks by any expiration date herein shall result in forfeiture of such Atlas Bucks.

Scotchgard™ and the Scotchgard™ Protector logo, including the plaid design and 3M™ logo, are all trademarks of 3M.

2024 Atlas PRO+™

Benefits and Rewards



All PRO+™ Levels	System Type	System Job Credit	Atlas Bucks Rewards**	Earn up to \$1000 in Atlas Bucks!
	Signature Select® System +2	2 System Job Credits <small>PER SYSTEM</small>	\$15 in Atlas Bucks <small>PER SYSTEM</small>	
	Signature Select® System +1	1.5 System Job Credits <small>PER SYSTEM</small>	\$10 in Atlas Bucks <small>PER SYSTEM</small>	
	Signature Select® System	1 System Job Credit <small>PER SYSTEM</small>	\$5 in Atlas Bucks <small>PER SYSTEM</small>	

PRO+™ Level	System Type	System Job Credit	Enhanced Warranty**	Atlas Bucks Rewards**
	Signature Select® System +2	2 System Job Credits <small>PER SYSTEM</small>	Signature Select® PRO 50	\$40 in Atlas Bucks <small>PER SYSTEM</small>
	Signature Select® System +1	1.5 System Job Credits <small>PER SYSTEM</small>	Signature Select® PRO	\$25 in Atlas Bucks <small>PER SYSTEM</small>

	Signature Select® System +2	2 System Job Credits <small>PER SYSTEM</small>	Signature Select® PRO 50	\$30 in Atlas Bucks <small>PER SYSTEM</small>
	Signature Select® System +1	1.5 System Job Credits <small>PER SYSTEM</small>	Signature Select® PRO	\$20 in Atlas Bucks <small>PER SYSTEM</small>

	Signature Select® System +2	2 System Job Credits <small>PER SYSTEM</small>	Signature Select® PRO 50	\$25 in Atlas Bucks <small>PER SYSTEM</small>
	Signature Select® System +1	1.5 System Job Credits <small>PER SYSTEM</small>	Signature Select® PRO	\$15 in Atlas Bucks <small>PER SYSTEM</small>



Start earning rewards today at:
AtlasRoofing.com/Pro

Earn **UNLIMITED ATLAS BUCKS**



PRO+™ Level	Program Certificate	Find a Contractor Listing	Warranty Processing Time	Expedited PRO+™ Reward Approval	Premium Listing with unique URL landing page on Atlas find a contractor page	Atlas Document Design Service Project Pitch Book
	Digital plus 1 Framed Certificate & Glass Paragon Award	20 Address/ Zip Codes	3 Days	Yes	Yes	Yes
	Digital plus 1 Framed Certificate	10 Address/ Zip Codes	3 Days	Yes	Yes	No
	Digital plus 1 Framed Certificate	5 Address/ Zip Codes	5 Days	No	No	No
	Digital plus 1 Framed Certificate	1 Address/ Zip Codes	10 Days	No	No	No

Atlas PRO+™ Gold, Platinum, and Diamond level contractors will receive a framed certificate recognizing the highest level achieved, additional find a contractor listings & enhancements, and more. Talk to your Atlas ProForce™ Rep about the brand building, business enhancing, and consumer facing items that are available in the Atlas PRO shop, where you can use your well-earned Atlas Bucks!

* To earn up to \$1000 in Atlas Bucks base rewards, Signature Select® System requirements must be met for each system tier & Signature Select® Systems must be registered as unique warranties. Contractor must have current PRO+™ Silver status or higher to be eligible for rewards. Atlas reserves the right to deny, modify, or expire Atlas Bucks rewards at time at the company's sole discretion.

** To earn Unlimited Atlas Bucks rewards, Signature Select® PRO & PRO 50 System requirements must be met for each system tier, paid for by the contractor & registered as unique Signature Select® PRO & Select PRO 50 enhanced warranties. Contractor is required to have Gold PRO+™ Select status or higher, and be in good standing to be eligible. Atlas reserves the right to deny, modify, or expire Atlas Bucks rewards at time at the company's sole discretion.

Scotchgard™ and the Scotchgard™ Protector logo, including the plaid design and 3M™ logo, are all trademarks of 3M.