



Stand Out and Close Sales with the WindProven™ Limited Wind Warranty

Offering infinite wind speed protection backed by the GAF WindProven™ limited wind warranty is a great way to stand out from the competition.

Here are some tips on keeping it simple and clear when talking to your customers about WindProven™.

Step 1: Build trust.

Establish a comfortable rapport with the customer as you always would.

Step 2: Set expectations.

Inspire the homeowner to think about “wind” by asking relevant questions like:

- “*What’s the purpose of a roof?*” No matter where you live, wind is one of the top causes of potential damage to your roof. In fact, damage from severe thunderstorm winds accounts for half of all severe weather reports in the lower 48 states.
- “*When you think of weather events your roof protects you from, what do they all have in common?*” Rain, snow, hail, tornadoes, hurricanes, nor’easters — they all involve wind.

That’s why you are excited to offer the industry’s first wind warranty with no maximum wind speed limitation.*

Step 3: Explain the system and installation.

To offer the WindProven™ limited wind warranty to your customers, start with a premium roofing system made up of GAF Shingles with LayerLock™ Technology, plus four required GAF accessory products — starter strips, roof deck protection, and ridge cap shingles, plus leak barrier or attic ventilation. Explain that all five GAF layers are designed to work together for maximum wind protection.

Step 4: Be prepared for questions and objections.

Here are some of the comments and questions you may hear:

- “*I don’t get wind here.*” No matter where you live, wind is one of the top causes of potential damage to your roof. In fact, damage from severe thunderstorm winds accounts for half of all severe weather reports in the lower 48 states.
- “*Why do I need to buy 4 accessories to get WindProven?*” A roof is so much more than shingles. It’s layers of protection, working together to help keep your home safe.
- “*How much will this extra warranty cost?*” There is no additional cost for the WindProven™ limited wind warranty once you have the four required accessory components.

Step 5: Close the deal.

Now that you’ve answered all of your customer’s questions, ask when they would like to start their roofing project.

For more, visit gaf.com/WindProven



We protect what matters most™

*15-year WindProven™ limited wind warranty on GAF Shingles with LayerLock™ Technology requires the use of GAF Starter Strips, Roof Deck Protection, Ridge Cap Shingles, and Leak Barrier or Attic Ventilation. See *GAF Roofing System Limited Warranty* for complete coverage and restrictions. Visit gaf.com/LRS for qualifying GAF products. For installations not eligible for the *GAF Roofing System Limited Warranty*, see the *GAF Shingle & Accessory Limited Warranty*.