



GET MORE LEADS.

The Lead Generation Program, exclusively from American WeatherStar, is designed to do one thing: put your commercial roofing business in front of more decision makers.

www.americanweatherstar.com



LEAD GENERATION DONE RIGHT

The Lead Generation Program, operated by our Business Development Center, is what sets us apart from other commercial roofing manufacturers. We strive to connect you with as many facility managers and property owners in your market as possible. What makes our program so effective?

TARGETED CAMPAIGNS

We execute and monitor strategically targeted email, direct mail, telemarketing, and digital advertising campaigns in customer-specified markets to generate the most qualified leads.

DEDICATED ACCOUNT MANAGEMENT

Each participating contractor is partnered with a dedicated and knowledgeable Account Executive, who acts as a liaison for facility managers and property owners.

CUSTOMIZED MARKETING MATERIALS

Our in-house design team creates professional advertising materials to improve the reach of your brand and promote your company to potential clients.

FOLLOW-UP & TRACKING

To ensure the highest-quality leads for our Approved Contractors, we implement extensive follow-up and tracking procedures long after a campaign has concluded.

COMMITMENT TO SUCCESS

When it comes to the performance of your campaign, we won't stop until you're satisfied! Our dedicated Account Executives are committed to ensuring that every lead generation campaign is a complete success.



"American WeatherStar has provided us with many great leads targeted in our area with just the type of systems we install and are most familiar with. They took the time to really specify the type of business we are looking for in our area, including the size of the project. Through targeted mailing and telemarketer follow-up, we have sold numerous projects and have created a large database for future business. We could not be happier with our relationship with American WeatherStar. They provide a wide array of excellent products, warranty options, and business opportunities. We look forward to a long and mutually rewarding relationship with them."

Chris Bohn | True Colors Industrial, LLC



"We run several campaigns through the Business Development Center at American WeatherStar. It's an amazing program that I would advise any contractor to get involved with—those that want to build their business. American WeatherStar supplies the leads, follows up on the leads on a continual basis, and they also provide us with unique supporting material. And here's the thing about American WeatherStar that other suppliers do not do: They don't stop the campaign tomorrow or a month from now. Next year or the following year, they will continue to follow-up on what you paid for the previous year. It's the best!"

Merv Fisher | Capital Coating, Inc.



CUSTOMIZABLE CAMPAIGN PLANS

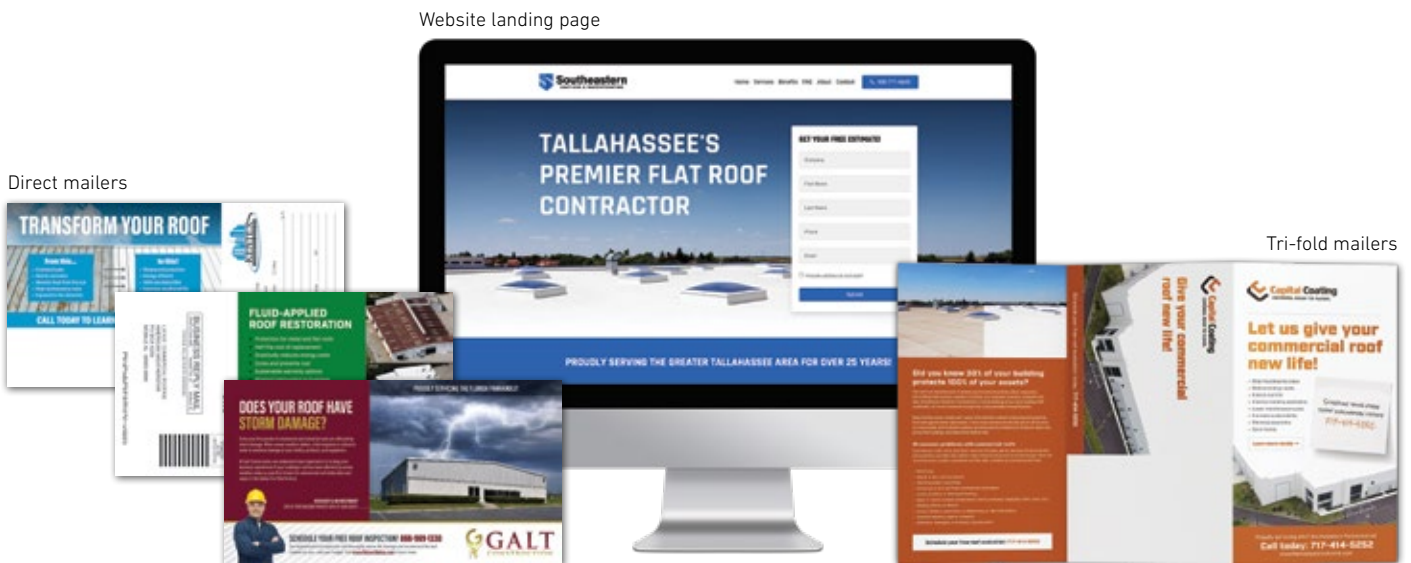
Whether your commercial roofing company is well established, new to the industry, or somewhere in-between, generating leads is essential to the success of your business. That's why we offer a variety of campaign plans to serve the unique needs, goals, and budgets of our Approved Contractors.

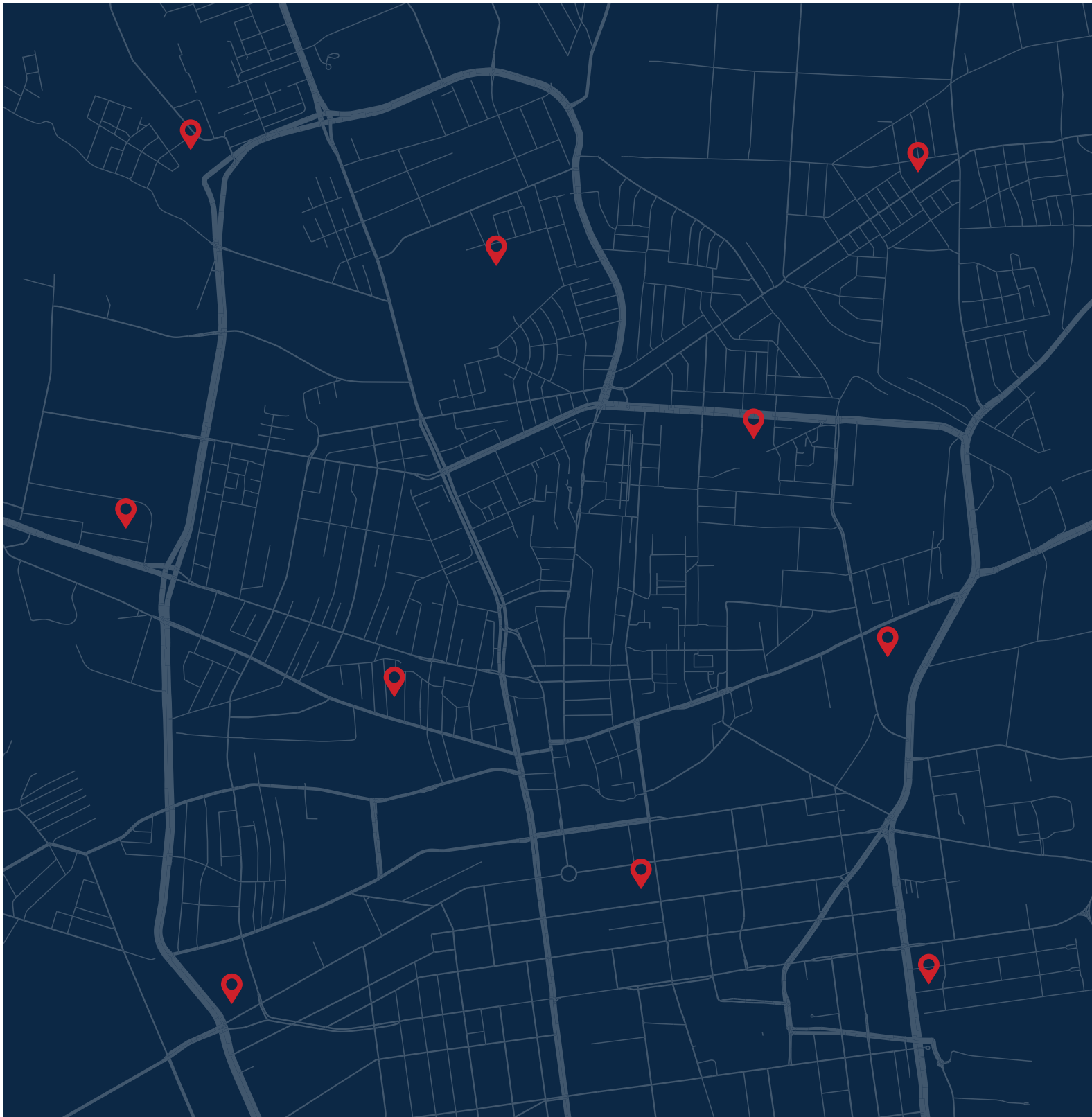
| | STANDARD (mail-call) | PREMIUM (mail-call-mail) | THE COMPLETE PLAN |
|---|----------------------|--------------------------|-------------------|
| Location targeting | ✓ | ✓ | ✓ |
| List management | ✓ | ✓ | ✓ |
| Information gathering | ✓ | ✓ | ✓ |
| Account management | ✓ | ✓ | ✓ |
| Follow-up & tracking | ✓ | ✓ | ✓ |
| Email marketing | ✓ | ✓ | ✓ |
| Web searches | ✓ | ✓ | ✓ |
| Website landing page | ✓ | ✓ | ✓ |
| Customized mailers | 1 | 2 | 3 |
| Telemarketing (Number of attempts to reach decision maker) | 4 | 4 | 4 |
| Campaign duration | 6-9 months | 6-9 months | 9-12 months |



WE EXPAND THE REACH OF YOUR BRAND

We design high-quality marketing materials to expand the reach your brand and set your business apart from your competition. Every facet of your campaign is customized to draw the interest of decision makers likely to engage your services. These campaigns can be instrumental in establishing and nurturing valuable business relationships over time.





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