



PEAK  ADVANTAGE *Johns Manville*

2023





# The Johns Manville 2023 Peak Advantage Program

With ever-changing market conditions, you need a partner that supports you during opportunities and challenges. Johns Manville teams work hard every day to be the most accessible teams in the roofing industry because we value our partnerships.

**We are your most reliable and responsive roofing manufacturer of choice.**

# The Top Contractors Are Invited to Attend These 2024 Conferences

Every qualifying contractor for Summit, Pinnacle and 5280 Council levels will get the opportunity to travel to exciting destinations and engage in informative business sessions. You'll have plenty of time to enjoy the area's highly attractive excursions.

**THE 5280 COUNCIL™**  
FOUR SEASONS HOTEL MADRID  
APRIL 10 – 14, 2024



**THE PINNACLE COUNCIL®**  
FOUR SEASONS LISBON  
MARCH 8 – 12, 2024



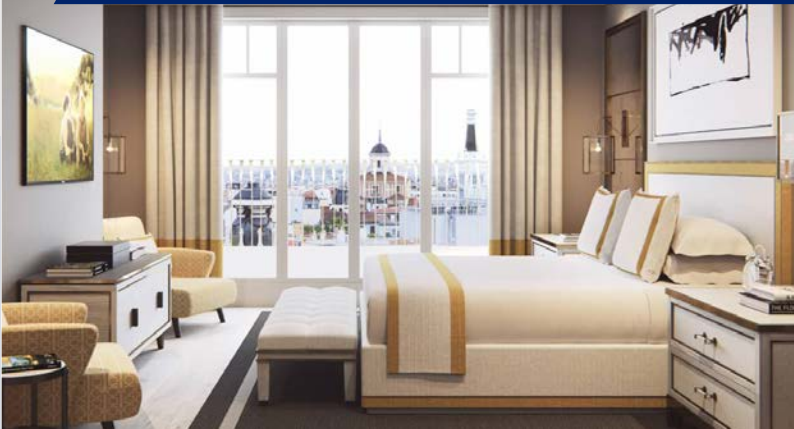
**THE SUMMIT CLUB®**  
THE RITZ CARLTON NAPLES  
FEBRUARY 25 – 28, 2024



Note: Contractors will only attend the conference for the highest level earned. Pinnacle and Summit conference must be attended by a principal of the contractor company.



# Madrid, Spain



# Lisbon, Portugal



# Naples, Florida





# Four Opportunities for Growth

As you qualify for higher Peak Advantage Program levels, you earn access to a range of JM priority services, contractor recognition and new business opportunities.

## PEAK

One qualifying guarantee or registration, or combination thereof

\$1MM aggregate insurance coverage, \$1MM bonding capacity

Must be licensed in all states of business

Member of a recognized professional trade organization (e.g., NRCA, MRCA)

## SUMMIT CLUB<sup>®</sup>

Meet all Peak criteria

Maintain record of quality installations

Have a maintenance department to qualify for repair and lead-generation opportunities

Four qualifying guarantees, registrations or combinations thereof

Earn 13,500 Peak Advantage Points with guaranteed and registered projects

## PINNACLE COUNCIL<sup>®</sup>

Meet all Summit Club criteria

Five qualifying guarantees, registrations or combinations thereof

Earn 27,500 Peak Advantage Points with guaranteed and registered projects

## 5280 COUNCIL<sup>™</sup>

Meet all Pinnacle Council criteria

Rank in the top 20 Peak Advantage point earners

JM Peak Advantage contractors who meet Peak, Summit Club or Pinnacle Council requirements mid-year will qualify for additional services at that time. Peak Contractors who achieved Altitude Club<sup>™</sup> in 2022 will receive the benefits listed out in the 2022 brochure for Altitude Club. Contractors must meet criteria annually.

# How Your Benefits Grow as You Do

	Peak	Summit Club	Pinnacle Council	5280 Council
Co-Op Buying Program	●	●	●	●
Eligible for Peak Advantage NDL Guarantees	●	●	●	●
Access to the JM Connexus Portal, which offers enhanced visibility into your current standing in the program and additional features and benefits	●	●	●	●
Appear on the JM Contractor Locator priority listing based on Peak Advantage level earned*	●	●	●	●
Award plaque / trophy	●	●	●	●
Eligible to participate in the JM Roofing Institute training classes	●	●	●	●
Eligible to perform Guarantee Repairs (assignment priority based on Peak Advantage level earned*)	●	●	●	●
May qualify for Early Bird Silver payment terms	●	●	●	●
Inspections within 14 days of submission of completion notice	●	●	●	●
Shop-fabricated metal may be included in the guarantee for no extra charge**	●	●	●	●
International Roofing Expo recognition	●	●	●	●
Live Contractor Training Modules (Summit Club - 8 Credits: Pinnacle and 5280 - 16 Credits)	●	●	●	●
May qualify for Early Bird Gold payment terms	●	●	●	●
Inspections within 7 days of submission of completion notice	●	●	●	●
Invitation for you and a guest to the annual Summit Club Conference, including airfare, hotel and activities	●	●	●	●
Co-branded Roof Hatch Stickers	●	●	●	●
Eligible for a JM technical representative to administer hands-on testing portion of the NRCA ProCertification® test (no more than four people)	●	●	●	●
Eligible to register employees for in-person BURSI Trainings	●	●	●	●
Invitation for you and a guest to the Pinnacle Council Conference, including airfare, hotel and activities	●	●	●	●
Inspections within 3 days of submission of completion	●	●	●	●
Complimentary admission to the International Roofing Expo, with a private reception hosted by JM executives	●	●	●	●
Invitation for you and a guest to the 5280 Council Conference, including airfare and hotel	●	●	●	●
Eligible for co-branded marketing literature, profiles and videos	●	●	●	●

\*Priority of lead-generation opportunities based on level: 5280, Pinnacle, Summit and then Peak level contractors.

\*\*Metal must conform to SMACNA standards, and the metal finish warranty must match the roof guarantee period request.

On guarantees with wind riders at 100 mph or over, a JM pre-manufactured metal edge system matching the requirement for the wind speed rider must be used.

# Benefits for Contractors That Qualified for Altitude Club In 2022

In 2023, Altitude Club Level is being retired due to feedback from our contractor base. What does this mean for contractors that achieved Altitude Club in 2022?

You will still receive all the great benefits listed in the 2022 brochure for Altitude Club.

Co-Op Buying Program

Eligible for Peak Advantage NDL Guarantees

Access to the JM Connexus Portal, which offers enhanced visibility into your current standing in the program and additional features and benefits

Appear on the JM Contractor Locator priority listing based on Peak Advantage level earned\*

Award plaque / trophy

Eligible to participate in the JM Roofing Institute training classes

Eligible to perform Guarantee Repairs assignment priority based on Peak Advantage level earned\*

May qualify for Early Bird Silver payment terms

Shop-fabricated metal may be included in the guarantee for no extra charge\*\*

Job profile marketing pieces of noteworthy job (1)

Live Contractor Training Modules (4 Credits)

May qualify for Early Bird Gold payment terms

Inspections within 7 days of submission of completion notice

\*Priority of lead-generation opportunities based on level: 5280, Pinnacle, Summit, Altitude and then Peak level contractors.

\*\*Metal must conform to SMACNA standards, and the metal finish warranty must match the roof guarantee period request.

On guarantees with wind riders at 100 mph or over, a JM pre-manufactured metal edge system matching the requirement for the wind speed rider must be used.





# Grow Your Business by Becoming a Repair Contractor!

Through the JM Peak Advantage Program, qualifying contractors are eligible to receive Owner Services leads and JM Guarantee repair requests. Opportunities are customized to your business. The amount and priority of these opportunities are based on the achieved Peak Advantage level.

To learn more about this great opportunity, please contact our Owner Services department:

1-800-922-5922 Option 1

[ownerservices@jm.com](mailto:ownerservices@jm.com)

## Project Profiles

As a Peak Advantage contractor, you are eligible for Project Profiles. The Project Profile package includes a custom video of your project site, a digital article highlighting key aspects and details of the project and a photo gallery of high-resolution shots of the crew during installation. This media package is valued at over \$10,000! The project will be featured on JM marketing channels and is also available for you to use on your website and social channels as well.

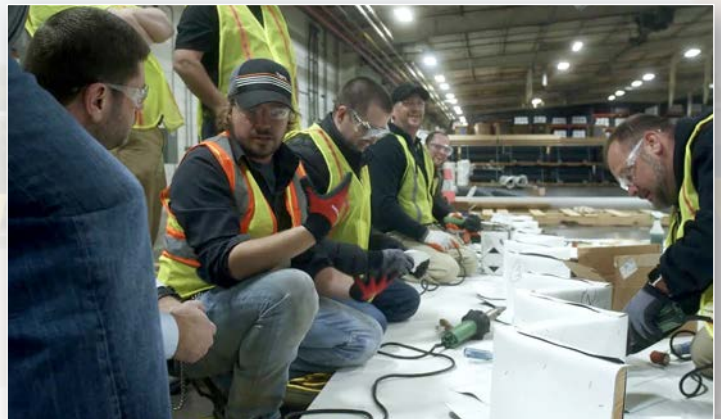




# In-Person Training at Rockdale, IL, Facility

Hands-on training is paramount to learning all the latest and best installation practices. As low-slope roof technology, materials and performance demands evolve, it is crucial to understand new materials and technologies. JM has built Roofing Institute, an in-depth education program that capitalizes on our knowledge from 160-plus years in commercial roofing. Hands-on training sessions are available at our Rockdale, Illinois, training facility.

Contact your Local Sales Representative to ensure a spot for your crew!



## 2023 Training Calendar

### September 26-28, 2023

#### TPO

- September 26-27

#### EPDM

- September 27-28

### October 3-4, 2023

#### Bituminous

- October 3-4

### October 10-12, 2023

#### TPO

- October 10-11

#### EPDM

- October 11-12

### November 14-16, 2023

#### TPO

- November 14-15

#### EPDM

- November 15-16

Check website for most current schedule!





# Roofing Institute Contractor Training Modules

Training has always been important, and with the ongoing labor challenges, it's more important than ever to attract and retain quality employees.

*Johns Manville is here to help!*

Qualifying Peak Advantage contractors have exclusive access to in-person Roofing Institute Contractor Training Modules. This newly designed program allows contractors to mix and match training as their field team demands. Technical Representatives from JM will travel to the contractor facility and lead 2- to 3-hour sessions focusing on key skills. JM will provide a product kit tailored to the requested module. Multiple modules can be requested together to create a truly customized training experience.

## Project Site Training

Have a specific training needed to complete a project? Your JM Tech Rep can provide jobsite training!  
*Contact your local Sales Representative for more information.*

## NRCA ProCertification®

Pinnacle Council and 5280 contractors:

JM's team of NRCA Qualified Assessors can come to you—at no cost—to administer the thermoplastic system installer hands-on performance exam for your eligible installers.

*JM contractors save \$100 on every ProCertification application.*

Start your installers on the road to ProCertification today!  
Visit [nrca.net/jmprocert](http://nrca.net/jmprocert) or contact your JM rep.



# Co-Op Buying Program Included

Save money with just one call! Any contractor achieving at least Peak status can participate in this money-saving program. JM Peak Advantage members have saved more than \$9 million on items ranging from tools to health insurance with their participation in the Co-Op Buying Program. On average, you can save over 25% on items you purchase every day. Secure these savings on business-related items and services such as:

- Health Insurance (for Pinnacle, Summit and Altitude contractors only)
- Wireless Internet Services and Accessories
- Handheld Computers, Printers and Scanners
- Copier Purchase and/or Lease
- Automotive Supplies
- Forklifts and Pallet Jacks
- Employee Background Screening and Drug Testing
- Office Supplies
- Uniforms and First Aid/Safety Gear
- Rental Cars
- Tires
- National Fleet Account Pricing on All Models at Midway Ford Truck Centers
- National Account Pricing and Support on Payroll and HR Services With ADP

## Select List of Top Discounts



Logos referenced are the property of their respective owners. The services and products available through the Co-Op Buying Program are provided by independent, third-party organizations that are not affiliated with Johns Manville. Such services and products are provided as a convenience and for informational purposes only; they do not constitute either an endorsement or an approval by Johns Manville of any of the products, services or opinions of the individual corporations or organizations or individuals therein.

The Johns Manville Co-Op Buying Program is managed by a dedicated JM account executive at Distributors Solutions, LLC ("DSI"). If you have questions about the program, please contact Anne Drolet – (303) 827-4483 / [adrolet@dsi-mail.com](mailto:adrolet@dsi-mail.com) or Michael Petruzzi – (720) 382-8162 / [mpetruzzi@dsi-mail.com](mailto:mpetruzzi@dsi-mail.com).



# Early Bird Qualification

## EARLY BIRD SILVER

This program is designed to expedite the guarantee application process by allowing you to receive your guarantee before payment is made; you will simply be billed when all guarantee application requirements are complete. Application requirements include a specification approval of the project, all asphalt, flashing and construction info, final inspection with a signed punch list if applicable, roof plan, building owner contact information and completion notice.

**The Silver level is offered to Peak Advantage contractors that meet specific credit and Peak Program requirements. The highlights of the program are:**

- Credit is granted upon review of the company's finances by the Johns Manville Credit Department.
- The terms provided to qualified roofing guarantee customers are net 30 days.
- Customers must maintain a current account balance and remain under their credit limit to ensure timely receipt of their guarantees.
- Projects must pass final inspection before a guarantee can be issued. Inspections will be performed within two weeks of project completion notification.

Customers must maintain good credit and payment history to ensure status in the Early Bird Program. Guarantee applications must be submitted two weeks prior to the job start date. JM reserves the right to review and remove Early Bird status.

## EARLY BIRD GOLD

This program expedites the guarantee application process by allowing you to receive your guarantee before payment is made as well as before a final inspection has been performed. You will simply be billed when all guarantee application requirements are complete. Requirements include a specification approval of the project, all asphalt, flashing and construction info, roof plan, building owner contact information and completion notice. Please note that if your final inspection includes a punch list, you are required to make all necessary repairs and return the punch list signed within 30 days.

**The Gold level is offered to Summit, Pinnacle and 5280 contractors that meet specific credit and quality requirements. The highlights of the program are listed below:**

- Credit is granted upon review of the company's finances by the Johns Manville Credit Department.
- The terms provided to qualified roofing guarantee customers are net 30 days.
- Customers must maintain a current account balance and remain under their credit limit to ensure timely receipt of their guarantees.
- Customers can receive guarantees prior to the completion of a final inspection.
- Customers must have a high workmanship rating to be eligible to receive guarantees before a final inspection is conducted.
- Final inspections must be completed at a later date, and contractors are still responsible for any items that require further attention.

Customers must maintain good credit, payment history and workmanship rating to ensure status in the Early Bird Program. Guarantee applications must be submitted two weeks prior to the job start date. JM reserves the right to review and remove Early Bird status.

# Take Your Business to the Next Level

Earn Points for Every Square of Eligible JM Products Purchased

	Eligible JM Products	Points Per Square (max 4)
<p><b>All points multiplied by the contractor's quality multiplier.**</b></p> <p><b>The higher the quality multiplier, the more Peak Advantage Points you receive.</b></p>	JM Membrane	1 point
	JM Cover Boards*: ProtectoR® HD, SeparatoR®, SeparatoR® CGF, DuraBoard®, FESCO®, Retro Fit®, RetroPlus®	1 point
	Other Cover Boards: SECUROCK®, DensDeck®, DEXcell® ***	.5 point
	JM Insulation	1 point per layer, with a max of 2 points

To qualify for points in the 2023 period, all registration-only jobs need to be entered in the JM Connexus portal by November 30, 2023. Material warranties only count toward Peak Advantage Points when the registration box is checked at the time of entering the material warranty. See terms and conditions for additional details regarding the program and qualification requirements.

\* Substrate boards do not count toward Peak Advantage Points.

\*\* The quality multiplier is based on a contractor's payout rate. The payout rate is calculated by dividing the total contractor payouts by all previously installed squares after the 2-year contractor period. This payout rate is compared to the overall payout rate history per membrane. Then a multiplier is assigned based on this comparison.

\*\*\* When purchased from JM.

## Earn Peak Advantage Points Two Ways

	Order Placed Through JM Direct	Order Placed Through Distribution	Order Placed Through Distribution
Shipped From	JM Facility	JM Facility	Distributor
Points Awarded	Upon First Shipment	Upon First Shipment	Upon First Inspection





## 2023 PEAK ADVANTAGE TERMS AND CONDITIONS

2023 performance will determine 2024 program level. To earn Pinnacle Council status in 2024, a contractor will have to earn 27,500 Peak Advantage Points and qualify at least five guarantees, registrations or any combination thereof in the 2023 program. To earn Summit Club status in 2024, a contractor will have to earn 13,500 Peak Advantage Points and qualify at least four guarantees, registrations or any combination thereof in the 2023 program. To qualify for Peak level, a minimum of one qualifying job is required in the 2023 program. JM Peak Advantage guarantees are available only on qualified JM roofing systems containing JM roofing products.

Companies with multiple branches may consolidate Peak Advantage Points to qualify for one invitation for a principal and a guest to the 2024 conference of the highest level achieved and one award. Contractor must request points consolidation in writing by March 31, 2023. Contractors must meet all criteria annually to keep Early Bird Silver and Early Bird Gold payment terms and to be a JM repair contractor. Failure to meet the minimum requirements by December 31, 2023, could result in being removed from these benefits.

JM standard production terms and conditions will apply to include a one-year limited product warranty. The Johns Manville Peak Advantage contractor's appointment as a Johns Manville Peak Advantage contractor does not establish the contractor as an agent or representative of Johns Manville.

The Johns Manville Peak Advantage contractor is and shall at all times be and conduct itself as an independent third-party contractor. Johns Manville is not responsible for the conduct and capabilities of the independent third-party contractor. Johns Manville reserves the right to amend, modify or cancel this program, in whole or in part or at any time, without notification. For a separate branch of a Johns Manville Pinnacle Council contractor to also qualify for Pinnacle Council, the branch must service a different market and employ its own staff, including roofing crews. All branches must be approved as a Johns Manville authorized contractor prior to January 1, 2023, to be able to qualify for 2024 Pinnacle Council status. The Johns Manville Co-Op Buying Program is administered by an independent third party at Distributors Solutions, LLC, and is for the exclusive benefit of the qualified Johns Manville contractors. Distributors Solutions, LLC, is an independent company that negotiates all pricing and programs and is the sole manager of the Co-Op Buying Program.



717 17th St.  
Denver, CO 80202  
(800) 922-5922  
[www.jm.com/roofing](http://www.jm.com/roofing)

### **Guarantee and Technical Services**

For questions regarding guarantees and technical services:

(800) 922-5922