

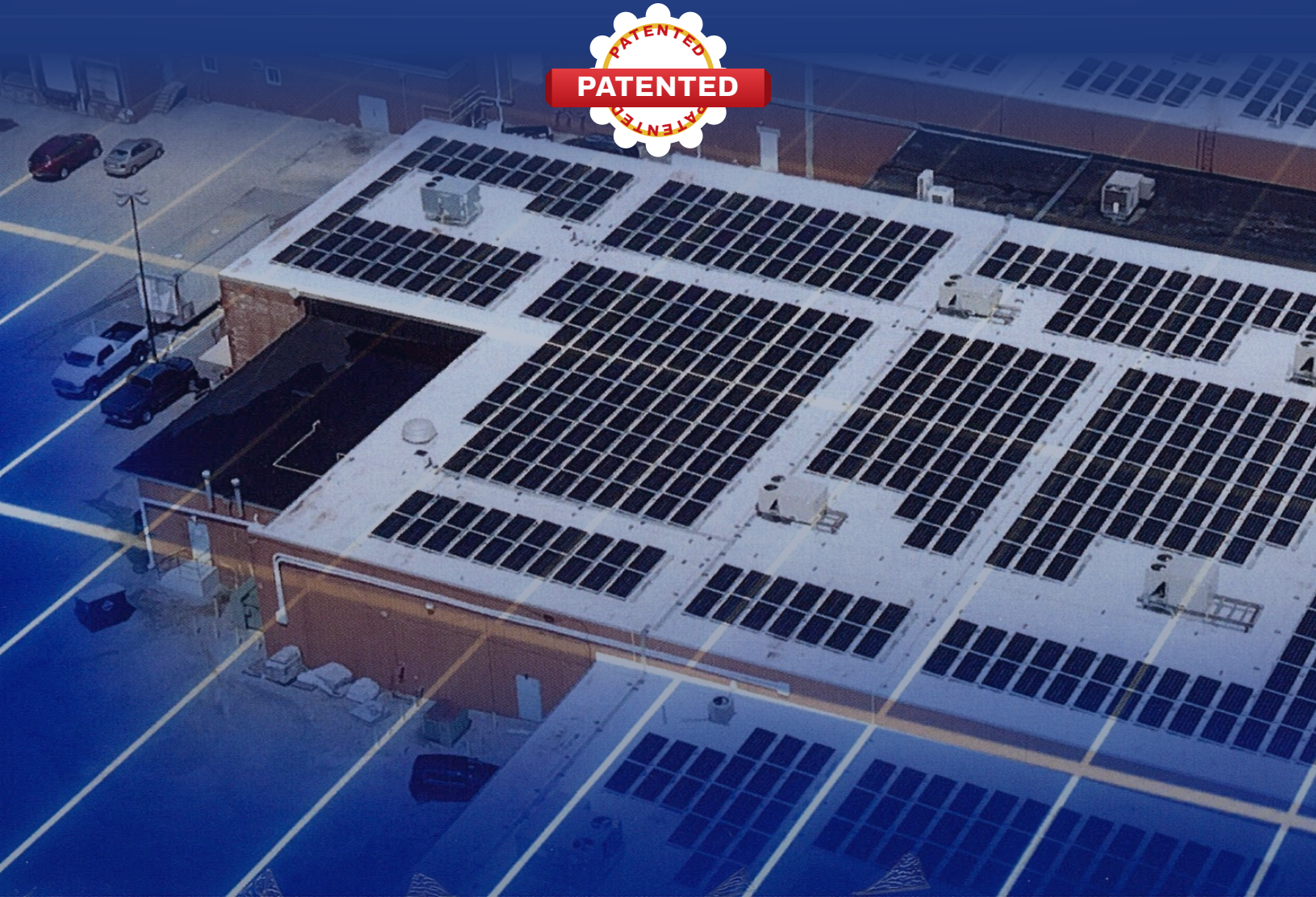


RAPPTM

Roof Asset Protection Program

*The Ultimate, Patented Tool
for Roofing Manufacturers to:*

- *Manage Their Roof Warranty Portfolio*
- *Offer an Approved Maintenance Plan for Each Warranty*



As a Roofing Manufacturer, You Face Many Issues Managing Your Liability, Including:

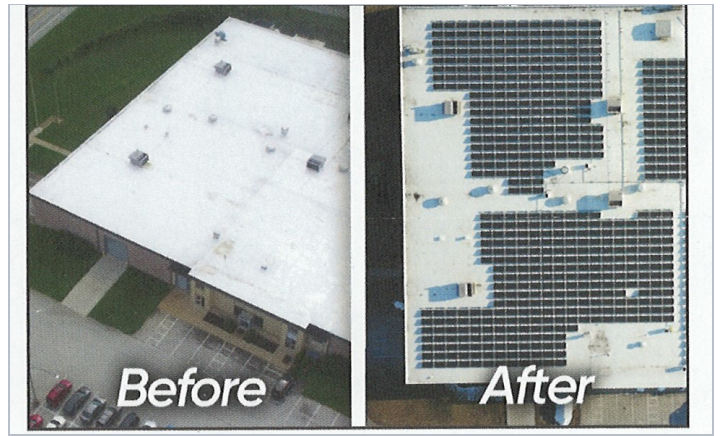
1. **Long factory warranty terms:** Your liability for maintaining your factory warranties by design can extend for 10, 15, even 25 years and are often out of your control.



2. **Liability from uncontrolled roof traffic:** Does roof traffic on a warranted roof ever result in damage to the roof that you were not responsible for, yet you end up paying for some or all of the damage?



3. **Liability from HVAC issues:** Is your warranty department being asked to fix roof leaks that were actually HVAC condensation issues? Do your customers fight reimbursing you even when it is proven that the issue was not a roof leak? Do you find that roof techs too often look for flashing issues around AC units instead of condensation issues, often making unnecessary repairs?



4. **Liability from change of use:** Are you being asked to cover roof warranties that resulted from new equipment being added to the roof that damaged it, either by over-burdening it, or improper installation?

The Solution: RAPP Your Roof!

Our patented RAPP (Roof Asset Protection Program) gives you the ability to manage your warranted roofs across the entire company from one office! Through our patented program, we will help you manage your customers' roof assets and greatly reduce your financial risk.

Here's What Our Program Provides to You:

1. **You get RAPP with every new roof warranty:** Every new roof warranty issued by you (the manufacturer), will include a built in RAPP setup. This is set in place by your field inspectors upon final inspection before issuance of the warranty. A RAPP warning sign and placard is placed at the access to the roof. Your field inspector will sign in to the RAPP online portal from the physical site, launch the program, and be recorded in the manufacturer's portal.
2. **Your own portal:** RAPP LLC will set up a factory RAPP portal for tracking all newly issued warranties. We will train your factory employees on how to properly use the portal.
3. **Leak documentation for the length of the warranty:** All leak calls or portal reports of leaks will come through the portal to you. Even if the leak is called in to you, your employee will record the call into the portal, creating a documented report for every leak for the length of the warranty.
4. **Control of contractors:** The manufacturer's RAPP correspondent will then call or email a manufacturer certified contractor to investigate the leak call. The RAPP correspondent will evaluate the report already created in the RAPP portal to see

How Roof Warranties Work. The roofing warranty you provide your roofing customer is like an insurance policy for your roof system. Yet, unlike the way many other insurance policies work, this policy is paid upfront for its entire term of the warranty, and even worse, you have little or no control of the roof. This exponentially increases your risk and expense. Let's compare a manufacturers' roof warranty to an auto insurance policy to see how this lack of control increases your risk.

Auto Insurance Considerations

- 1. Named insured:** Auto insurance companies have a named insured on the policy
- 2. List of drivers:** Auto insurance companies require a list of drivers on the policy. They will do a police report on every named driver to assess the risk of each driver, including speeding violations, driver's age, etc.
- 3. Type of use:** If the vehicle is used for business, they want to know the type of business, types of use, distance traveled, etc. It's all about risk assessment.
- 4. Age of the vehicle:** How old is the vehicle? Is collision insurance needed?
- 5. Legal system consideration:** What are the courts like in the insured's state? Do they defend stated insurance limits or do they tend to rule in favor of the driver?
- 6. Replacement cost control:** Insurance payment is made based on the agreed replacement cost of the insured vehicle, usually based on an average of multiple rating services.

Roof Warranty Considerations

- 1. Name of original or current building owner:** In many cases, the warranty is transferable to a new owner.
- 2. Roof access:** There is no control on who has access to the roof. All vendors that have equipment on the roof have free rein to access the roof to service the equipment.
- 3. Type of use:** The cost of the warranty is set by a per-square-foot price and does not take into consideration the risk of the type of roof. For instance, a restaurant roof that has a lot of equipment on it that needs regular maintenance is underwritten at the same risk rating as a warehouse roof. Also, changes in building usage over time is not factored in.
- 4. Age of roof:** The cost of the warranty is decided up front and cannot be adjusted for inflation over the life of the roof.
- 5. Legal system shortcomings:** Regardless of whether your warranty excludes coverage for the issue that caused roof failure, the court system is made up of attorneys and judges that look out for each other. Once a roof issue ends up in court, nobody wins except the attorneys. Rarely is a case won outright.
- 6. Replacement cost liability:** Since the cost of the warranty is determined upfront and there is no way to factor in regional cost differences or usage differences for a roof replacement (NYC vs Lancaster County PA). Also, replacement costs are going to vary depending on the makeup of the roof and the equipment on the roof, etc.

when it last rained, or any other roof activity reported through the portal.

- 5. RAPP approved contractors:** RAPP will train (via video) the manufacturers' approved contractors on how to use the portal. They will be educated on procedures, such as signing in and out of the job, and providing all pertinent information to assess the leak situation. If the contractor is non-compliant, you may refuse to pay them for their services. (Forced compliance=control)
- 6. Manufacturer's approved maintenance system:** RAPP has a maintenance system designed specifically for the RAPP program including an annual or semi-annual inspection and report. This report, once uploaded into the RAPP portal provides you with proof that a maintenance system is in place.
- 7. Ability to sell the RAPP Maintenance System:** As a RAPP approved manufacturer, we will allow you to sell the RAPP Maintenance System to your RAPP approved contractors. We will give you training materials and can do group sessions to train these contractors.

- 8. Potential protection against possible future litigation:** Almost all manufacturers' warranties have strong recommendations for an approved maintenance plan, yet they do not provide guidance or documentation on what that plan should look like. By offering the RAPP Maintenance Plan, you can document the owner's compliance or refused compliance on a provided and specific plan. Since you, the manufacturer could know everyone who signs in to gain roof access, you can also know if a maintenance plan is being followed. Annual reminders can be sent to roof owners that a plan is not in effect and refusal to do needed maintenance could result in damage that would not be covered by the warranty. This documented communication can be used to support non-payment of a future major roof problem that is not covered by the warranty.
- 9. Competitive knowledge:** If used properly, the manufacturer and the RAPP approved contractor could know when a competitor is on the roof.



Benefits of our RAPP Program!

When you incorporate the patented RAPP Program into your in-house warranty management plan, you gain control over every aspect of managing your warranty exposure, helping you control your payout over the life of every warranty you provide.

RAPP will save you money by:

- Keeping your customers happier by giving them a roof that has fewer problems
- Giving your sales force an approved maintenance system to sell to your approved roofing contractors
- Keeping your warranty intact by providing documented roof service records
- Providing a roof access log
- Recording all precipitation over .25" allowing a trained correspondent to differentiate between condensation issues that are causing leaks vs. a damaged roof that is leaking due to rain. Remember, the hardest roof leaks to find are the ones that aren't really roof leaks!
- Extending the life of the roof and avoiding premature roof replacement
- Providing a manufacturer comprehensive, photo documented inspection and analysis
- Providing a factory approved maintenance plan that includes core sampling and roof membrane analysis to determine existing roof situations (available on existing roof inspections)
- Providing roof owners (with the implementation of the approved maintenance plan) with the info they need to defer capital expenses and give them the ability to proactively budget
- Training qualified repair contractors and controlling who can work on the roof
- Helping to prevent undetected or trapped moisture and mold growth (with the approved maintenance plan)
- Providing priority leak response via a private portal and providing documentation on response times

Get Started Today:

Contact Gordy @ 717-314-1613
Email: gordy@RAPPyourroof.com
Web: RAPPyourroof.com



RAPP®
Roof Asset Protection Program

Protecting Your Roof & Warranty



An Exclusive, Patented Product of
RAPP Roof Monitoring Systems, LLC