



**2026**

# CONTRACTOR RECOGNITION PROGRAMS



Scan the QR code for the latest program information and Terms & Conditions.



## CONTRACTOR RECOGNITION PROGRAMS

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Elevate Red Shield Contractors are known for their high-quality workmanship and commitment to long-term roofing system performance. The Elevate Recognition Programs are designed to celebrate and reward these top contractors. Contractors can participate in all of the following programs:

### ANNUAL RECOGNITION PROGRAMS

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#### MASTER CONTRACTOR

This program has become one of the industry's most coveted and revered awards. This highly regarded group is comprised of our top 250 contractors based on the quality of their work, number of jobs, product mix, and volume of warranted square feet. These contractors exemplify the hard work, determination and entrepreneurial leadership that define Elevate.



#### PRESIDENT'S CLUB

The top 25 Master Contractors will earn one of the most esteemed designations in the commercial roofing industry: Elevate President's Club. This was established to recognize contractors who significantly exceed the minimum requirements needed to qualify for Master Contractor.

### BI-ANNUAL RECOGNITION PROGRAM

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#### PLATINUM COUNCIL

The Elevate Platinum Council is designed to reward contractors who demonstrate outstanding performance over an extended period of time. Award recipients will be those who earn the most Master Contractor Quality Points for 2025 and 2026 combined, and will be rewarded with a luxury trip for the owner and a guest in 2027.

# PROGRAM BENEFITS

	PLATINUM COUNCIL	PRESIDENTS CLUB	MASTER CONTRACTOR
<b>Bi-Annual Luxury Trip</b>	●		
<b>Annual Premium Trip</b>		●	●
<b>Priority Listing on Website</b>	●	●	●
<b>Exclusive Reward Items on Elevate Rewards</b>	●	●	●
<b>Co-Op Advertising Funding</b>	●	●	●
<b>Ford New Truck Purchase Discount</b>	●	●	●
<b>Additional Co-Op Advertising Funding</b>	●	●	
<b>Extended Stay and Events at Master Contractor Trip**</b>	●	●	
<b>In-Person Training*</b>	●	●	●
<b>Online Training*</b>	●	●	●

\* Available to all Elevate Licensed Applicators

For full program terms and conditions, please visit [Elevate Recognition Awards](#).

# PROGRAM BENEFITS [EXPLAINED]

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**Priority Listing on Website** – All Elevate Recognition Program winners receive a premier listing on Elevate's website. The listing includes a special award designation, making it easier for building owners and roofing consultants to easily identify our award winning contractors.

To see what this looks like, check out [Elevate Recognition Programs](#) on our website.

**Exclusive Elevate Rewards** – Master Contractor, President's Club, and Platinum Council have exclusive access to high-value roofing tools in their Elevate Rewards catalog. You can access your rewards dashboard at [www.elevaterewards.com](http://www.elevaterewards.com).

**Co-Op Advertising** – To help you grow your business, Elevate will credit you 75% of your investment (up to your co-op limit) in approved digital advertising and communications, and/or print advertising. Elevate will credit you for 50% of your investment (up to your co-op limit) for Elevate branded merchandise items. Please review the [Program Guidelines](#) for qualified spending and dashboard login directions.

**Premium Trip** – Qualifying contractors and a guest are invited to join the Elevate team on an all-inclusive premium trip to celebrate their achievements while gaining exposure to a range of business updates - from product news to industry trends. The experiences include dining, excursions, entertainment and more.

**Platinum Council Luxury Trip** – Award recipients will be those who earn the most Master Contractor Quality Points for the 2025 and 2026 Master Contractor terms. In recognition of the Elevate Platinum Council Award, members will be rewarded with a luxury trip for the owner and a guest in 2027.

**Ford New Truck Purchase Discount** – Contractors who reach Master Contractor, President's Club, or Platinum Council are eligible to receive an Elevate exclusive discount on the invoice price of Ford trucks. Details are available in your [Elevate Contractor Dashboard](#) in the Master Contractor Section.


## ADDITIONAL BENEFITS

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Available to all Elevate Red Shield Contractors

**Online Training** – Our Building Products University (BPU) online education program provides an introduction to various roof and building envelope topics. Visit our website for more information or see how to sign up for [bpuonline.com](http://bpuonline.com) in this [flyer](#).

**In-Person Training** – Elevate offers hands-on, in-person training for those who are directly responsible for ensuring quality roof installations. Training is available at your location through your local Elevate Field Technical Rep. To request training, see the training page on our [website](#).



## PROGRAM REQUIREMENTS

**ANNUAL RECOGNITION PROGRAMS** - Requirements met during program year [November 9th, 2024 - November 8th, 2025]

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### **MASTER CONTRACTOR (MC)**

- Minimum 4.5 million MC Quality Points earned during the program year
- Minimum 6 warranted projects
- Minimum 1 million square feet under active warranty
- Meet Quality Impact Rating (QIR) Requirement - contractor must be in good standing with Elevate to qualify
- The top 250 contractors who meet these requirements will earn the Master Contractor designation.

### **PRESIDENT'S CLUB (PC)**

- The top 25 Master Contractors who meet or pass this threshold will earn entrance into the Elevate President's Club.

**BI-ANNUAL RECOGNITION PROGRAM**

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### **PLATINUM COUNCIL (PL)**

- Awarded to our top performing contractors over a 2-year Master Contractor Program time period. Contractors who have the highest 2-year total in MC Quality Points are considered for Platinum Council.
- The program period to achieve 2027 Platinum Council status is (Nov. 9th 2024 - Nov. 6th 2026)

# RECOGNIZING QUALITY

Elevate recognizes two categories of quality contractors—Inner Circle of Quality and Partner in Quality. The rating system to achieve these designations is based on each company’s annual Quality Impact Rating (QIR).

The QIR Score is computed using the total cost and number of warrantable repair incidents occurring on Elevate roofs over the last three years; divided by the total square footage of Elevate roofs under warranty. The Cost portion of The QIR Score is weighted at 60%, the Incident portion of the QIR Score is weighted at 40%.

The QIR Score is calculated for all Elevate contractors, and Elevate will recognize those contractors who achieve the highest levels of roofing quality in the 2025 Master Contractor Program year.

$$\text{Quality Impact Rating (QIR)} = \left[ \frac{\text{3 year Claim Cost}}{\text{Total Square Feet under Warranty (in millions)}} \times 60\% \right] + \left[ \frac{\text{3 year Incidents}}{\text{Total Square Feet under Warranty (in millions)}} \times 40\% \right]$$

**The following awards will be presented to Elevate contractors who meet the QIR criteria for the year ending prior to the award:**

## INNER CIRCLE OF QUALITY

### CRITERIA:

- 1 Install an average of 40 warranted roofs over the last 5 years.
- 2 Maintain at least 2 million square feet under warranty.
- 3 Meet the annual QIR Requirement.
- 4 Achieve Master Contractor status.

### BENEFITS:

Contractors who earn this quality level will receive the following:

- Recipients will earn a 15% bonus of MC Quality Points the year they hold the distinction.
- Achievement is mentioned in the Master Contractor Spec Letter and on our website.
- **YEAR ONE - Q Award**  
**SUBSEQUENT YEARS** - Engraved Q medallion every year after first for display with Q award.

## PARTNER IN QUALITY

### CRITERIA:

- 1 Install an average of 40 warranted roofs over the last 5 years.
- 2 Maintain at least 1 million square feet under warranty.
- 3 Meet the annual QIR Requirement.

### BENEFITS:

Contractors who earn this quality level will receive the following:

- Recipients will earn a 15% bonus of MC Quality Points the year they hold the distinction.
- Achievement is mentioned in Contractor Spec Letter and on our website
- Partner in Quality Plaque.



# EARNING MASTER CONTRACTOR QUALITY POINTS

Master Contractor, Presidents Club, and Platinum Council are ranked using MC Quality Points. **Once the program requirements are met** we rank the qualifying contractors by amount of MC Quality Points from high to low.

Throughout the year, contractors earn quality points for the installation of Elevate commercial roofing systems including RubberGard™ EPDM, UltraPly™ TPO, PVC, Asphalt, and Metal. For our 2026 programs, all systems must be in PIN with a **Request for Inspection (RFI) date on or before November 8, 2025, to count towards your 2026 quality points.** This determines the final standings of the programs.

## MC QUALITY POINT STRUCTURE

Total MC Quality Points will be calculated as demonstrated in the chart and example below. Using this formula, contractors can earn a maximum 13 points per square foot for Elevate Red Shield warranted projects.

## YEAR OVER YEAR GROWTH BONUS POINTS

Contractors who increase their total year over year warranted square footage by 10% or more will be awarded a 20% bonus on their Master Contractor Points.

### Bonus Points Opportunities: Earn up to 800,000 Master Contractor Points

#### MAX PVC AND PVC BONUS POINTS

Earn up to 400,000 Master Contractor Bonus Points.

- 1 Complete a project of warranted Elevate MAX PVC (minimum 10K sf) = 200,000 MC Bonus Points
- 2 Complete 3 projects of warranted Elevate PVC (minimum 10K sf each) = 200,000 MC Bonus Points

#### ELEVATE METAL EDGE BONUS POINTS

Earn up to 400,000 Master Contractor Points

- 1 Install 10K linear feet of warranted Elevate Metal Edge = 200,000 MC Bonus Points
- 2 Install 30K linear feet of warranted Elevate Metal Edge = 200,000 MC Bonus Points

Red Shield Warranted System Type	Full System	Elevate Preferred Insulation*	Full Tear Off	Premium System (Platinum, UltraWhite, SBS Premium, MAX, EcoWhite, Fleeceback, Adhered TPO / EPDM / PVC, Metal Edge †)	Self Adhered EPDM or TPO (EPDM SA, UltraPly TPO SA)	Maximum Points Per Square Foot
Single-Ply EPDM / TPO / PVC, Asphalt APP / SBS / BUR, Metal Roofing Panels	3	5	1	3	4	13

\* Includes: ISOGARD™, ISOGARD™ Tapered, Composite Insulations, HailGard™, ISOGARD™ HD Cover Board

† Manufactured Metal Edge / Coping

### Quality Point Calculation Example\*

$$\begin{array}{rcccl}
 300,000 & & 9 & & 2,700,000 \\
 \text{WARRANTED SQUARE FEET} & \times & \text{TOTAL POINT VALUE BASED ON CHART ABOVE} & = & \text{BASE MASTER CONTRACTOR POINTS}
 \end{array}$$

\*Elevate Rewards points are calculated by dividing your quality points by 10,000.



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