



Fence Dealer Resource Guide

A condensed overview of all available tools, resources and programs offered to CertainTeed-Bufftech Fence Dealers

As a professional Bufftech® dealer, you have more on your plate than selling and installing fence products; you're building a business. From marketing and sales to growth and profitability, you need to be continually looking for ways to improve.

CertainTeed makes the search easier by providing our professional dealers with the right tools for the job.

TRAINING PROGRAMS	DESCRIPTION	HOW TO PARTICIPATE
Build-it Tour™	<ul style="list-style-type: none"> · Live install training with CertainTeed Product Application Specialists. · Held at your location. · Provides hands-on experience of our entire product range. 	<ul style="list-style-type: none"> · Contact your local CertainTeed Territory Manager for more information. · Sessions are held throughout the year.
Advanced Training Program (ATP)	<ul style="list-style-type: none"> · Provides in-depth training on Bufftech fence installation. · <i>(Molded and extruded programs are separate).</i> · One-day session to learn how to eliminate common fence installation problems. · Reduce the amount of callbacks your company has to make. · The most comprehensive manufacturer-sponsored course in the industry. 	<ul style="list-style-type: none"> · Contact your local CertainTeed Territory Manager for an up-to date class schedule. · Attend the local ATP, complete and pass the exam.
Master Craftsman	<ul style="list-style-type: none"> · Education series outlining the features of Bufftech fence products. · Contractors are listed in the "Find a Pro" section of the CertainTeed website. 	<ul style="list-style-type: none"> · Review Master Craftsman manuals and successfully pass test. · www.certainteed.com/mastercraftsman
In-Home Sales Training Program	<ul style="list-style-type: none"> · A training portal providing access to an online sales learning environment. · Designed for CertainTeed by the professionals at Sandler Sales Training. 	<ul style="list-style-type: none"> · https://reports.sandler.com/certainteed-online
WebEd Series	<ul style="list-style-type: none"> · Webinar-based training presenting various topics. · Topics include: New programs & products · Installation guidelines & techniques. 	<ul style="list-style-type: none"> · Register for a live WebEd in the first quarter of the year. · Watch recorded sessions on WebSource. · www.bufftech.com/websource
American Fence Association (AFA)	<ul style="list-style-type: none"> · The AFA offers several educational opportunities to its members, including: <ul style="list-style-type: none"> · Fence Installation School and CFP Certification · Operator Installer School · Sales Training School · Automatic Gate Systems Design School · Certified Automatic Gate Systems Designer programs 	<ul style="list-style-type: none"> · Become an AFA member. · Gain access to educational & networking opportunities. · www.americanfenceassociation.com

PROFESSIONAL TOOLS	DESCRIPTION	HOW TO ACCESS
WebSource	<ul style="list-style-type: none"> · Bufftech's easy-to-use, full-service online resource for dealers and distributors. · Select products, secure pricing quotes & order material from one location. 	<ul style="list-style-type: none"> · www.bufftech.com/websource
CADDetails	<ul style="list-style-type: none"> · Obtain the most current specifications & CAD drawings. · Search for "CertainTeed" or "Bufftech" products. 	<ul style="list-style-type: none"> · Create a free account · www.caddetails.com
Digital Architect Binder	<ul style="list-style-type: none"> · All inclusive digital resource to simplify the specification process. · Includes: links to caddetails, code reports, warranty information, brochures, and installation manuals. 	<ul style="list-style-type: none"> · www.certainteed.com/architect-binder
Installation Videos	<ul style="list-style-type: none"> · Installation videos available in both English and Spanish. · Comprehensive videos for extruded & molded fence products. · Also available on Youtube.com. 	<ul style="list-style-type: none"> · www.certainteed.com/fence/vinyl-installation-videos
		<ul style="list-style-type: none"> · www.certainteed.com/fence/molded-installation-videos
Toll-free Sales Support	<ul style="list-style-type: none"> · Guidance and support for CertainTeed products are only a phone call away. · Our trained staff of experts is available to quickly and expertly answer your questions and those of your customers. 	<ul style="list-style-type: none"> · Call Toll-free: 800-333-0569
Landscape Architect Sales Rep	<ul style="list-style-type: none"> · Utilize our Landscape Architect Sales Representatives to help secure Bufftech specifications during the bid process. 	<ul style="list-style-type: none"> · Contact your local Territory Manager
AIA Continuing Education	<ul style="list-style-type: none"> · Landscape Architects can attend one of our AIA accredited courses. · In-person Lunch-and-Learns and/or Webinars. · Courses certified for Continuing Education Unit credits. 	<ul style="list-style-type: none"> · https://continuinged.certainteed.com/index.php
PROFESSIONAL CREDENTIALS	DESCRIPTION	HOW TO PARTICIPATE
5-Star Contractor Program	<ul style="list-style-type: none"> · Take your business to a higher level of market differentiation. · Increase customer awareness. · Gain access to exclusive sales, branding and business management tools. 	<ul style="list-style-type: none"> · Pass CertainTeed's industry education courses: <ul style="list-style-type: none"> · Master Craftsman tests & ATP Training. · Provide proof of General Liability and Workers Compensation Insurance (where required) and maintain a high BBB score. · www.certainteed.com/mastercraftsman
SALES TOOLS	DESCRIPTION	HOW TO ACCESS
PitchPerfect™ In-Home Selling System	<ul style="list-style-type: none"> · Stand out in the marketplace with a new style of presentation. · Swap out bulky binders and heavy brochures for one comprehensive tool. · Utilize your iPad as a presentation tool populated with custom presentations. 	<ul style="list-style-type: none"> · Contact your local CertainTeed Territory Manager for more information. · Must be a credentialed 5-Star Contractor. · www.certainteed.com/pitchperfect
Fence Estimator	<ul style="list-style-type: none"> · Create a materials list and quickly calculate quotes. · Estimates can be sent to your WebSource account for order placement. · Create printouts of the estimate to send to your customers. 	<ul style="list-style-type: none"> · www.bufftech.com/websource · Select "Fence Estimator" from left side menu at bottom
Fence-It™	<ul style="list-style-type: none"> · Online visualization tool. · Select any fence style and color to help customers select the best fence for their particular need. · Renderings can be saved, printed and shared with customers. 	<ul style="list-style-type: none"> · Available to the public on CT website & WebSource. · www.certainteed.com/fence-it
iDreambook™	<ul style="list-style-type: none"> · Interactive book to help visualize the home exterior and outdoor living spaces. · Showcases the broad selection of CertainTeed's exterior products. 	<ul style="list-style-type: none"> · Available in the Apple Book Store · Search "iDreambook™"
CurbAppeal™	<ul style="list-style-type: none"> · Quickly and easily select products on an Apple iPad®. · Review and select colors, styles and textures for all of our siding, decking, railing and fence products, or browse our gallery of homes for ideas that inspire. 	<ul style="list-style-type: none"> · Available in the Apple App Store - search "CurbAppeal from CertainTeed". · www.certainteed.com/colortools

MARKETING SUPPORT	DESCRIPTION	HOW TO ACCESS
Collateral	<ul style="list-style-type: none"> · A comprehensive selection of literature, samples and displays. · Work with your territory manager to determine which collateral is best for your market and what samples can help increase sales. 	<ul style="list-style-type: none"> · Order through your Territory Manager or Customer Service Representative.
Service Advantage	<ul style="list-style-type: none"> · Outlines all Bufftech shipping and ordering policies. · Full guide to freight zones, truckload sizes and lead times. · Explains storage guidelines, returns, claims and provides contact information. 	<ul style="list-style-type: none"> · Available via WebSource, Territory Manager or Customer Service Representative. · www.bufftech.com/websource
Digital Marketing Library (DML)	<ul style="list-style-type: none"> · Download photos, line art, posters, billboards, etc. to use on custom print ads, literature, and website images. 	<ul style="list-style-type: none"> · Contact your Territory Manager for access details. · Also available on WebSource. · www.dml.certainteed.com/
WebCheck™	<ul style="list-style-type: none"> · WebCheck will assess your current website and provide analysis & suggestions. · Help with designing a professional website. 	<ul style="list-style-type: none"> · Must be a credentialed 5-Star Contractor to be eligible. · Contact your Territory Manager for more information.
LogoCheck™	<ul style="list-style-type: none"> · A professional logo is the first step in marketing your business. · Create a unique logo or enhance your existing one. 	<ul style="list-style-type: none"> · Must be a credentialed 5-Star Contractor to be eligible. · Contact your Territory Manager for more information.
MarketZone™	<ul style="list-style-type: none"> · Personalized lead generation tool. · Custom direct mail pieces, Banners, Door Hangers, Brochures, etc. 	<ul style="list-style-type: none"> · Contact your Territory Manager for access details. · www.MarketZone.com
Fence Talk Newsletter	<ul style="list-style-type: none"> · Quaterly review of tips, techniques and new for CertainTeed fence contractors. · Sign up for a free subscription to the enewsletter. 	<ul style="list-style-type: none"> · www.certainteed.com/fence-talk-sign/
REWARDS & RECOGNITION	DESCRIPTION	HOW TO PARTICIPATE
Show Me The Money with No Limits™	<ul style="list-style-type: none"> · Program awards a rebate for purchases of CertainTeed Fence products. · Submit completed SMTM form with invoices for qualified products. · Receive a prepaid Visa card loaded with rebate money. 	<ul style="list-style-type: none"> · Eligible invoices for eligible products must be submitted by contractors within 60 days of purchase. · No minimum purchase. US mailing address required. · Submit online or via mail (no-email). · www.certainteednolimits.com
Award of Excellence	<ul style="list-style-type: none"> · Recognition of outstanding jobs with Award of Excellence box. · Includes plaque certificate, homeowner letter, press release, leather pad folio and Social Media posting. 	<ul style="list-style-type: none"> · Complete application with photos submitted. · www.certainteed.com/awardofexcellence