

GAF PremierRoofingDealer
Incentives Program



Earn 1% back in points!

Now is a great time to be a GAF Premier Roofing Dealer! With our new incentives program, you can earn points for your qualifying GAF purchases and take advantage of other program benefits.



Now it pays even more to be a GAF Premier Roofing Dealer¹

In addition to earning points on your qualifying purchases, there are great benefits for your business.



No limits on the number of points you can earn.

Earning and redeeming points is simple.

Step 1: Purchase

Purchase qualifying GAF products. Log into the Incentives Dashboard to view the list of qualifying products.

Step 2: Submit

You can submit proof of purchase² electronically using the GAF Premier Roofing Dealer Incentives Dashboard or by asking a participating supplier to submit purchase reports on your behalf to gafcoop@acbcoop.com.

Step 3: Redeem

Simply redeem points for an ACH deposit and use them to market and grow your business.



Incentives Dashboard

Manage your account information and user access, view your points balance, submit proof of purchase, and access claim status in one place with 24/7 self-service options.



GAF StoreFront

Purchase GAF-branded and co-branded apparel and promotional items to help elevate brand awareness.



Marketing Resources

Access GAF Marketing assets to help you execute marketing campaigns that drive conversion and increase sales.



Dealer Locator Listing

Drive more customers to your dealership with a listing in the [GAF Distributor Locator](#), which makes it easier for customers to find Premier Roofing Dealers like you.



Dealer Learning Portal

Keep ahead of your competition and on top of your roofing game by training via the GAF Dealer Learning Portal. Visit GAF.com/prdlearning to get started today.



Quarterly Newsletter

Become a source of knowledge for your customers by staying up to date on industry news and GAF products, promotions, programs, and services.

¹ To be eligible to earn points and receive program benefits, you must be enrolled in the GAF Premier Roofing Dealer Program in the U.S. or Canada. Eligibility requirements and terms and conditions apply. For details, contact a GAF Territory Manager in your area.

² Proof of purchase must be submitted by March 31 of the Contract Year following the Contract Year of your purchase.

