



# FORTRESS<sup>®</sup> PREFERRED PROGRAM



## ADVANTAGES AWAIT.

OF ALL THE THINGS WE BUILD, OUR PARTNERSHIPS ARE THE STRONGEST.

What does it take to become a Fortress<sup>®</sup> Preferred Contractor? It starts with a strong foundational knowledge of Fortress Building Products. You're a Residential pro who knows and swears by Fortress, and demonstrates best practices in installation, customer service and product promotion. Preferred Members earn benefits to help build your business. Want to learn more? Email [pro@FortressBP.com](mailto:pro@FortressBP.com).



We've now added a tiered program with extra benefits for our top residential contractors.



You can earn Co-Op marketing funds from ALL prior year purchases. What are you waiting for?



As a true partnership program, we offer the tools and resources to grow your business.

**SIGN-UP TODAY:**  
[FortressBP.com/About/Preferred-Program](https://FortressBP.com/About/Preferred-Program)

## PREFERRED PROGRAM TIERS



### FORTRESS PREFERRED MEMBER

- Listing on Contractor Locator at [www.FortressBP.com](http://www.FortressBP.com)
- Access to the Fortress Marketing team for product and marketing support
- Monthly newsletter that provides product, marketing and business updates
- Access to Fortress ProZone™ for photos, logos and sales sheets
- Labor Warranty is equal to the duration of coverage provided under the Limited Product Coverage
- Sales/business training webinars to help grow your business
- Opportunity for projects to be highlighted and promoted on Fortress website, social media and email campaigns



### FORTRESS PREFERRED GOLD \$50K PURCHASES PREVIOUS YEAR

- Earn Marketing funds for advertising and branded clothing and wearables.
- **Higher listing on Contractor Locator at [www.FortressBP.com](http://www.FortressBP.com)**
- Lifetime Labor Warranty (additional training required)
- 1.5% marketing funds earned on ALL Fortress product purchases with an additional 1% on ALL Evolution Framing purchases\*\*
- \$1K - \$5K Co-Op Marketing Match Program
- All member program benefits



### FORTRESS PREFERRED PLATINUM \$100K - \$250K PURCHASES PREVIOUS YEAR\*

- Opportunity to qualify for a Project Spotlight professional video (\$10,000 value)
- Priority listing on contractor locator at [www.FortressBP.com](http://www.FortressBP.com)
- Lifetime Labor Warranty (additional training required)
- 2.5% marketing funds earned on ALL Fortress product purchases with an additional 1% on ALL Evolution Framing purchases\*\*
- \$5K - \$10K Co-Op Marketing Match Program
- All Gold and member program benefits



### FORTRESS EVOLUTION ALLIANCE \$5K

Apply to join the Fortress Evolution Alliance, a select community of contractors, and enjoy exclusive perks, rebates, access to specialized training and a myriad of benefits for building with Evolution Steel Deck Framing.

- An all-expenses-paid business trip
- Rewarding annual rebates, revenue sharing and referral bonuses
- Alliance Master Classes
- Exclusive content on the FortressBP Academy
- Priority take-off services

**Learn More and Sign Up Today!**



\*Purchase requirements vary by market

\*\*Unused marketing funds may be redeemed at 50% value as cash at the end of the year







### FORTRESS PROZONE™

We've created one simple hub that gives you one-click access to a variety of tools & resources.

- Co-Op Funds Tracking
- Marketing Claims Submission
- Order literature, samples and displays
- Image download center
- Customize, print & ship promotional materials
- Social Media Center



### FORTRESS PREFERRED MEMBER BENEFITS

			
FORTRESS PREFERRED MEMBER	MEMBER	GOLD	PLATINIUM
ACCESS TO FORTRESS PROZONE & MARKETING TEAM	●	●	●
PROJECTS HIGHLIGHTED ON FORTRESSBP.COM	●	●	●
LABOR WARRANTY	EQUAL TO LIMITED PRODUCT COVERAGE DURATION	LIFETIME	LIFETIME
MARKETING CO-OP FUNDS EARNED		1.5%	2.5%
MARKETING CO-OP FUNDS EARNED: <b>EVOLUTION STEEL DECK FRAMING</b> <small>Based on previous year purchases.</small>		+1%	+1%
CO-OP FUNDS MATCH PROGRAM		\$1K - \$5K	\$5K - \$15K

### WHAT'S IN STORE?

There are many exciting ways to use your co-op funds to support your business. Explore our samples, displays, literature, videos/photos, advertisements, merchandise and more!

