



## PLATFORM OVERVIEW

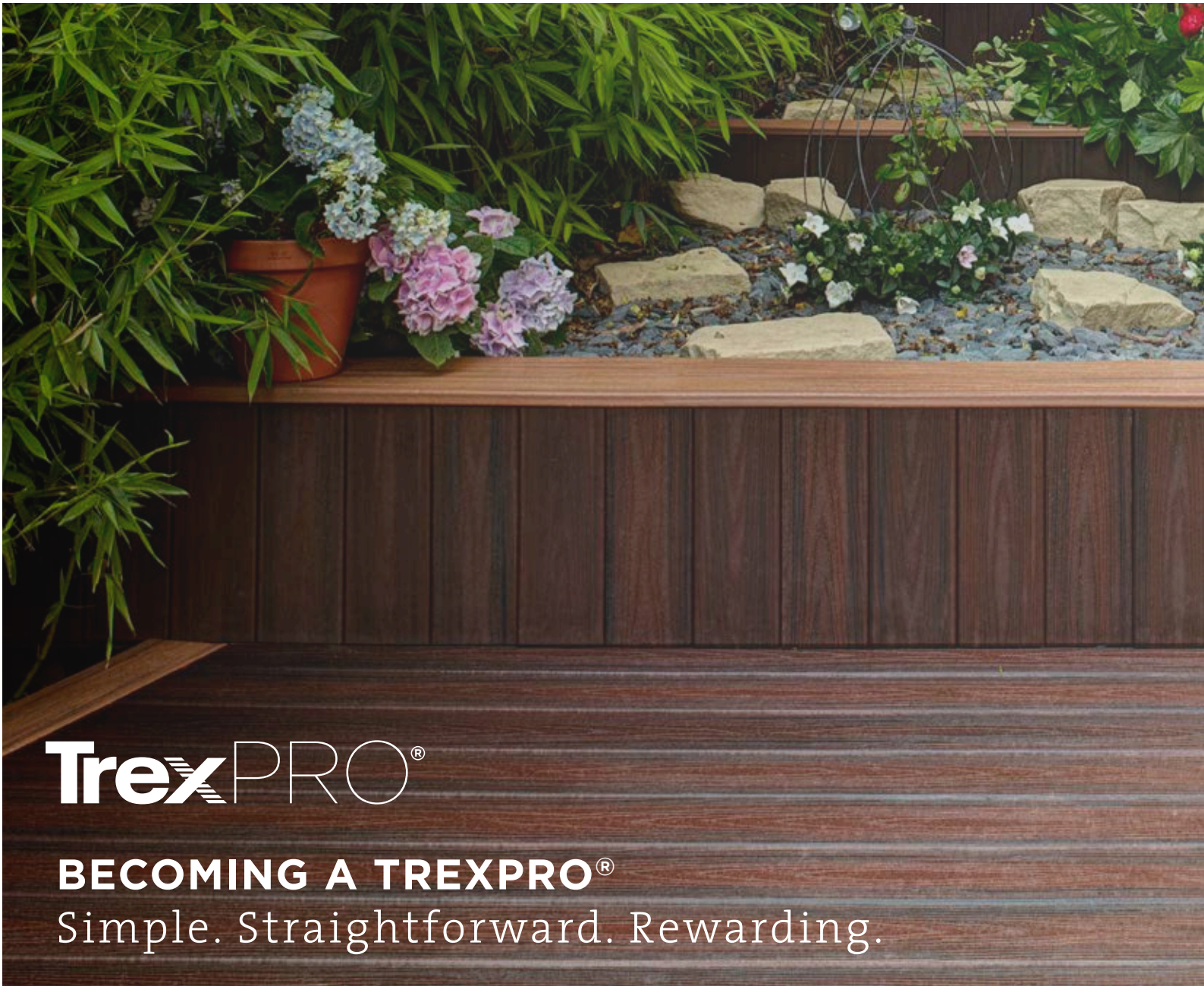


**Trex**PRO®

A loyalty program that actually builds your business

As the world's #1 decking brand, Trex offers business-building rewards to its well-qualified partners.

The TrexPro® platform makes it easy to increase your company's exposure with a customizable marketing program and win over customers with our long-lasting, low-maintenance products.



**Trex**PRO®

## BECOMING A TREXPRO®

Simple. Straightforward. Rewarding.

QUALIFY

## HOW TO REGISTER

1

### COMPLETE APPLICATION

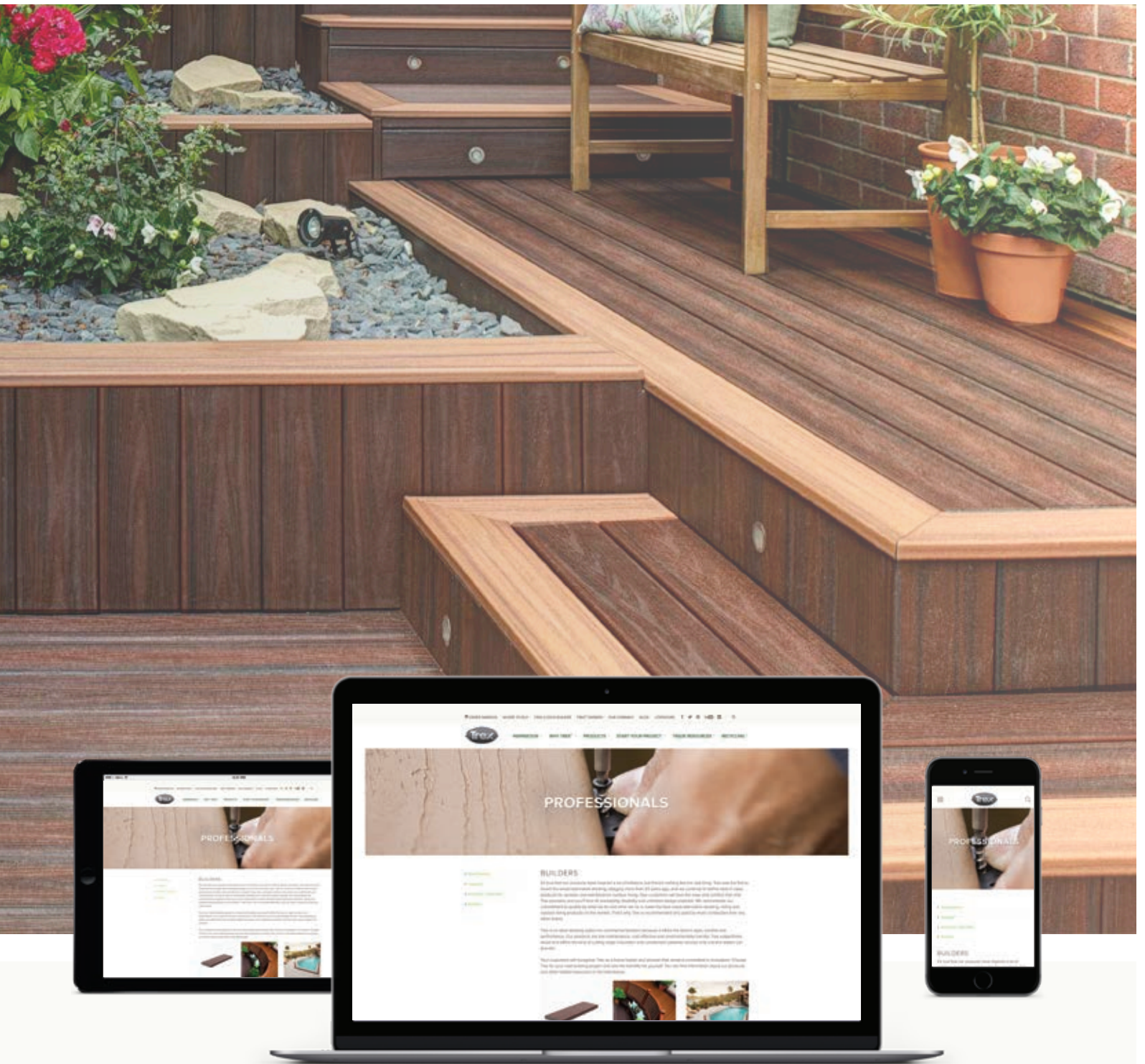
» Provide a state contractor's license (where applicable) and proof of current general liability insurance to state-required levels.

*A username and password will be sent to you. Log in at **my.trex.com**.*

2

### BUILD TREX DECKS

» Build three Trex decks within 12 months of submitting your application and register those projects on **my.trex.com**.

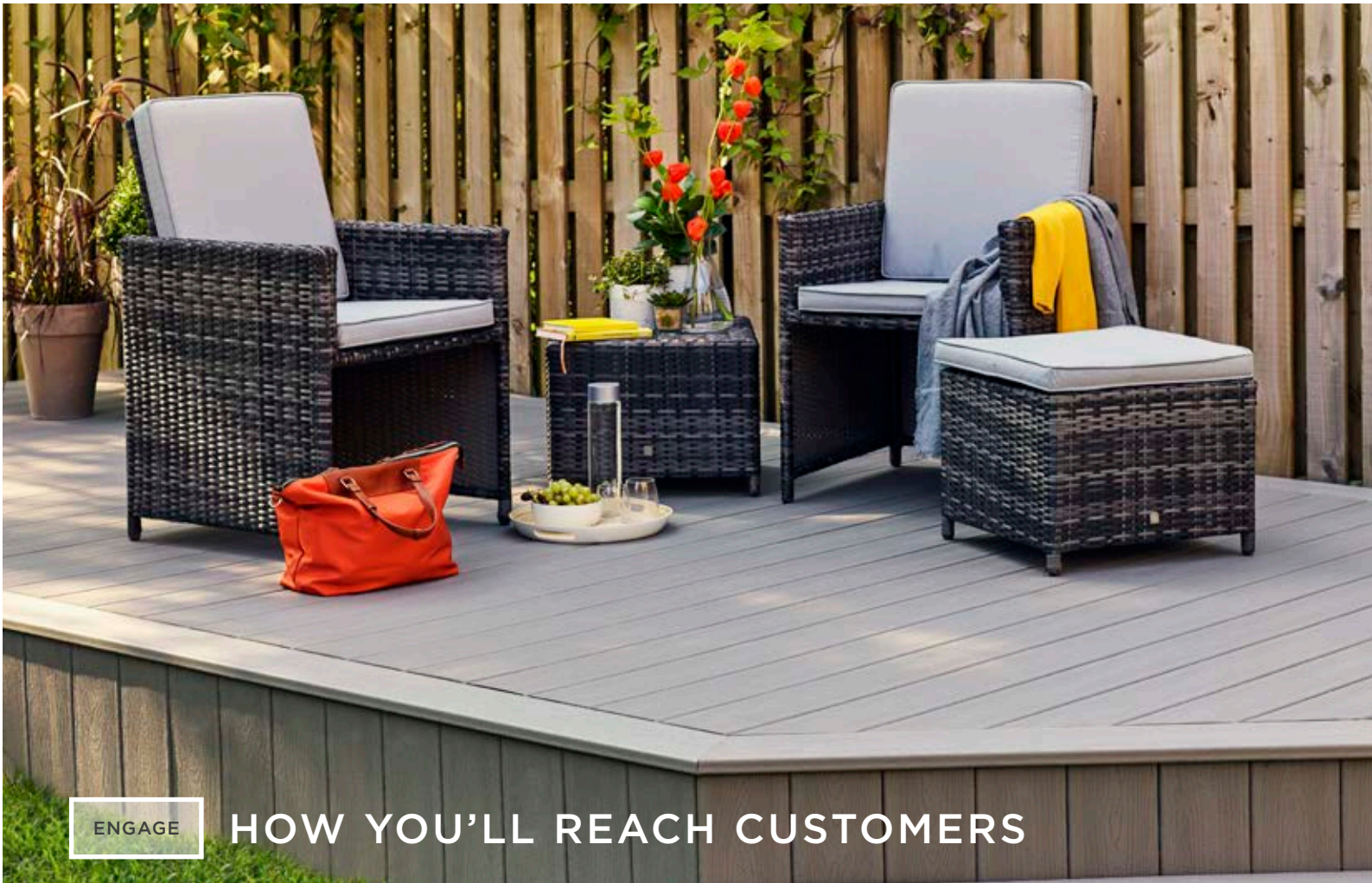


### 3

#### PASS OUR INSPECTION

» A Trex representative will inspect one of your three most recent projects for proper installation of Trex products.

REGISTER YOUR PROJECTS  
ON PHONE, TABLET OR PC

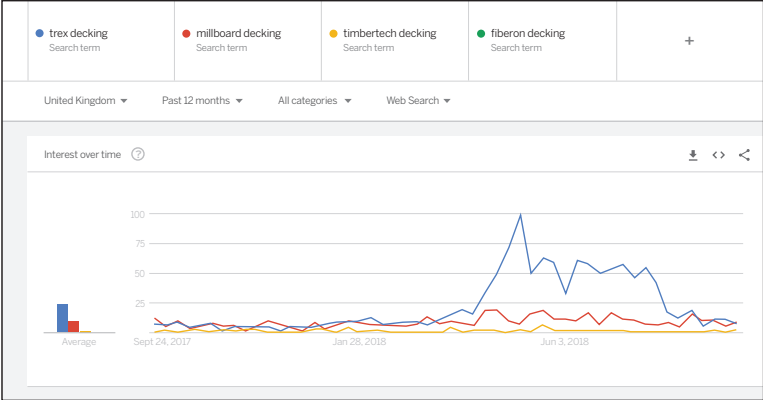


ENGAGE

# HOW YOU'LL REACH CUSTOMERS

### BE WHERE CUSTOMERS ARE LOOKING

- » Build your complimentary, SEO-friendly profile featured on **uk.trex.com**.
- » Upload photos of past Trex projects to showcase your company to prospective clients.
- » Feature your company's expertise and specialty services.
  - » Highlight your specialties in curved decking and/or railing, docks and marinas, and financing options.



Google Trends data

\*Results will vary

### TREX'S BRAND STRENGTH IS UNMATCHED

- » Trex search terms beat the competitor terms by a notable margin.

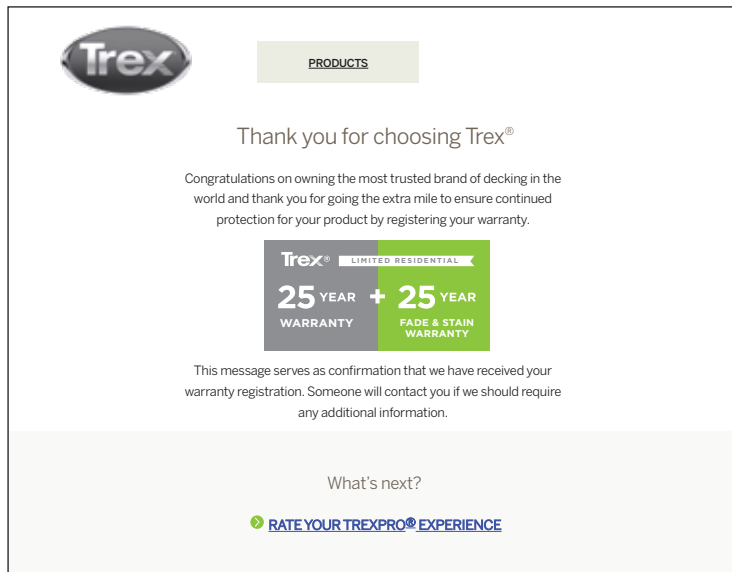


**EXCEL**

# HOW TO ADVANCE

## A SATISFIED CUSTOMER IS A REFERRING CUSTOMER

- » Register your customers' warranties on their behalf.
- » Trex will send a welcome kit containing warranty information, as well as a link to our Owner Resources and Customer Satisfaction Survey.
- » Trex posts survey results to your profile to help differentiate your business.



## MOVE UP

- » Meet or exceed the purchase thresholds to advance to TrexPro® Gold or TrexPro® Platinum.

CUSTOMER SATISFACTION SURVEY	
QUESTION	RESPONSE
Warranty Number	
Date of Project Completion (MM/YYYY)	
How did you hear about this contractor? <small>(check one or more)</small>	<input type="checkbox"/> Web Search <input type="checkbox"/> Referral <input type="checkbox"/> 800-BUY-TREX <input type="checkbox"/> Door Hanger <input type="checkbox"/> trex.com <input type="checkbox"/> Direct Mail Post Card <input type="checkbox"/> Yellow Pages <input type="checkbox"/> Yard Sign <input type="checkbox"/> Other (please specify)
Rate your overall experience with this TrexPro contractor	<input type="checkbox"/> Excellent ★★★★★ <input type="checkbox"/> Very Good ★★★★ <input type="checkbox"/> Good ★★★ <input type="checkbox"/> Fair ★★ <input type="checkbox"/> Poor ★
Comments <small>(255 character maximum)</small>	<hr/> <hr/> <hr/>

# INCREASE YOUR BUSINESS

## Increase Your Benefits

THREE LEVELS  
TO FIT EVERY  
BUSINESS MODEL:

**TrexPRO**<sup>®</sup>

**TrexPRO**<sup>®</sup>  
GOLD

**TrexPRO**<sup>®</sup>  
PLATINUM

<i>BENEFIT</i>	TREXPRO <sup>®</sup> (UP TO \$50K USD IN ANNUAL PURCHASES)	TREXPRO <sup>®</sup> GOLD (\$50K+ USD IN ANNUAL PURCHASES)	TREXPRO <sup>®</sup> PLATINUM* (\$100K+ USD IN ANNUAL PURCHASES) <i>(Platinum status requires web exclusivity)</i>
Welcome Kit & Reviews	●	●	●
Profile Page on Trex.com	●	●	●
Tiered Search Listing	3rd	2nd	1st
Find a TrexPRO Search Exposure	Post Code	Primary +1	Primary +5
Marketing Funds		1%	2%
TrexPRO Summit Meeting Invitation			●

### Ways to Use Your Marketing Funds:

- » Advertising
- » Collateral and Signage
- » Showroom
- » Custom Curve Oven
- » Professional Photography
- » TV Commercials
- » Posters and Yard Signs
- » Vehicle Wraps
- » Home Shows



## F.A.Q.

### Answers to your frequently asked questions.

#### **Why do I have to use Trex products three times to become a TrexPro?**

A TrexPro is someone who is proactively selling decks and adheres to our installation requirements.

#### **Do I have to purchase Trex leads?**

No. Leads from Trex are complimentary. As a TrexPro, thousands of consumers in your local market will view your profile page and learn about your company at no cost to you.

#### **How do I begin building my company profile page on trex.com?**

As a TrexPro, building your profile page is easy—log in to [my.trex.com](https://my.trex.com) to get started.

#### **I've misplaced the username and password for my account. Whom would I contact to get it sent to me?**

If you know your username, go to [my.trex.com](https://my.trex.com) to retrieve your password using the forgot password link. If you cannot remember your username or password, email Letasha Thompson at [lthompson@trex.com](mailto:lthompson@trex.com) for assistance.

#### **Can I make changes to my profile page at anytime?**

Yes. Changes are reviewed within seven business days before activation on your profile page.

#### **Will my profile page also include a link to my company website?**

If Trex is both prominently placed on your site and no direct competitors are present, then yes, consumers will be able to link out of [uk.trex.com](https://uk.trex.com) to your company website.

#### **Do I send warranty information to my customers, or does Trex send it to them directly?**

Once you register your customers' warranties for them on [my.trex.com](https://my.trex.com), Trex sends a welcome kit, including all pertinent warranty information, on your behalf.

#### **How do I begin registering Trex warranties on behalf of my customers?**

To register your customer's warranty, simply log on [my.trex.com](https://my.trex.com) and follow the instructions.

#### **I've been registering my Trex warranties for my customers all along. What will change?**

By registering on [my.trex.com](https://my.trex.com), you'll trigger a personalized welcome kit to be sent to your customer. This includes their warranty information, as well as a link to our Owner Resources and Customer Satisfaction Survey. The ratings and reviews from this survey will be collected and displayed on your profile page.

#### **Can I go back and register a previous customer's warranty?**

Yes. You may register a customer warranty for decks installed up to six months prior to the date of application.

#### **Can the general public post ratings and comments about my company that will be posted on my uk.trex.com profile page?**

No. The ratings and comments on your [uk.trex.com](https://uk.trex.com) profile page are generated solely by customers who complete our Customer Satisfaction Survey. The survey is only available through our welcome kit and requires a valid warranty number to access. The general public does not have access to this survey.

#### **What determines placement priority in the contractor search results page on trex.com?**

First, your level: TrexPro, Gold or Platinum. Second, customers can sort each level by ratings or distance from you to their home.

#### **Will all Customer Satisfaction Survey results be posted on my profile page, regardless of the rating?**

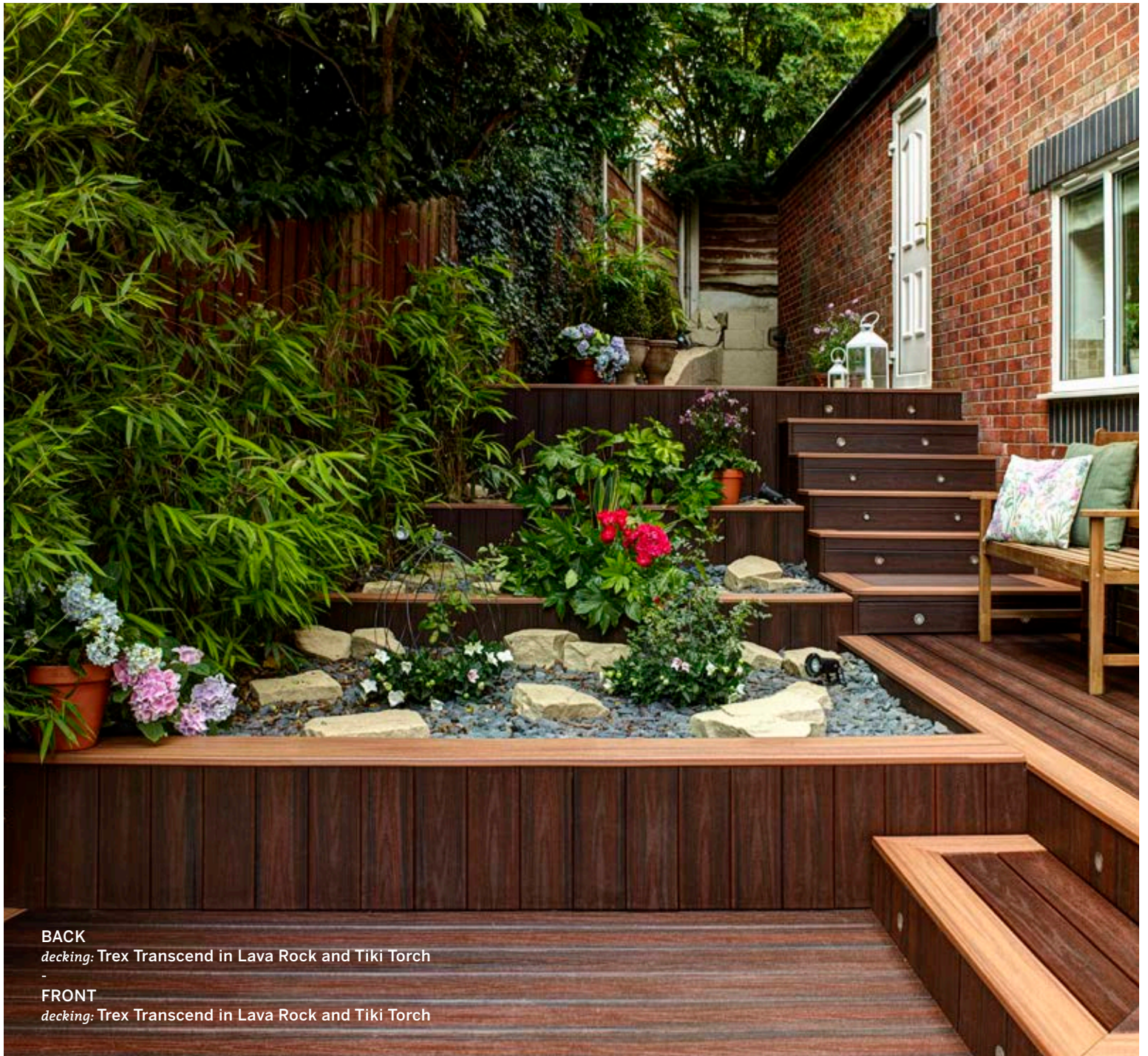
Yes. The integrity of the rating and review system depends on transparency to the consumer. Reviews are visible on [uk.trex.com](https://uk.trex.com) for 18 months from project completion date.

#### **Will the Customer Satisfaction Survey be measuring satisfaction with my company, with the product, or both?**

The Customer Satisfaction Survey questions relate solely to the customer's experience with their TrexPro installer.

#### **As a TrexPro, do I get marketing funds?**

Yes, at the TrexPro Gold and Platinum levels, marketing funds are awarded.



**BACK**  
*decking:* Trex Transcend in Lava Rock and Tiki Torch

**FRONT**  
*decking:* Trex Transcend in Lava Rock and Tiki Torch

DECKING | RAILING | LIGHTING | FASCIA | DRAINAGE



FIND US ON



Visit [uk.trex.com](http://uk.trex.com) or call 1-800-BUY-TREX

