



# RoofRoc Canada Limited

## Potential Distributor Information Form

Thank you for your expressed interest in becoming a distributor of RoofRoc Canada Limited ("RoofRoc") products. Please complete this form in order to provide us with information about your organization ("Interested Party") and the market(s) in which it operates.

This information will remain strictly confidential and will only be used to evaluate the opportunity of entering into a Distribution Agreement with RoofRoc. RoofRoc agrees not to make copies of this information and will return the completed form should the Interested Party and RoofRoc decide not to enter into an agreement.

### BUSINESS OVERVIEW

Legal name of Interested Party \_\_\_\_\_ Date established \_\_\_\_\_

Interested Party mailing address \_\_\_\_\_

Phone \_\_\_\_\_ Company Website \_\_\_\_\_

Main contact name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Interested Party trading territory (describe general boundary of trading territory)

\_\_\_\_\_

Number of branches (with storefront) \_\_\_\_\_ Number of employees \_\_\_\_\_

Briefly describe how you heard about RoofRoc and what you would like to accomplish with the proposed relationship.

\_\_\_\_\_

\_\_\_\_\_

### SALES AND MARKETING OVERVIEW

Size of sales force \_\_\_\_\_ Total annual sales \$ \_\_\_\_\_

Business mix (percentage of overall sales)

Steep slope \_\_\_\_\_ %

Low slope \_\_\_\_\_ %

(continued)

[www.roofroc.com](http://www.roofroc.com)

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# Potential Distributor Information Form *(continued)*

## SALES AND MARKETING OVERVIEW (CONTINUED)

Customer mix (percentage of overall sales)

Roofing contractors _____ %	Builder/contractor _____ %	Developer _____ %
Direct to end user _____ %	Other _____ %	

Product mix (percentage of overall sales)

Natural cedar shake _____ %	Metal _____ %	Asphalt _____ %
Synthetic roofing tile _____ %	Slate _____ %	Other _____ %

Synthetic roofing tile lines represented

Synthetic roofing tile line	Years represented	Total annual sales (\$)
_____	_____	_____
_____	_____	_____
_____	_____	_____

Sales prospecting (briefly describe all current sales prospect groups, and how you promote to each)

Prospect group <i>(i.e. Architects)</i>	How you promote to this prospect group <i>(i.e. One product knowledge session per month with five local architects.)</i>
_____	_____
_____	_____
_____	_____
_____	_____

Anticipated annual sales of RoofRoc (if distribution rights are granted)

Year One \$ \_\_\_\_\_      Year Two \$ \_\_\_\_\_      Year Three \$ \_\_\_\_\_

Interested Party understands the following:

- 1** This form does not bind the Interested Party to accept, nor does it bind RoofRoc in any way, to offer a RoofRoc Distributor Agreement to the Interested Party. Any investments, outlays, agreements, and other acts or omissions made by the Interested Party in anticipation of such a Distributor Agreement or in reliance upon this form, are made at the Interested Party's sole risk and responsibility and do not obligate RoofRoc or any of its employees or agents in any way.
- 2** The execution of a written Distributor Agreement between RoofRoc and the Interested Party is the only manner by which the Interested Party may be appointed a distributor of RoofRoc products.

Date completed by the Interested Party \_\_\_\_\_

Name of person preparing information \_\_\_\_\_