



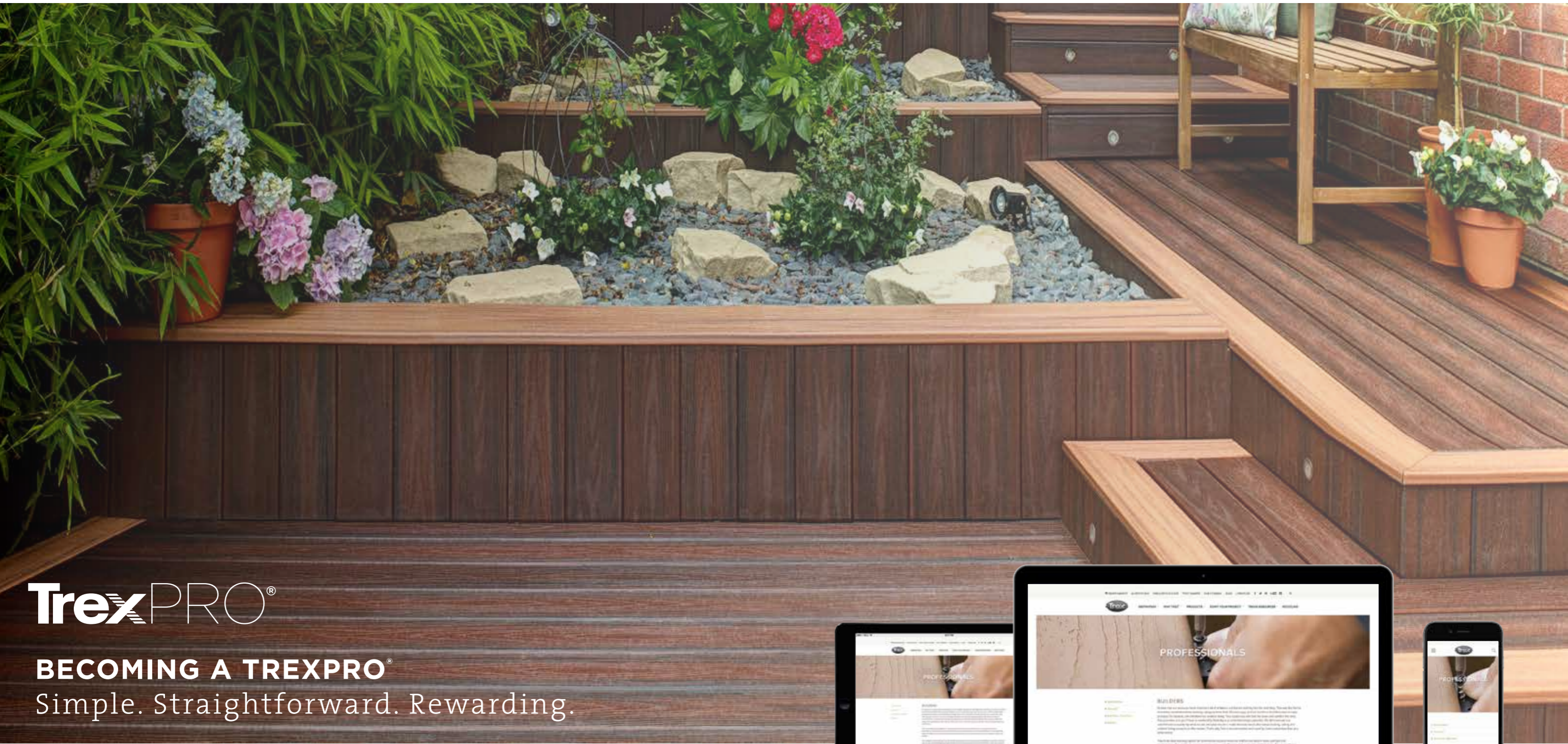
PLATFORM OVERVIEW



TrexPRO®

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.



TrexPRO[®]

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.

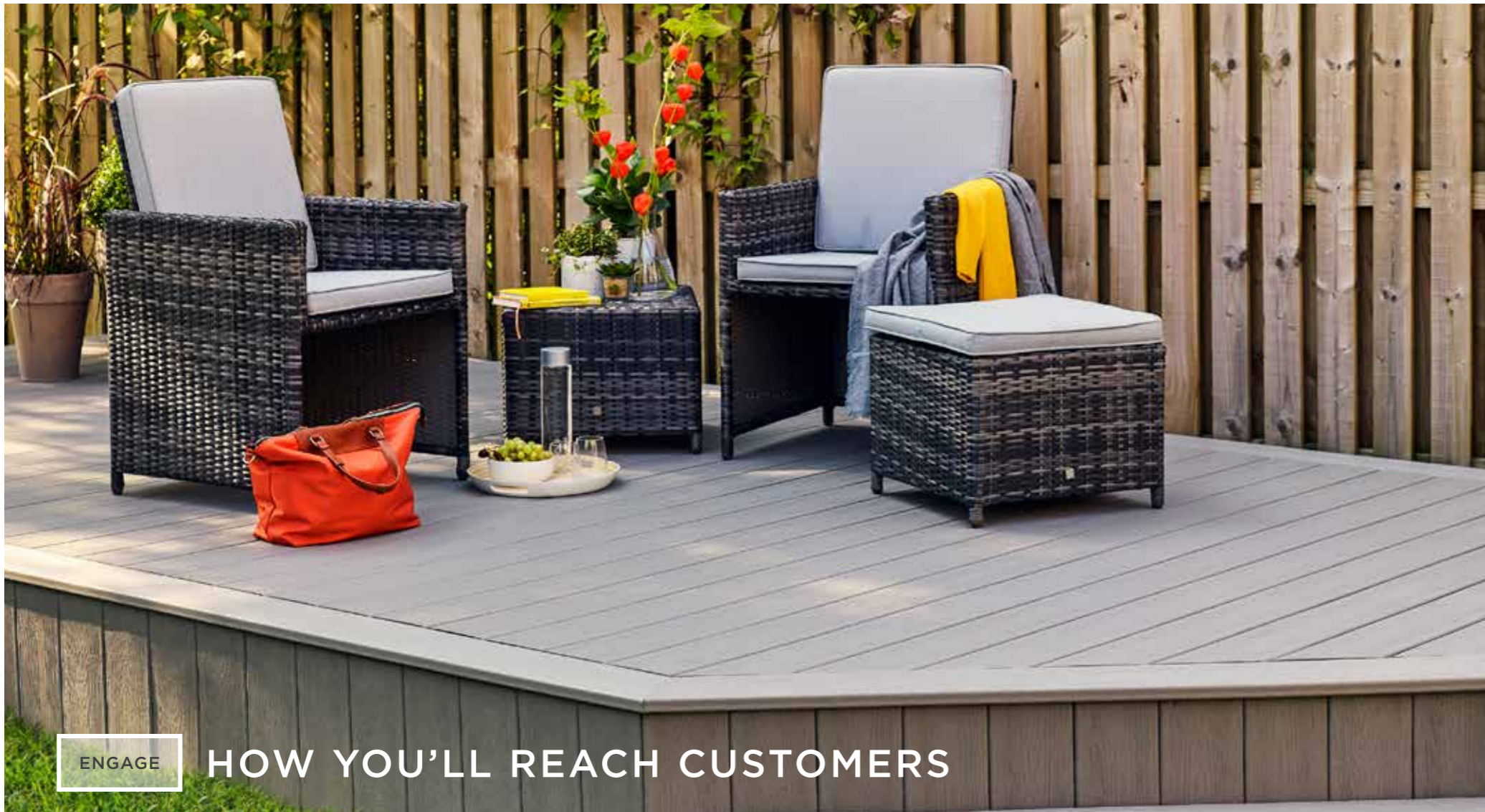
2 BUILD TREX DECKS

» 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.

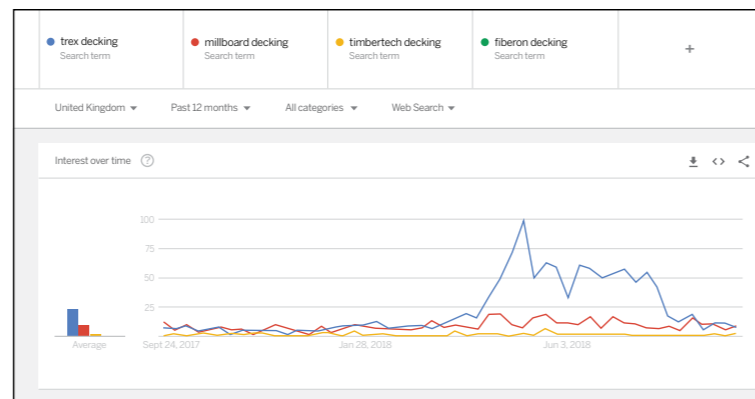
REGISTER YOUR PROJECTS
ON PHONE, TABLET OR PC



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

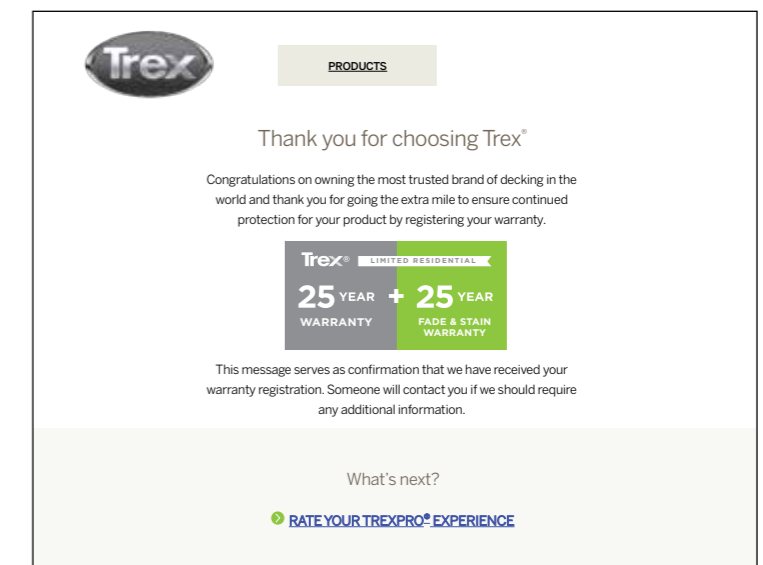
TREX'S BRAND STRENGTH IS UNMATCHED

- » 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? (check one or more)	<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 (255 character maximum)	

INCREASE YOUR BUSINESS

Increase Your Benefits

THREE LEVELS
TO FIT EVERY
BUSINESS MODEL:

TrexPRO®

TrexPRO®
GOLD

TrexPRO®
PLATINUM

BENEFIT	TREXPRO® (UP TO \$50K USD IN ANNUAL PURCHASES)	TREXPRO® GOLD (\$50K+ USD IN ANNUAL PURCHASES)	TREXPRO® PLATINUM* (\$100K+ USD IN ANNUAL PURCHASES) (Platinum status requires web exclusivity)
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 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 to retrieve your password using the forgot password link. If you cannot remember your username or password, email Letasha Thompson at 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 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, 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 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, 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 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?

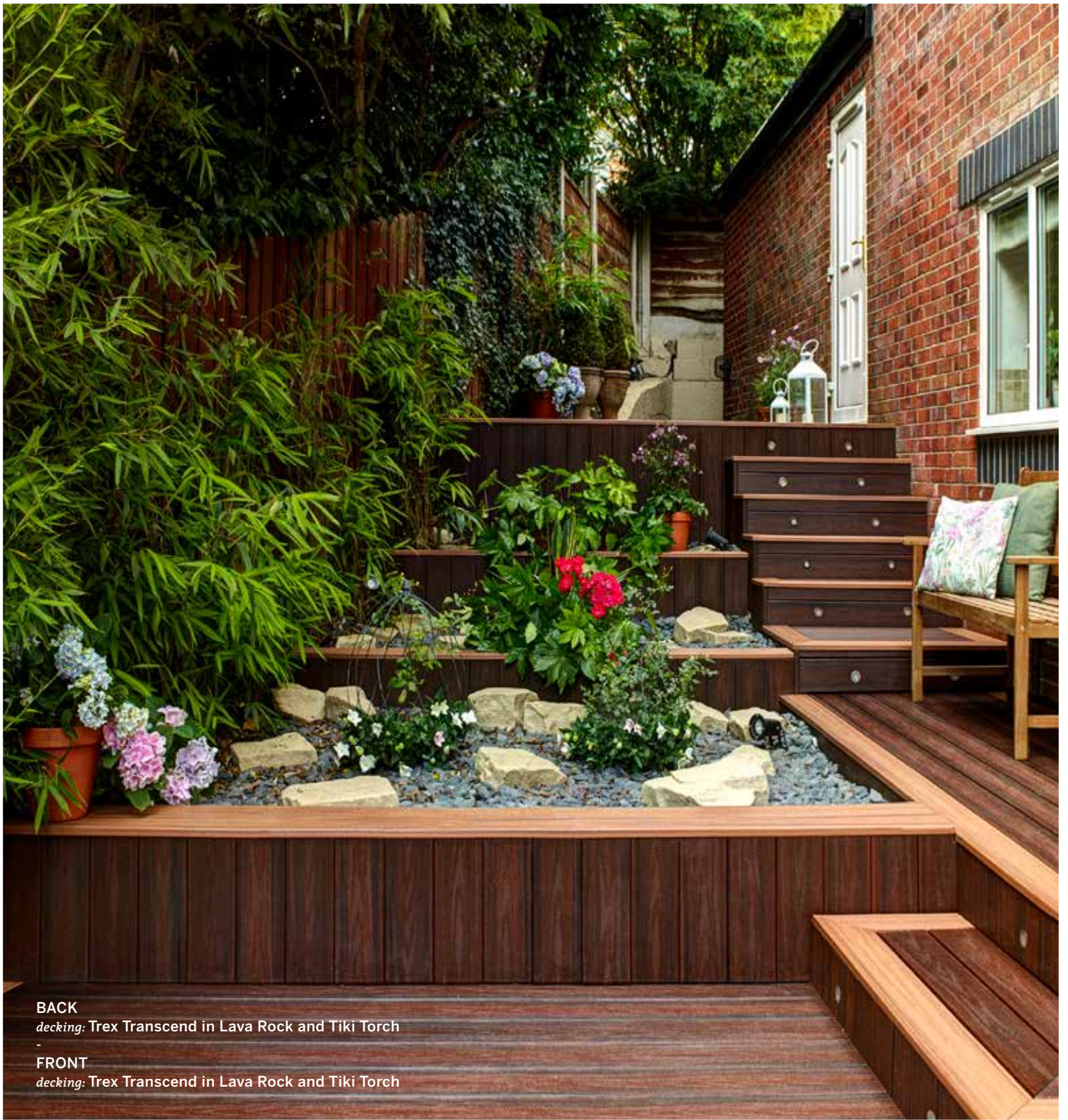
Yes. The integrity of the rating and review system depends on transparency to the consumer. Reviews are visible on uk.trex.com for 18 months from project completion date.

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 or call 1-800-BUY-TREX

