



“Quality You Can Trust Since 1886... from  
America’s Largest Roofing Manufacturer”

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**To: Customers Of Polar Builders**  
**Subject: Letter of Recommendation**

*There is bad news... and good news. The bad news is that it's time for you to invest in a new roofing system. My personal belief is that the good news is that you've chosen **Polar Builders** to provide you a proposal.*

***Polar Builders** is one of the less than 2% of the contractors in the United States that have earned the prestigious distinction of a Master Elite™ contractor. Simply, this means that they have committed their company to providing you complete satisfaction... and they invest in the capability to deliver on this promise through some of the industry's most advanced training techniques for all of their installers and foreman.*

*Who are we? GAF Materials Corporation is North America's largest roofing manufacturer. More importantly, people who know roofing systems best – custom home builders and architects – use our products more than any other manufacturer, often for their own homes. Many have switched to our brand because of the quality. For example, we are the only residential shingle manufacturer that produces each of the major components of a shingle, so that we can better assure quality. Our shingles have a UV blocker to protect against sunlight, use a ColorLock™ ceramic firing process to keep the beauty for years, have a Microweave™ fiberglass mat inside the shingle to help prevent splitting and cracking and have a special DuraGrip™ adhesive system to help prevent shingles from blowing off.*

*My guess is that **Polar Builders** has presented the Weather Stopper™ 5-part Roofing System to you, which has earned the prestigious Good Housekeeping Seal of Approval. Many experts will tell you that this system, installed by a Master Elite™ Contractor like **Polar Builders**, is not only your best choice – it is your safest choice.*

*Thanks for considering a GAF roofing system installed by **Polar Builders**. We trust that you'll see the value of investing in a quality solution to protect your home.*

Sincerely,

Mike Goldenstein