

# ALLIANCE

VETTED TRAINED **PROVEN**

We're here to help you  
achieve new levels of success.





# Align yourself with America's #1 brand of siding.\*

Strengthen your business by giving customers the long lasting beauty and trusted protection of Hardie® fiber cement products. With our wide variety of profiles, sizes, textures and colors, you can bring your customer's vision to life. Beyond the obvious curb appeal, there's a reason Hardie® products are so popular – uncompromising performance.

\*Based on Freedonia 2022 Global siding (Cladding) demand estimates and James Hardie Sales in North America



## Siding that stands up to the elements.

Hardie® fiber cement products resist damage from fire, water, weather, pests, and time—helping protect your customers’ most precious assets for the long haul.



### Won't burn

Will not ignite when exposed to direct flame - nor contribute fuel to a fire.\*\* In contrast, fire feasts on wood and melts vinyl.



### Moisture resistance

Engineered to resist water and humidity - and will stand up to damage from rain, sleet and snow better than wood-based siding, which will swell and expand more when exposed to moisture.



### Weather resistance

Made to withstand extreme weather: hurricanes, rain storms, strong winds, extreme heat, UV rays, humidity, snow, hail, freezing temperatures, and more.



### Holds no appeal to pests

Holds no appeal for pests and won't be eaten by termites, while engineered wood and natural wood siding are vulnerable to woodpeckers and other pests.



See the proof

## Build your business with the James Hardie™ ALLIANCE.

Designed to be much more than a rewards program, the James Hardie™ ALLIANCE benefits members at every level and offers an array of features that will help your business reach its unique goals and achieve greater credibility with homeowners.

By joining a network of like-minded industry professionals and affiliating your business with the #1 brand of siding in North America\*, you can benefit from James Hardie's significant investment in direct-to-consumer marketing to drive homeowner demand.



- ✓ Detailed guidance on how to deliver product benefits to homeowners
- ✓ In-person support to help you sell your first few leads
- ✓ Dynamic in-home presentations and demonstration pieces



- ✓ 1-on-1 assistance from James Hardie technical specialists
- ✓ First Board, First Nail™ trainings at the start of key projects
- ✓ Help implementing best practices for time and cost savings



- ✓ Contractor portal that makes it easy to access tools and engage with James Hardie support, whether you're in front of your computer or on your phone
- ✓ Robust dashboard and reporting capabilities for logging jobs and managing leads
- ✓ Suite of digital trainings that is continually updated and expanded



- ✓ Lead generation solutions through digital and jobsite marketing plans
- ✓ Inclusion in the James Hardie Contractor Locator for increased exposure amongst homeowners
- ✓ Use of Google reviews to support search engine optimization
- ✓ Ability to earn both Tier Points and Hardie™ Rewards with each job logged

\*\*Hardie® fiber cement products are noncombustible and/or have a Class A fire rating when tested in accordance with ASTM E84. Fiber cement fire resistance does not extend to applied paints or coatings, which may be damaged or char when exposed to flames. The use of noncombustible siding, combined with other fire mitigation measures, can help harden a home against external fire.

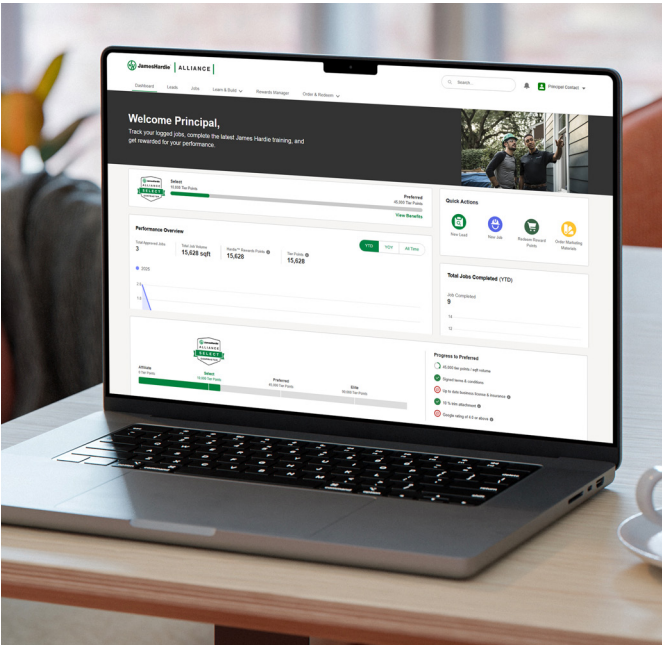


Enjoy a variety of valuable benefits at every tier.

**Elevate your business and your status.**  
Once your company enrolls in the network, you will gain access to valuable resources, build your credibility, and stand out from the crowd. As you advance membership tiers, you can take advantage of additional lead generation opportunities, training, and rewards.  
No matter what tier you belong to, when homeowners see the James Hardie™ ALLIANCE logo, they'll recognize you as a proven affiliate of the trusted industry leader.

Make growth and profitability a team effort.

One of the great things about the James Hardie™ ALLIANCE is that when you join, every individual on your team can join as well. Contractor business owners are allowed unlimited user accounts for adding team members and sharing privileges. This means you have the ability to assign trainings, grant Hardie™ Rewards points, and delegate tasks such as updating leads and logging jobs.  
As the account holder, you can provide each of your team members with their own login and password. You can also assign them one of five unique personas based on their role in your business. The names of these personas and associated permission rights can be found below:



- Elite Tier**  
**All the benefits of the Preferred Tier, plus:**
- Enhance your premium directory listing on the James Hardie Contractor Locator with the ability to display a video
  - Maximize your rewards with a 3X Hardie™ Rewards Points multiplier
  - Gain access to James Hardie-funded research for valuable insights to drive informed business decisions



- Preferred Tier**  
**All the benefits of the Select Tier, plus:**
- Gain valuable insights from Enriched Leads, combining lead activities from JamesHardie.com with third-party data, for better homeowner interactions
  - Stand out with a premium directory listing on the James Hardie Contractor Locator
  - Maximize your rewards with a 2X Hardie™ Rewards Points multiplier
  - Opportunity to attend the exclusive James Hardie™ ALLIANCE Summit and President's Club (invite only\*)



- Select Tier**  
**All the benefits of Enrolled, plus:**
- Grow your business with access to JamesHardie.com generated homeowner leads
  - Increase your visibility with a directory listing on the James Hardie Contractor Locator
  - Create and deploy co-branded marketing materials through Marketing Zone
  - Receive a complimentary Radius Marketing Kit upon reaching the Select tier (\$290 value)
  - Build trust with homeowners by showcasing the Tier Logo
  - Gain access to Hardie™ Store to shop samples, sales tools, and more



- Enrolled**
- Receive live overview of the James Hardie™ ALLIANCE
  - Earn Hardie™ Rewards Points on qualifying Hardie® products submitted within 90 days of installation
  - Redeem Hardie™ Rewards Points for business-building tools, merchandise, or travel
  - Enhance your digital marketing efforts with a quarterly social media package
  - Access relevant training content to help you and your team succeed with James Hardie
  - Take advantage of exclusive third-party discounts and offers
  - Add relevant James Hardie content to your website with a website iFrame
  - Explore upcoming learning sessions, business opportunities, and networking events via the events calendar
  - Stay informed with an exclusive monthly newsletter featuring updates relevant to your business

\*There is significant flexibility on which businesses are invited to the James Hardie™ ALLIANCE Summit. President's Club is predominantly driven by volume which prioritizes Elite Tier members.



|   | Principal | Partner | Sales & Marketing | Project Operations | Team Member |
|---|-----------|---------|-------------------|--------------------|-------------|
| Review Training Modules                                   | ✓         | ✓       | ✓                 | ✓                  | ✓           |
| Access Support Services                                   | ✓         | ✓       | ✓                 | ✓                  | ✓           |
| Explore Hardie™ Rewards Catalog                           | ✓         | ✓       | ✓                 | ✓                  | ✓           |
| Manage Leads & Log Jobs                                   | ✓         | ✓       | ✓                 | ✓                  | ✗           |
| Create Co-branded Marketing Materials with Marketing Zone | ✓         | ✓       | ✓                 | ✗                  | ✗           |
| Administer Team User Account Settings                     | ✓         | ✓       | ✗                 | ✗                  | ✗           |
| Allocate Points to Team Members                           | ✓         | ✓       | ✗                 | ✗                  | ✗           |
| Order Samples & Sales Tools from Hardie™ Store            | ✓         | ✗       | ✗                 | ✗                  | ✗           |
| Control Account Security Settings                         | ✓         | ✗       | ✗                 | ✗                  | ✗           |





# Hands-on installation solutions to give you a competitive advantage.

**Your install crews are welcome** to sharpen their skills with invaluable training for Hardie® products. And when your crews work more efficiently, your company can save time, save money and avoid unwanted callbacks. We make it easy for you to make your work stand out from the competition.

**On-site First Board, First Nail™ program** covers installation fundamentals for our full line of products, to help ensure your first Hardie® siding install goes well.

# SIDEMASTER



**SIDEMaster® Training** is conducted by James Hardie's installation experts. The program combines hands-on exercises with visual demonstrations to help install crews better solve daily challenges.

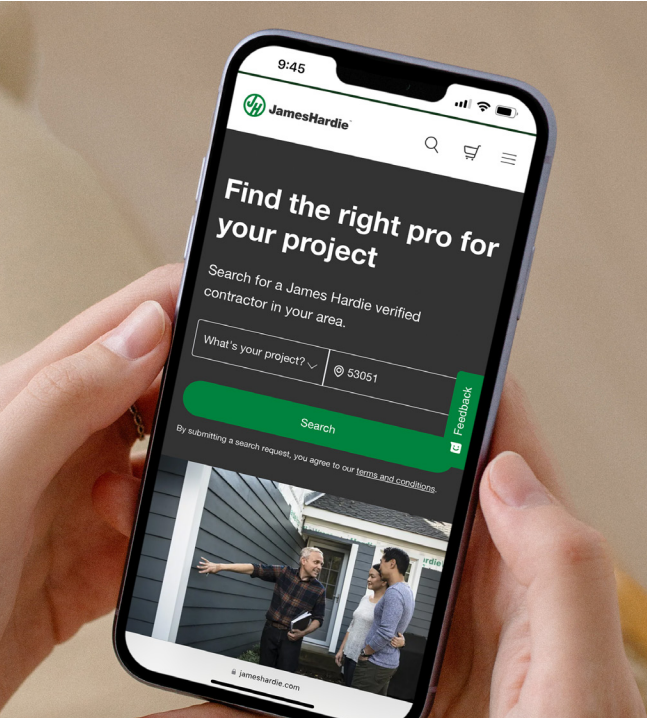
- Share best practices for nearly every application
- Easy-to-follow, step-by-step illustrations
- Consistent solutions help crews work together more effectively
- Guidance on how to properly run efficient jobsites to help install more product each day

# Earn & Redeem Rewards

Participants in every tier enjoy many ways to earn and redeem reward points. Submit jobs, complete online training seminars, achieve job submission milestones, and unlock bonuses as you progress through the tiers. Then, spend your points on whatever you'd like: from business building tools to a well-earned vacation!

# Generate Leads

Homeowners who request a quote on the James Hardie website will have their information distributed to up to three members of the James Hardie™ ALLIANCE. Members of the Select, Preferred and Elite tiers will have their profile featured on the James Hardie Contractor Locator, allowing homeowners searching for a proven professional to find and contact them directly for an estimate.



# Marketing Tools

In addition to exclusive online and hands-on marketing courses, the James Hardie™ ALLIANCE offers:

- Access to in-home sales tools to demonstrate the value of Hardie® products to homeowners
- Digital asset and content packages for your company website and social media channels
- Access to the Marketing Zone\* for creating co-branded jobsite marketing materials
- Samples and collateral to exhibit Hardie® products at home shows

\*Available to Select Members and above.



“We’ve been so pleased to be working with James Hardie. It’s been amazing to deal with a manufacturer that provides technical support and marketing support. Every time we ask for anything, there’s somebody there to help us.”

– Thomas W., Contractor  
Atlanta, Georgia



See what other contractors are saying.





## Build your brand with James Hardie.

Whether you're focused on growing your business—or simply want to take advantage of the homeowner demand that comes from affiliation with the #1 brand of siding in North America\*—James Hardie is here to help get the job done.

Unlike many of our competitors, we make significant and steady investments in local, regional, and national advertising campaigns.

Homeowners from coast to coast are already aware of James Hardie's strong reputation and we're committed to translating that familiarity into increased profit for our contractor affiliates.

### 360 Integrated Marketing Efforts



National & Local TV



Digital Media & Search Campaigns



Social Media



Personalized & Dynamic Content

### High-Reach National Media Programs



## The trusted leader.



America's #1 brand of siding and the world's largest producer of fiber cement siding and backer board.

\*Based on Freedonia 2022 Global siding (Cladding) demand estimates and James Hardie Sales in North America.



Hardie® products have been chosen to help protect more than 10 million homes in North America.\*\*

\*\*Estimate based on sales volume and average house size



Hardie® products are backed by the Good Housekeeping Seal.\*\*\*

\*\*\*Visit [www.jameshardie.com/goodhousekeeping](http://www.jameshardie.com/goodhousekeeping) for a complete list

Learn how your business can reach new levels of success.

Call **877-336-2339** today.

Join the James Hardie™ ALLIANCE by visiting [hardiealliance.com](http://hardiealliance.com)

