

Contractors

BMI

Expert and Elite level



Solution

- My customers want assurances that their roof will be covered even if my business is not around anymore
- As a BMI RoofPro Elite member, I can provide that assurance to them
- I can prove that the solutions I install have a guarantee as it's issued by BMI directly to the building owners
- I can show an added value to the BMI systems and sell these to my customers.
- Being a BMI RoofPro Elite Member differentiates me from the rest of the roofing contractors as I can provide this exclusive guarantee to my customers
- Being a BMI RoofPro Elite member is beneficial to my business
- As an Elite member I also have the peace of mind that if something fails that BMI is there to support me even if I have made a mistake

Partner, Expert and Elite level



System

- When I have to use more than one product (almost always) it's better that all of them are BMI (a BMI system) as system guarantees are better than individual product guarantees
- My customers will rather buy a system that's meant to work together than a list of products from different suppliers.
- I can prove that the systems I sell have a guarantee as it's issued by BMI directly to the building owner
- I can show added value to the BMI systems and can sell these to my customers.
- It's more profitable for me to sell BMI systems
- It is more efficient for me to sell BMI Systems, as it is just one supplier, one installation guidelines and I'm confident in the knowledge that BMI ensures quality.

Non-RoofPro members, Partner & Expert level



Product

- It's better to use BMI products as they have the best transparent guarantees