



InfoFAX

"Quality You Can Trust since 1886...from
North America's Largest Roofing Manufacturer"

TO:
GAF-Elk Master Elite™
GAF Master Select™
Contractors
From:
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Potential Tax Credits & Rebates For Energy Star® Qualified Shingles

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| <p>New Government Stimulus Program Offers Tax Credit Opportunity...</p> | <ul style="list-style-type: none"> ● Tax Credit and other rebates offer saving opportunities to some residential property owners... <ul style="list-style-type: none"> ○ Energy Star® qualified asphaltic roofing shingles <u>may</u> qualify for tax credits up to \$1500 per residential property ○ Other Incentives... go to www.dsireusa.org for summaries of utility and other local incentives |
| <p>What is Energy Star® ?</p> | <ul style="list-style-type: none"> ● Energy Star® is... a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping property owners save money and protect the environment through energy efficient products and practices that meet strict energy efficiency guidelines ● Energy Star®... qualifies many different energy saving products from refrigerators to roofing ● Energy Star® Web Site (energystar.gov)... lists qualifying products and says some <u>roof products</u> can reduce peak cooling demand up to 15% and lower roof temperatures up to 100° F |
| <p>What GAF-Elk Energy Star® Qualified Shingle Products can I use?</p> | <ul style="list-style-type: none"> ● Timberline® Prestique® 40 HD Cool Color Series... available in 3 popular colors, Cool Weathered Wood, Cool Antique Slate and Cool Barkwood ● Timberline® Prestique® 30 and Lifetime White... produced only in the Tampa service area <ul style="list-style-type: none"> ○ They can be special ordered to any part of the country ○ Note: minimum quantities and extra freight charges may apply ● Royal Sovereign® White... available in all plants and service areas |
| <p>How should Contractors use this opportunity?</p> | <ul style="list-style-type: none"> ● Educate Property Owners About... the long term savings opportunity from <u>Cool Color or Energy Star Qualified Shingles</u> and about the potential for additional savings through rebates and tax incentives ● Mention That: <ul style="list-style-type: none"> ○ Tax Preparers... with proper expertise should determine if the property owner qualifies for a tax credit or not, and how much to claim ○ Energy Savings Can Vary Significantly... with geography, climate, architecture, orientation, etc. ○ Property Owners... should consult their architect, engineer, or energy auditing expert for savings estimates. <u>Even experts will likely only provide an estimate.</u> |
| <p>What else is required?</p> | <ul style="list-style-type: none"> ● A Manufacturer's Certification Statement... the IRS encourages manufacturers to provide a certification to help identify qualified products <ul style="list-style-type: none"> ○ This statement is attached and posted on our web site www.gaf.com under <u>Cool Roof Central</u> under the heading "Potential Savings" for easy download ○ Taxpayers taking a credit should complete the form (not contractors) and keep a copy for their records ○ Taxpayers do not have to submit a copy with their tax return ○ Federal tax credit applies to qualified installations in 2009 or 2010 |
| <p>Any Other Updates?</p> | <ul style="list-style-type: none"> ● Low Slope Membrane or Coating Products... are not included in the stimulus rebates at this time ● See www.gaf.com under <u>Cool Roof Central</u>... for many other useful links and resources |
| <p>Questions & Technical Help</p> | <ul style="list-style-type: none"> ● GAF-ELK Contractor Services... can provide detail on all GAF-Elk energy savings products as well as answer questions about other energy programs like LEED, Energy Star, Title 24 in California and more ● Contact Telephone... 1-800-766-3411 |