

Market Update

PRICE INCREASE ANNOUNCEMENT

The following Market Update is provided to you as a service by Dealers Choice to keep you informed of current market trends and pricing information on products. Please plan accordingly for your needs. If you run into a problem with direct loads, call your salesperson for delivery and availability out of our warehouse.

UPCOMING PRICE INCREASES

SUPPLIER	EFFECTIVE	INCREASE	PRODUCT
Tamko	July 15	6%	All Residential and Waterproofing Products
Malarkey	July 29	6%	All Residential Products
GAF	August 1	4-6%	All Residential Products
Atlas	August 1	5-7%	Shingle and Accessory Products
Certainteed	August 1	6%	All Residential Products
IKO	August 1	5 - 7%	All Residential Products
Owens Corning	August 1	5-7%	Shingle and Residential Roofing Accessory Products

SUMMER PROMOTION



NEW OR RETURNING PRO+ USERS

1. Log-in or sign up for **Dealer PRO+**
2. Register for the **Summer Adventure Program**
 - Every **\$25,000 of GAF residential roofing products** through Dealer PRO+ (1) grand prize entry
 - Every **\$25,000 of GAF Timberline UHDZ shingles** products through Dealer PRO+ (3) grand prize entries

FIRST TIME ORDER BONUS

- Earn a **\$500 MASTERCARD E-Card** when you place your first \$25,000 order of GAF Residential Roofing Products digitally in 2024
- Dealer Rewards customers placing their first digital order get an extra **\$250 E-Card**. Must be enrolled in Dealer Rewards



Scan the QR code to register for the **Summer Adventure Promotion**.

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