



PLATFORM OVERVIEW



TrexPRO®

A loyalty program that actually builds your business

As the world's #1 decking brand, Trex® offers business-building rewards to its well-qualified partners. The TrexPro® platform makes it easy to increase your company's exposure with a customizable marketing program and win over customers with our long-lasting, low-maintenance products.



BECOMING A TREXPRO®

Simple. Straightforward. Rewarding.

QUALIFY HOW TO REGISTER

1 COMPLETE APPLICATION & W-9

Provide a state contractor's license (where applicable) and proof of current general liability insurance to state-required levels. A username and password will be sent to you. Log in at trexcommunity.force.com/trexpro/s/

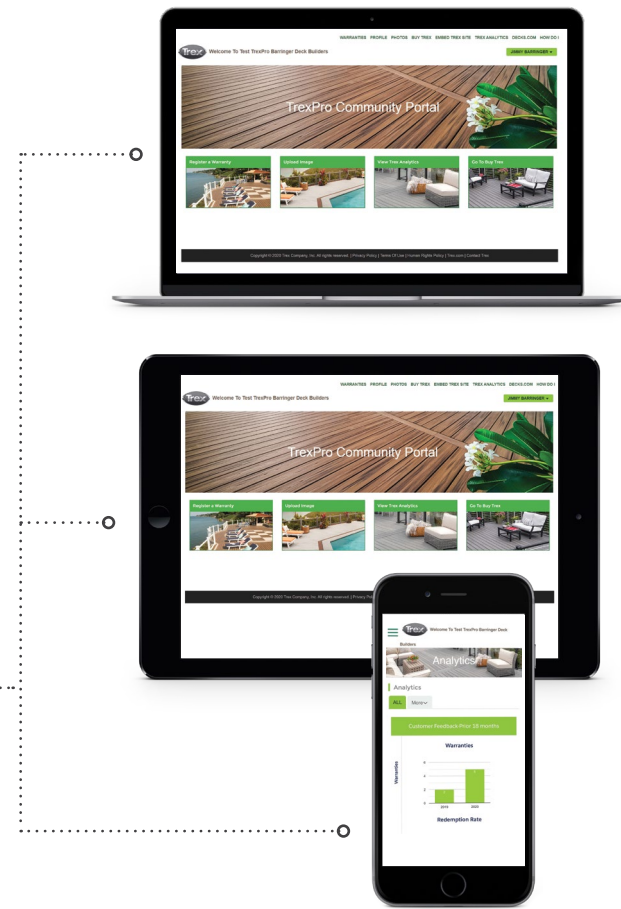
2 BUILD TREX DECKS

Build three* Trex decks (one with Trex railing) within 12 months of submitting your application and register those projects on trexcommunity.force.com/trexpro/s/

REGISTER YOUR PROJECTS ON PC, TABLET OR PHONE

3 PASS OUR INSPECTION

A Trex representative will inspect one of your three most recent projects for proper installation of Trex products.



For more information, call **1-800-BUY-TREX** or visit trex.com/resources/trex-pro/becomeatrexpro

ENGAGE

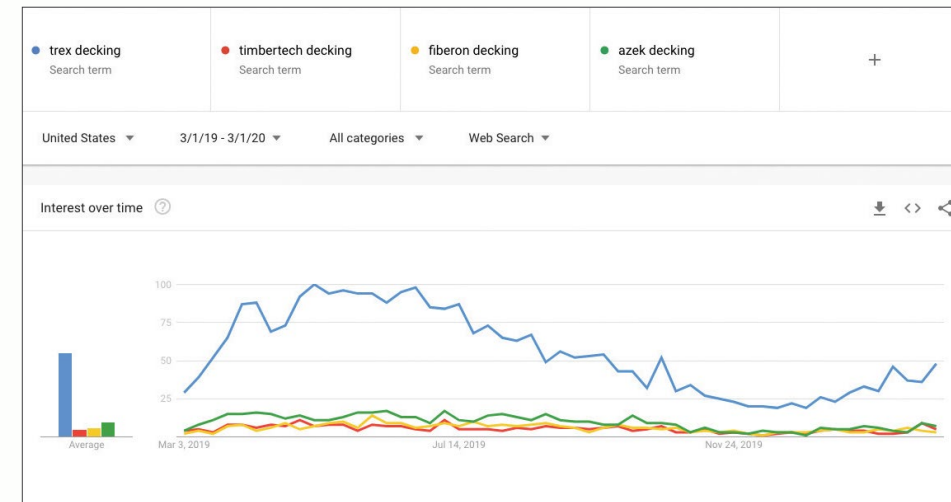
HOW TO REACH CUSTOMERS

BE WHERE YOUR CUSTOMERS ARE

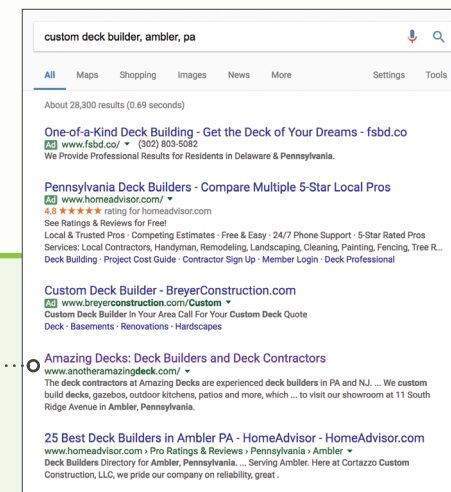
- » Build your complimentary, SEO-friendly profile on **trex.com**
- » Upload photos of past Trex projects to showcase your workmanship to prospective clients
- » Feature your company's expertise and specialty services
 - Highlight your specialties in curved decking and/or railing, Trex Elevations® steel framing, docks and marinas, as well as financing options

TREX'S BRAND STRENGTH IS UNMATCHED

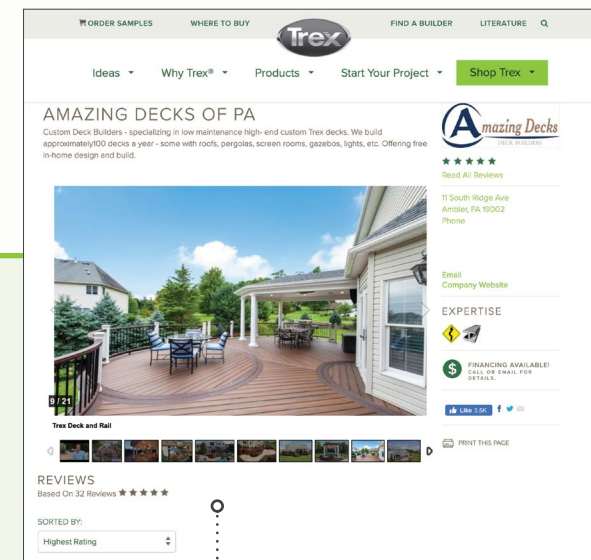
- » Trex search terms beat competitor terms by a notable margin



Google Trends data



As a TrexPro, you'll rank higher in search results, which could mean more customers.



Your profile page lets you display your work and capabilities in one convenient place.



EXCEL

HOW TO ADVANCE

A SATISFIED CUSTOMER IS A REFERRING CUSTOMER

- » Register your customers' warranties on their behalf
- » Trex will send a welcome kit containing warranty information, as well as a link to our Owner Resources and Customer Satisfaction Survey
- » Trex posts survey results to your profile to help differentiate your business

MOVE UP

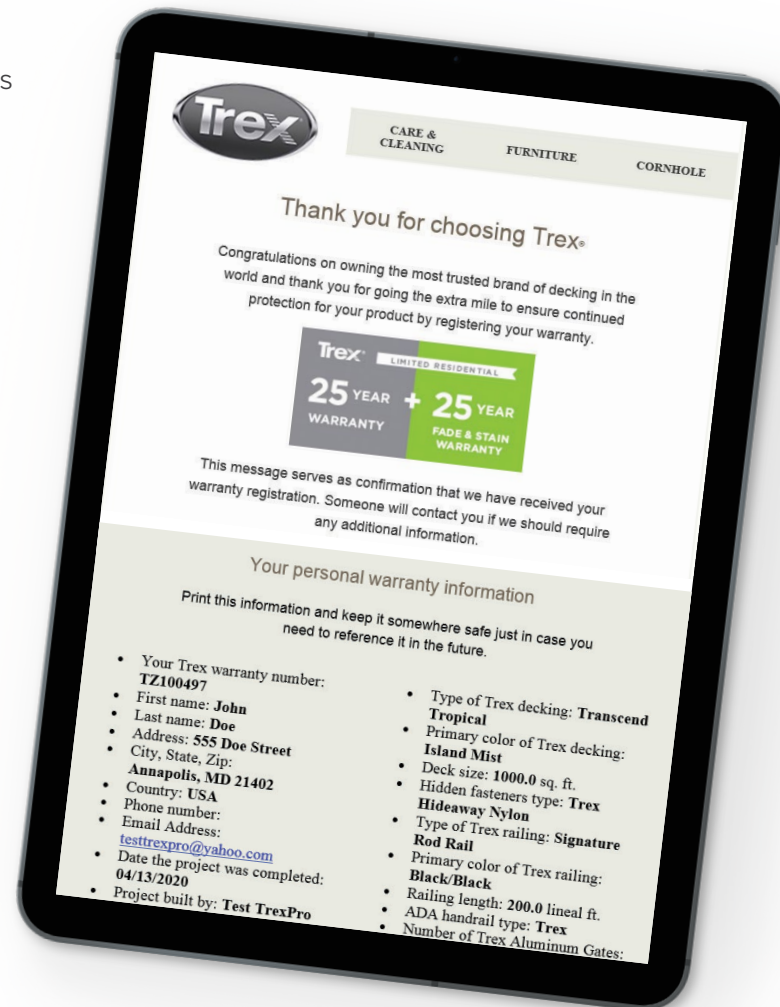
- » Meet or exceed the purchase thresholds to advance to TrexPro® Gold or TrexPro® Platinum*

HOMEOWNER RATINGS

- » Encourage homeowners to rate their TrexPro experience as a way of wrapping up their project. Ratings and reviews are added to your TrexPro page on trex.com, where positive feedback improves your profile ranking

What's next?

[RATE YOUR TREXPRO® EXPERIENCE](#)



Increase Your Business INCREASE YOUR BENEFITS

THREE LEVELS TO FIT EVERY BUSINESS MODEL

TrexPRO®

Up to \$50k in annual purchases

TrexPRO®
GOLD

\$50k-\$100k in annual purchases

TrexPRO®
PLATINUM

\$100k-\$250k in annual purchases*
(Platinum status requires web exclusivity)

BENEFIT

BENEFIT	TrexPRO®	TrexPRO® GOLD	TrexPRO® PLATINUM
Welcome Kit & Reviews	●	●	●
Profile Page on trex.com	●	●	●
Profile Page on decks.com	●	●	●
Iframe Capability	●	●	●
Trex Brand Store	●	●	●
Tiered Search Listing	3rd	2nd	1st
Find a TrexPro Search Exposure	Primary Zip	Primary +1	Primary +5
Marketing Funds		1%	2%
Labor Warranty Coverage**	Up to 2 years	Up to 6 years	Up to 10 years
TrexPro Summit Meeting Invitation			●

*Purchase thresholds vary by market **Exclusions apply

HOW TO USE YOUR MARKETING FUNDS

- » Advertising
 - » Collateral and signage
 - » Specialty tools and accessories
 - » Radio ads
 - » TV commercials
 - » Posters and yard signs
 - » Vehicle wraps
 - » Clothing/wearables
 - » Exhibits & displays
 - » NADRA
- Log into Communities and click BuyTrex tab to view samples, literature and display options.**



RESOURCES

In addition to our dedicated field sales teams, our Contractor Development Managers are here to support you.



CONTACT YOUR CONTRACTOR DEVELOPMENT MANAGER FOR ASSISTANCE WITH:

- » Warranty registrations
- » Profile page development and optimization
- » Website
- » Social marketing
- » Vehicle wraps
- » Business analytics
- » Print and digital ads
- » TV and radio ads
- » Samples, literature and displays

FREQUENTLY ASKED QUESTIONS

Why do I have to use Trex products three times to become a TrexPro?

A TrexPro is someone who is proactively selling decks and adheres to our installation requirements.

Do I have to purchase Trex leads?

No. Leads from Trex are complimentary. As a TrexPro, thousands of consumers in your local market will view your profile page and learn about your company at no cost to you.

How do I begin building my company profile page on trex.com?

As a TrexPro, building your profile page is easy—log in to trexcommunity.force.com/trexpro/s/ to get started.

I've misplaced my username and password. Whom would I contact to get it sent to me?

If you know your username, go to trexcommunity.force.com/trexpro/s/ to retrieve your password using the forgot password link. If you cannot remember your username or password, contact Regional CDM for assistance.

Can I make changes to my profile page at anytime?

Yes. Changes are reviewed within seven business days before activation on your profile page.

Will my profile page also include a link to my company website?

If Trex is both prominently placed on your site and no direct competitors are present, then yes, consumers will be able to link out of trex.com to your company website.

Do I send warranty information to my customers, or does Trex send it to them directly?

Once you register your customers' warranties for them on trexcommunity.force.com/trexpro/s/, Trex sends a welcome kit, including all pertinent warranty information, on your behalf.

How do I begin registering Trex warranties on behalf of my customers?

To register your customer's warranty, simply log on to trexcommunity.force.com/trexpro/s/ and follow the instructions.

I've been registering my Trex warranties for my customers all along. What will change?

By registering on trexcommunity.force.com/trexpro/s/, you'll trigger a personalized welcome kit to be sent to your customer. This includes their warranty information, as well as a link to our Owner Resources and Customer Satisfaction Survey. The ratings and reviews from this survey will be collected and displayed on your profile page.

Can I go back and register a previous customer's warranty?

Yes. You may register a customer warranty for decks installed up to twelve months prior to the date of registration.

Can the general public post ratings and comments about my company that will be posted on trex.com or on my trex.com profile page?

No. The ratings and comments on your trex.com profile page are generated solely by customers who complete our Customer Satisfaction Survey. The survey is only available through our welcome kit and requires a valid warranty number to access. The general public does not have access to this survey.

What determines placement priority in the contractor search results page on trex.com?

First by your level: Platinum, Gold or TrexPro. Second, customers can sort by number of reviews, distance or number of photos.

Will all Customer Satisfaction Survey results be posted on my profile page, regardless of the rating?

Yes. The integrity of the rating and review system depends on transparency to the consumer. Reviews are visible on trex.com for 18 months from project completion date.

Will the Customer Satisfaction Survey be measuring satisfaction with my company, with the product, or both?

The Customer Satisfaction Survey questions relate solely to the customer's experience with their TrexPro contractor.

As a TrexPro, do I get marketing funds?

All TrexPros have access to our premium business-building tools at trexcommunity.force.com/trexpro/s/. At the TrexPro Gold and Platinum levels, marketing funds are awarded. Your balance will be posted to your account on trexcommunity.force.com/trexpro/s/ (BuyTrex tab).

FRONT

decking: Transcend in Tiki Torch

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BACK

decking: Transcend in Spiced Rum

railing: Transcend rails in Vintage Lantern with round aluminum balusters in Charcoal Black



DECKING | RAILING | FRAMING | LIGHTING | FASCIA | KITCHENS | FURNITURE | PERGOLA | DRAINAGE



Engineering What's Next
in Outdoor Living®

FIND US ON



Visit trex.com or call 1-800-BUY-TREX

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