



February 1, 2022

Use these FAQs and Talking Points to better engage with your qualifying customers.

How do I describe ProFund™ to a Customer?

“ProFund™ is a new, **cloud-based sales closing app** that combines **homeowner and property insights for every prospect** along with **simplified homeowner financing**. We are a ProFund™ sponsoring partner and as one of our best customers, we are able to provide you with exclusive access. I think this could be a great fit for you. I’ll send you an email with an invitation to learn more about ProFund™.”

- ✓ **Homeowner Insights** includes real time demographic data, homeowner persona scoring with closing tips and AI-driven interpretations of the roof condition.
- ✓ **Simplified Financing** refers to our next generation multi-lender financing where we’ve eliminated loan codes, rate sheets, payment factors, and docs and combined it with instant decisioning and subsidized fees.



ProFund™ is not just a financing app, rather its a sales closing tool. We want our customers to use the real time homeowner profile data to help them win every appointment, whether or not financing is needed.

Is ProFund™ available to all Customers?

ProFund™ is available to your **Qualifying Customers** on a **Sponsored and Invitation Only** basis. Without your sponsorship, a customer is unable to access ProFund™. The minimum pre-qualifications include:

- ✓ Customer is in good standing
- ✓ Customer business entity has operated for at least 1 year
- ✓ Customer has made at least \$350,000 in purchases from you over the prior 12 months.



Update - Limited Rollout

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How do I Sponsor and Invite a Customer?

Once you've identified a customer you would like to invite, sponsorship takes only a minute using the **ProFund™ Sponsor Portal**. But first, we recommend you schedule a time to complete the ProFund™ Overview & How to Use the Sponsor Portal session using the included QR Code or contact any member of the ProFund™ Team to set up a call.



What are the Benefits of Sponsorship for my Customer?

ProFund™ is a *next generation sales closing tool* that for the first time combines actionable, real-time insights and simplified financing allowing your customers to identify more opportunities, have better engagement with prospects and win more business.

In addition to accessing this incredible tool to win more business, your sponsorship helps your best customers improve their *bottom line*. There is no cost for your customer to use ProFund™ and access real-time homeowner and property insights. And, when financing is appropriate, your customer will enjoy the following additional benefits:

- ✓ Reduced Lender Fees
- ✓ Reduced Processing Fees
- ✓ Same-day Direct Payment (April 2022)

What are the Benefits for Me if I Sponsor a Customer?

ProFund™ is a high value sales closing tool that is exclusively available only through your sponsorship. Your invitation rewards your best contractors for being good customers and incents them to continue to be so. But the bottom line is your customers will close more business and buy more shingles with ProFund™, helping you more easily reach and exceed your personal goals.

- ✓ Exclusive Access Only Through You
- ✓ Rewards Contractor for Being a Good Customer
- ✓ ProFund™ Offers Multiple Touch Points to Interact and Deepen Relationships
- ✓ Customers will Win More Business and Buy More Shingles



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Which States are Included in the Limited Rollout?

Alabama	Florida	Maryland	Nebraska	Oregon	Virginia
Arizona	Georgia	Michigan	Nevada	Pennsylvania	Washington
Arkansas	Illinois	Minnesota	New Mexico	South Carolina	
Connecticut	Indiana	Mississippi	North Carolina	Tennessee	
Delaware	Kentucky	Missouri	Ohio	Texas	
D.C.	Louisiana	Montana	Oklahoma	Utah	

I'm not in a Rollout State but want to Learn More?

Awesome! If you would like to learn more about ProFund™ just use the QR Code below to open the ProFund™ Portal Calendar and select the event called ProFund™ Overview & How to Use the Sponsor Portal. From the calendar, select any available date and time that works for you.

ProFund™ Overview & How to Use the Sponsor Portal

ProFund™ is a cloud-based sales closing tool that combines powerful homeowner and property insights with incredibly easy to use point of need financing. For the f...



How Do I Contact the ProFund™ Support Team?

- ✓ Call us at 478-PRO-FUND (478-776-3863)
- ✓ Chat with us from the *ProFund™ Sponsor Portal*
- ✓ Email us at ***Info@ProFund.net***
- ✓ Book an online meeting at the *ProFund™ Sponsor Portal*

Immediate Support

Want to chat now? Click the link below to begin an online chat session with a member of the ProFund team.

[CHAT WITH US](#)

Book a Meeting

Please click the link below to book an online meeting with a member of the ProFund team.

[BOOK A MEETING](#)

Let's Discuss

We'd love to hear from you - please click the link below to call us directly from your mobile device.

[CALL US NOW](#)