

# PROACTIVE: A Hurricane Preparedness Program for Damaged Roofs

## What is PROACTIVE

Proactive is an effective Hurricane Preparedness Program (HPP) to specifically address Commercial roof damages immediately following a catastrophe. When your roof blows off, you need immediate access to a quick, efficient and cost effective temporary roof system. Proactive provides this. Our objective is to:

- Mitigate further damage (interior and structurally)
- Restore facility operations to a watertight state
- Provide a leak free environment for at least six months
- Respond Immediately

## Who are the Team Members

This program was developed by three companies: General Electric, Bayer-BaySystem North America and Servcor International. These firms, which manufacture and market permanent roofs (including the General Electric Roofing System), have the only formalized temporary roof system on the market. Further, it's the only temporary roof system that has a full 6-month manufacturers leak free warranty covering both labor and materials. A warranty backed by a Fortune 50 Company.

Proactive goes further than just providing roof system innovation. It is a "turn-key" hurricane relief solution which implements and manages the entire process. Working under the umbrella of our authorized construction management firm, we incorporate the same team which design and install our 30-year permanent roof system:

### Network Partners™:

Our national network of qualified design professionals consisting of roofing and waterproofing consultants, architects, and engineers.

### GE Contractor Network:

Our applicator network, consisting of over 60 certified contractors nationwide, perform the actual installation of the temporary roof system

## How Does it Work

We provide a Master Agreement containing pre-negotiated contract terms, conditions and a fixed unit price structure for repairs. When emergency repairs become necessary, the owner issues an authorization directive (such as a purchase order) which automatically incorporates the terms, conditions and price structure of the Master Agreement.

While most companies offer open ended "cost plus" pricing, we provide a fixed unit cost structure. We have identified the most common types of damage sustained to a roof during a hurricane and assigned a repair cost to each of these items. The damaged roof areas are simply measured and the corresponding unit price is applied. That's it. Very easy to quantify, very simple to use, not open ended. It's a fixed cost.

## What Does it Cost

This is not an expensive endeavor. In fact, the cost is very minimal. Basically, you pay a minor administrative fee to get setup in our system. That's it. We've already done the hard work, we've thought everything through. We have the team. We have the solution. Join today and become PROACTIVE.