



Shaw HF Contractor Technology Offering

SHAW HOME FOUNDATIONS PROVIDES FLOORING CONTRACTORS THE TECHNOLOGY TOOLS NEEDED TO DRIVE THEIR BUSINESS.

CONTRACTOR COMPANY WEBSITE

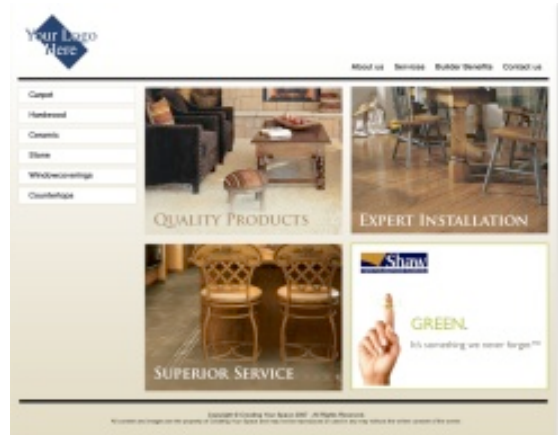
DESCRIPTION

- CUSTOMIZED TO THE CONTRACTOR
- SHAW BRAND AND PRODUCT

TARGET USERS

- BUILDERS (SOME HOMEBUYERS)

MARKET VALUE: \$3,500



SHAW HOME FOUNDATIONS BUILDER WEBSITES

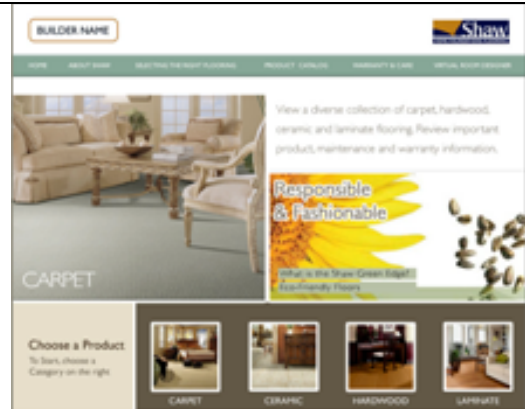
DESCRIPTION

- CUSTOMIZED TO CONTRACTOR'S BUILDERS
- PRODUCT CATALOG, PRODUCT KNOWLEDGE, WARRANTY, VIRTUAL ROOM DESIGNER

TARGET USERS

- EVERY NEW HOMEBUYER

MARKET VALUE: \$2,500 PER BUILDER
(UP TO 4 CUSTOMIZED BUILDER SITES - \$10,000 VALUE)



ONLINE TRAINING

DESCRIPTION

- UP TO 10 FREE LICENSES OFFERED
- TRAININGSPACE™ COURSES INCLUDED: CARPET/ TILE/ LAMINATE/ HARDWOOD
- FIVE SHAW HF UNIVERSITY COURSES

TARGET - ALL DESIGNERS AND CUSTOMER SERVICE

MARKET VALUE: \$1,000



SHAW CONTRACTOR PROGRAM COST

DEVELOPMENT FEE: \$999

(ANNUAL RENEWAL FEE: \$999)

SHAW HOME FOUNDATIONS SPONSORS THE BALANCE OF THE \$14,500 VALUE!