

Are you familiar with IB Roof Systems' Project Profiles? Project Profiles are a great way to promote your business as well as showcase interesting and challenging roofing projects from across the country. Creating your own Project Profile is a very easy process. Simply follow the guidelines below and IB's Marketing Department will provide you with a high quality digital file that you can use to print color copies and email to clients — all free of charge!



1 Gather Information

The first step in creating a successful Project Profile is to gather important facts about your project:

- Project Name
- Building Owner's Name
- Project Location
- Roof Area (sq. ft.)
- Year Completed
- Attachment Method
- Membrane Thickness (and color if applicable)

2 Write Your Story

The next step is the exciting part — writing your story! There are many ways to approach writing a Project Profile. The most successful stories involve illustrating how a particular problem or obstacle was overcome when completing the roof project. For instance, you may want to describe a concern that the building owner had and demonstrate how your team was able to take care of it! For more ideas and examples, be sure to check out our Project Profiles online at: www.ibroof.com. Please be sure to limit your story to a **maximum of 900 words**.

3 Photograph Your Project

We recommend that you submit two digital photos of your roofing project. One image should present a large overall view of the project — aerial photos are a great option. The second image should showcase a detail or aspect of the roof that is of particular interest or complexity. Please be sure to take your photos with your digital camera set to the highest quality setting available. Of course, traditional film photographic prints are also acceptable.

4 Submit Your Project!

When finished, email your story and photos to the IB Marketing Department at: solution@ibroof.com. We will email a finished Project Profile to you as soon as we can!

Questions or comments? Please contact the IB Marketing Department at 800.426.1626 or email: solution@ibroof.com